



VMC SUCCESS STORY

Web Portal Publication and Editorial Support

Overview

Country: United States

Industry: Software

Service Areas: Internal Communications

Customer Profile: A leader in the software development industry with offices worldwide, employing 70,000 people

Business Challenge: Maintaining content of a large internal Web Portal with high visibility

VMC Solution: A team of Web publishers and editors to manage daily content updates, send out publications, and communicate with content owners and site users.

Benefits:

- A one-team solution for managing multiple projects on the same site ensures consistent quality and complete coverage of all related aspects of the project
- With VMC managing daily updates and publications, the customer is able to focus on core business development and related projects
- Industry-leading project management coupled with a high degree of resource scalability ensures that project demands and unforeseen circumstances are met, without incurring additional overhead

Business Challenge

A company-wide intranet portal content migration required quality assurance and subsequent editorial management oversight. The client needed a vendor that would be able to assist in the content transition and maintain the site content thereafter. The intranet portal consists of over 900 pages, and is highly visible to the entire company, serving as a main point of reference for employees. Numerous high-profile and critical service groups throughout the company host information for employees on this portal. To be successful, the vendor would need to learn the new platform and publishing tools quickly, and produce high-quality work within very strict publication deadlines.

Once the content was migrated, subsequent editorial management oversight would include the following aspects of portal management:

- Editing and updating hosted content as requested
- Editing and publishing subject-specific newsletters for subscribers daily
- Editing and publishing daily content on the home page
- Writing, formatting, and editing new content for posting on the site]
- Responding to user feedback from client's employees visiting the site

VMC Solution

VMC assembled a team of Web publishers and editors, focused by a managing editor project manager, to ensure the accurate migration of content and subsequently manage that content. The project manager established the workflows within the team, and acts as the main point of contact for the client and stakeholders. The first month was spent training, establishing work systems, and setting up tracking procedures. Once the main portal went live on the new platform, VMC assumed full responsibility for editing content, sending out daily publications, and responding to customer feedback for the portal site.

VMC's project scope consists of the following:

Editing and updating hosted content as requested: Although the new portal was designed with a built-in content request submission process, initially all content request changes are submitted via e-mail. Subsequently, VMC set up a procedure for tracking all requests and ensuring each task was completed within established timelines. Each publishing request is assigned to a Web publisher and an editor for completion.

Editing and publishing subject-specific newsletters for subscribers daily: A team of two editors and one publisher are assigned to periodic morning and afternoon publication shifts. The content is submitted to the team on an internal repository/publishing tool. Two team members check each item a minimum of two times for content accuracy and correct format, comparing against a publication checklist that is updated daily.

Editing and publishing daily content on home page: Three team members are assigned to the morning home page publication (often the same team members handling the morning subscription publication). One team member is dedicated to finding and preparing the related graphic images, while the others edit and test the submitted content.

Writing, formatting, and editing new content for posting on the site: One Web publisher and one editor are assigned to each new project, and they work directly with the client and content owners. VMC determines the schedule for building and posting the new pages, and submits a timeline to the client, including deadlines for content submission, milestones for review, and final sign-off and publication.

Responding to user feedback from client's employees visiting the site: The team members respond to feedback coming to the site alias. As site subject-matter experts and librarians, they search out the answers users are seeking. VMC adopted a feedback triage system that ensures that all feedback requests are addressed in a timely manner.

Results

Since all aspects of editing and publishing of portal content are handled by the same team, consistency throughout the site is made easy, and the customer can interact with a single point of contact for all site issues. As processes were established, VMC was able to assume more and more responsibility for the publication of the portal – finding the daily images for the home page, working directly with new content owners, building out new pages, and making editorial decisions. The client has noted VMC's timely and excellent service to their customers.

About VMC

VMC is a project management and technology services company specializing in testing, development, IT and technical support solutions. VMC provides consulting, project management, technical services and more to give an innovative face to traditional outsourced IT services. From our quality assurance and product testing, to in-depth technical support expertise and IT implementations and service management, the VMC focus on high quality, expert project management, and communications helps global companies manage more efficiently and effectively.

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