

## Expanding the Marketing Capabilities of a Corporate Web Site and Demonstrating Value through Strategic Program Management

### THE BUSINESS CHALLENGE

**A large Internet technology company quickly evolved beyond its original business verticals through partnerships with key associations and the purchase of key Internet technology companies.**

As it expanded into new markets, it required more marketing capabilities and integration of content for its corporate web site. This would generate sales leads, offer e-commerce features, and provide self-service functions to existing customers. A massive web infrastructure overhaul was needed.

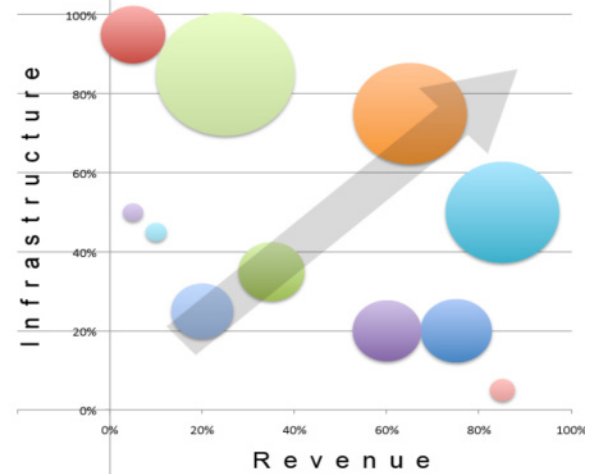
A redesigned web site was made a business priority, and the company engaged Pivotal to help them select and manage an interactive design agency, a Content Management System (CMS), and a systems integrator.

### STRATEGIC DIRECTION

**The company's web site required a thorough understanding of the corporate and service group visions.**

Pivotal worked with key stakeholders and executives to determine specific business requirements, quantify and qualify those requirements, and build a program to coordinate multiple high-priority projects. The executive sponsors and the Chief Operating Officer (COO) validated the velocity and vector. Business cases were built to understand:

- Return on Investment (ROI)
- Relatively Priority
- Total Cost of Ownership (TCO)



**Infrastructure vs. Revenue**

*Project priority based on the infrastructure impacted vs generated revenue.*

### MANAGING THE VENDOR SELECTION PROCESS

**Choosing the right technology and vendors were important if the company hoped to meet its business objectives.**

Pivotal managed the request for proposal (RFP) process to select an interactive design agency to work with the existing brand agency.

Simultaneously, Pivotal managed the RFP process to select the CMS for the new web site, once again handling the process from end-to-end on behalf of the client. Part of the selection of a CMS was to choose the systems integration vendor.

## THE PIVOTAL PROJECT TEAM

**Pivotal provided a full implementation team to provide project management, development, and technology operations support.**

Pivotal supplemented the client's regular staff and provided subject matter expertise in mission critical areas. The project team provided support with ...

- project management of the web site redesign
- project management of the brand implementation across service groups
- build-out of the infrastructure to support the CMS platform

## IMPLEMENTING A CONTENT MANAGEMENT SYSTEM

**The CMS was the key to creating a web site that continues to be fresh, flexible, and expandable.**

Pivotal managed an extensive RFP process, the end result of which was the selection of eZ Publish as the enterprise CMS solution. As an enterprise open-source product, eZ Publish met the needs of the client by providing:

- A structured code base
- Application support
- More functionality
- Greater usability
- A lower Total Cost of Ownership (TCO)

The project team implemented a robust, scalable, and risk tolerant solution to host the CMS, which included multiple servers in a load balanced configuration across two data centers. Custom templates and extensions were developed by the project team, the implementation partner, and eZ Systems to meet specific requirements. A full testing suite was run against the platform to ensure the appropriate uptime and availability.



### eZ Publish

*eZ Publish is the content platform that ties together e-Commerce, the corporate web site, a mobile web site, multiple marketing web sites, and product-oriented print collateral.*

## LAUNCH DAY

**From re-branding to new web site, Pivotal worked with the client for nearly a year to launch a new face to the world.**

The team launched a microsite, two marketing web sites, a complex workflow system, and e-Commerce functionality. The launch was phased to reduce the risk of down time and increase successful launch statistics. The launch of the corporate web site was the most significant event and was considered a major success. It now leads the way for a major shift in the company's business direction, taking them where they need to be to meet their goals.

## ABOUT PIVOTAL IT

Pivotal Information Technology is a service based firm that understands where business meets technology. We bring together innovative solutions with human capital to maximize technology capabilities that impact our clients' top line. We are leaders in the field of cloud computing, web strategies, and technology operations.