

Case Study



Infosys transforms Website with new Content Management System

Abstract

The ever-increasing volume of content on Infosys' corporate website made it critical for the company to revamp its Content Management System. The company sought the services of its own Systems Integration team for this purpose. Using MOSS 2007 as the base, the team transformed the entire website with a highly customized and innovative Content Management System.

Overview

Over the years, Infosys has earned for itself an impeccable reputation as a global IT service provider and business partner. With solutions spanning the entire spectrum from business consulting and software development, design, reengineering and maintenance to systems integration and implementation, Infosys has successfully led many technology-driven business transformations for its customers. The company website, which was earlier a home grown one, served as a useful source of information for clients, prospects, investors as well as employees. But over time, the repository of knowledge and information on the website grew to more than 10,000 pages and it became difficult to manage this large volume of content with the existing infrastructure. The Systems Integration team of Infosys was brought in to develop a Content Management System (CMS) that could meet the increasing demands of the company. The team used MOSS 2007 as the base and created a CMS that was highly customized and suited to the specific needs of the organization.

Business Need

Being in the services and consulting industry, it is critical for Infosys to maintain a large volume of dynamic content on its website. The content should not only be of high quality, but also be well-organized and easy to navigate so that it can serve as a valuable resource for prospective & existing clients and partners. The existing infrastructure of Infosys.com was facing a number of challenges:

- **Scalability:** The website had grown to more than 10,000 pages, including a number of templates. The number of pages is on the rise since. The IT infrastructure was not equipped to handle such volumes, therefore it was necessary to replace the IT infrastructure with a more robust and scalable setup.
- **Standardization:** The corporate website was distributed into more than 600 sub-sites including blogs, features, case studies, discussion forums etc., each hosted on separate environments. In the absence of standardization, it was getting increasingly difficult to manage these sub-sites.
- **Risk Mitigation:** Being a public site with timesensitive content, Infosys.com required a more efficient mechanism to handle expired data, dead links and ensure compliance with potential legal issues. The previous system required manual handling of such issues which again resulted in overheads and potential exposure.
- **Workflows:** There was a need for a robust Content Approval Mechanism to avoid undue delays and ensure more accuracy and speed in the publication of the content.
- **Audit Mechanism:** The site also required a sound audit mechanism and version control system to continuously scan the content and keep it updated.
- **Managing Traffic:** As the company grew, the volume of traffic on the site increased substantially. It is critical for the website to handle efficiently such large traffic, particularly during peak times such as quarterly results.

The Solution Approach

The CMS initiative was launched to address the above problems and create a single unified platform with new capabilities and improved technology, and to meet the increasing demands. The Systems Integration team at Infosys studied the requirements in detail and developed a solution using the Web Content Management capabilities of MOSS 2007 as the base. This was integrated with some other leading third party solutions such as Akamai and Teleric RadEditor for specific features to add to the robustness and richness of the website. The User Interface was significantly improved with a whole new set of features and functionality that made the site far more efficient and flexible.

The website being a key branding channel for the company, it was important to retain the basic identity in terms of look and feel and provide a common framework to ensure consistency in user experience. Apart from a large volume of content, the site consists of a number of micro-sites, partner sites and country-specific/language-specific sites such as Chinese and German. All these have been seamlessly integrated into the new Content Management platform.

The solution used many out-of-box features of MOSS, but in many places it had to be enhanced or modified to meet specific requirements. The out-of-box Audit Report, for example, had a limitation to the amount of data that could be stored. This was addressed by providing Custom Audit Reports to authors, where there was no limit to audit data. The Systems Integration team of Infosys did a tremendous job by customizing as much as 50% of the solution. (See box for details)

Many additional features were also created to streamline the process of content management. For instance, during the early development phase itself, the team identified the pattern in the way editorial content (News, Case Studies, Whitepapers etc.) were being displayed across sub-sites. Based on the patterns observed, the content was divided into seven sub-categories named as Editorial Web-Parts. This is the most widely reused component across the site and helps in improving the look and feel of editorial content without any impact on the pages.

Business Benefits

The new Content Management System has truly transformed the way content is managed at Infosys.com and has resulted in several benefits:

- Standardization through the use of templates and web-parts has made the site much more flexible and easy to manage. Standardization also ensures consistency in various sections of the website.
- Integration of Copyright and IP information at the page level deals with compliance and expiry related details. Improvement in authorisation and control mechanism helps in lowering compliance or legal problems.
- Content tagging is extremely useful for Web analytics as it helps understand and analyse patterns in content usage and user behaviour.
- Automated control over broken links, archiving and expiry have significantly helped reduce manual effort.
- Integration with CDN solution from Akamai has reduced the average response time from 8-9 seconds to less than three seconds while Akamai Secure Shield has enhanced the security of the system.
- A number of other useful features for Search Engine Optimization, Version control, Cross Linking have also contributed to enriching the site and making it more effective.
- The overall efficiency of the system has increased by as much as 35% to 40%.

Key Features

Some of the significant features created by the team:

- Customized Meta Tag Field Control to dynamically generate Meta Tags based on the entries made while creating content. This enables SEO (Search Engine Optimization) which makes Infosys.com a search-friendly site.
- Customized Reference Link Field control to dynamically generate links within web-parts. This helps track 'forward' and 'backward' links and thus takes care of broken links on the site.
- Improved Search Engine interface created by enhancing the MOSS capability according to Infosys' requirement. Additional components like 'most searched web-part' were also created to capture and analyze user search.
- MOSS had a limitation as it did not support content deployment across WAN (Wide Area Network). A customized content deployment tool was created to tackle this issue.
- In order to import content from remote locations, the content team needed access to the production server, which couldn't be provided due to security reasons. The team created a Web application to enable transfer of offshore content through the internet.
- A custom tool was created to dynamically generate Forms such as Feedback Form, Request for Service Forms etc.



The rollout of our corporate website Infosys.com using a content management platform like MOSS 2007 has helped us reduce the risk of wrong content or wrong versions getting published on to the public domain. This has also helped us publish content faster since everything is online and has also helped in improving the productivity of our content publishing team.

- Suryaprakash (Sury), VP and Head, Information Systems, Infosys



The CMS has helped us provide unified user experience on the web site, better content cross-referencing and a robust tag based search functionality. While this has enabled us to maintain consistent branding and site structure, it also facilitates units to take ownership of their own content. The business rules help us govern the presence and ensure that the compliance requirements are taken care of.

Thanks to the team, the migration from the legacy, home grown system to CMS has been smooth, without any disruptions. They came up with a comprehensive solution to our challenges - managing complexities and integration issues very well. The deployment has helped us reduce costs of website maintenance and increase productivity. The site performance, scalability and reliability has improved multifold.

- Aditya Nath Jha, AVP and Head, Corporate Marketing, Infosys



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