

Case Study:

Website Development CMS

Providing custom development with a content management system enables end users to build and maintain for a vibrant web site.



Situation

A midsized professional services company with limited marketing resources faced the ongoing issues of updating and maintaining the company web site. Both the internal IT team and the marketing team shared responsibility for the company Internet site. The marketing team provided content, while the IT team hard coded the changes to the site. The result was that the complicated and multi-faceted process resulted in very few updates to the site, rendering it outdated and ineffective as a marketing tool.

The company needed a way to allow subject matter experts to contribute content, while enabling marketing to maintain control over look and feel, as well as voice of the site. VMC provided the consulting and outsourcing to select, enable and customize a content management system to meet the needs of the client.

Solution

VMC assisted the company with the selection of a best in class content management tool which was also a low priced option in the market. After weighing requirements and restrictions, the decision was made to move forward with the Ektron® CMS400.net® platform as the foundation for the new web site. As a .NET based technology, the development team at VMC was able to create templates and implement standardization and customization fields which met the dichotomous goals of consistency and flexibility.

VMC consulted with the marketing and technology teams within the client to determine project timelines, process workflows, team roles and responsibilities, and an interaction plan for the third party hosting solution. The consulting team recommended a phased approach for designing, developing and implementing the new site, allowing for basic functionality in the first phase, and adding social networking applications, and more advanced capabilities in additional phases to reduce risk and improve time to market. Additionally, a training program was developed for the content contributors and others who needed to understand how to add content to the site using the CMS tool.

The team developed a series of easy to use templates with usage guidelines for consistent page building and formatting. The site launched successfully, delivering the full functionality and satisfaction of the client.

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Success

The success of the content management system tool in the Internet development project enabled the company to update content across a distributed team of content creators. Security controlled access allowed team members to work on the web site from virtually any location, in a safe and secure environment. The solution built in redundancy and disaster recovery, using different server environments for development, user accessible testing, and the production "live" site to the Internet.

The marketing team has reported being able to make updates to the site, adding collateral, presentations and even new content pages and microsites in a matter of minutes, which used to take days. They reported an increase in site viewers, and were able to move their web strategy from a "static brochure" to a true, interactive, marketing tool.

The cost for the project, in which VMC partnered with a two person, in-house creative group at the company, was a savings of over 80% from that of a similar project conducted at a sister company only a few months earlier.

The company plans to create a portal for internal and external use, with the same tool set, including individual visitor log-on access to secure areas, application tools, research information, project management tools, and workforce tools.

About VMC

VMC, a subsidiary of Volt Information Sciences, Inc., is a technology consulting company that provides flexible and scalable development and integration, quality assurance, IT outsourcing and customer care solutions to businesses, providing a competitive advantage through the effective application of people, process and technology. Using an integrated PMO methodology and world-class talent and resources, VMC delivers targeted solutions for the unique business needs of our customers.

By tailoring solutions to address specific challenges, VMC becomes a true partner for helping businesses reach high performance goals. Our value is in our blend of proven experience, skilled expertise and defined thought leadership. VMC is positioned to help through both consulting and outsourcing that delivers results. Learn more by visiting our web site at www.vmc.com.

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