

## Case Study



### Re-engineering a custom intranet to a WCM enabled portal

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#### Abstract

A Retailer engaged with Infosys to re-engineer its custom intranet site to improve process efficiency and manage content better. Using Infosys' Portal, Content and Collaboration-services, the client implemented a more robust and scalable Web Content Management (WCM) enabled portal solution and reduced its cost of maintenance.

## Background

The client is a Food Retailer. The client embarked on an initiative to replace its custom built intranet site with a state of the art portal.

The client wanted to achieve the following objectives with this initiative:

- Improve access to information by consolidating views across systems and enabling powerful search features for its *Retail, Supply Chain, Legal, HR, Learning and Support* functions among others
- Establish a governance model for content authoring and publishing
- Simplify content creation and enable quick and easy publishing
- Enhance the usability of the site and increase collaboration across various functions
- Standardize the technology platform and improve maintainability of the site
- Lay the foundation for future *single sign-on* and *personalization* initiatives

The success of the initiative depended on the ability to address the following challenges successfully:

- Streamlining business processes to minimize the number of workflows and accommodate existing content publishers
- Integrating content from multiple functions and content publishers
- Mapping the existing content (structured, as well as unstructured) into a structured portal framework

## Infosys Solution

The client engaged with Infosys to create a scalable and reliable intranet portal using IBM Workplace Web Content Management (IWWCM). Infosys executed the engagement in 3 phases. Key activities included:

- Analyzing existing content on the intranet to identify requirements and potential issues
- Defining the Information Architecture
- Putting in place a governance framework for content management covering roles and responsibilities for the content lifecycle
- Identifying metadata and classifying content
- Creating the required templates
- Developing and implemented the IWWCM-base site with a customized user interface
- Implementing a security framework to address workflow, search and access control requirements
- Migrating existing content into the new structure
- Training the client's user base on the new portal



- IBM AIX
- WebSphere Portal Server and WebSphere Application Server
- IBM Workplace Web Content Management
- DB2
- Tivoli Access Manager

## Benefits to the client

The client successfully met the stated objectives of the engagement. Key benefits included:

- Migrated approximately 5000 artifacts to the new portal without issues
- An ROI of 5.8 MUSD over 5 years
- Improved productivity due to more efficient execution of business processes
- A stable, scalable and reliable technology foundation for future corporate initiatives
- Better trace-ability of content due to formalized workflows and content management
- Reduced maintenance cost



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