Web Content Management (WCM) Solution

Web sites play an important role in the modern-day enterprise. A typical organization generates thousands of pieces of content across its web properties. The volume of online content is growing rapidly. As the functionality of the Internet is enriched and more people get on to it, lack of an effective content management mechanism can lead to chaos. Content management poses a number of challenges.

- Providing a good, uniform user experience
- Ensuring timely content updates
- Catering to users across multiple locations
- Managing the content workflow
- Lack of consistency across mirrored sites
- Migrating existing content

Infosys' Web Content Management (WCM) solution, based on pre-integrated components, can help organizations manage the content workflow effectively, enhance productivity, improve communications and reduce costs by addressing these challenges.

Key considerations in a WCM implementation

As with any other technology, implementing WCM has its own challenges. The WCM strategy should cater to both the current and future operational needs of the organization. Having taken the decision to implement a WCM solution, an organization needs to address the following questions:

1. How can we identify the depth and breadth of the WCM product features that can cater to most of our organizational needs in a short span of time?
2. How can we prioritize requirements and features to ensure a quick roll-out of "staple" features followed by additional roll outs for specialized functions?
3. How can we leverage best practices and the lessons learnt from similar implementations in the industry?
4. How can we ensure that IT scales up to support the implementation and operations post-implementation?
5. How can we roll-up our existing investments in different WCM solutions into an enterprise-wide solution?

The Infosys Advantage

Infosys' WCM solution supports all the leading WCM platforms and is built on a set of pre-integrated components spanning the functional, architectural and delivery dimensions. The solution delivers significant benefits on the key attributes of cost, time to market and quality.

- Reduced time to market
  - This solution enables you to implement WCM faster by reducing effort to the tune of 30 - 40%. These effort savings span all stages in the lifecycle - ideation and solution envisioning, solution definition, detailed design, build, integration testing and deployment

- Reduced cost of implementation
  - The solution can reduce project costs by up to 25% by utilizing pre-integrated components and the Global Delivery Model

- High Quality
  - The solution delivers a high-quality, near-zero defect WCM implementation using thoroughly tested, pre-integrated components

- Core Benefit
  - The solution components leverage product capabilities to ensure that your implementation stands up to product benchmarks
Infosys’ WCM solution comes with pre-integrated components covering functional, architectural and delivery aspects of a typical WCM implementation. These components include:

- **Functional Components**: The functional stack includes business requirements, use cases, out of the box product capabilities and accelerators for typical WCM functionality like - content authoring and publishing, templates, search, audit and archival process and administration.

- **Architectural Components**: Components of the architecture stack include - Reference application architecture including integration with external systems, Design for key components, Spreadsheets for computing infrastructure requirements, Security architecture.

- **Delivery Accelerators**: This solution accelerates delivery by using a CMMI Level 5 methodology tuned for WCM implementations and pre-filled templates for: WCM envisioning and architecting, Requirements specifications, Solution roll-out planning, External WCM integration strategy.

- **Delivery capability**: Advanced delivery capabilities provide a strong foundation for this solution. The key aspects are - Self-contained core teams of WCM specialists, WCM knowledgebase and frameworks to aid in project execution, Concept center for quick proofs-of-concept/customization and technical experiments, Strategic alliances with key technology vendors.

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**Allied Services**

**Information Management**

Making sense of information is the key to success. Our Information Management services enable organizations to derive insights from information leading to informed decision-making, regulatory compliance and business effectiveness.

**Security Services**

Integrity of information is vital for business. Data and information are key corporate assets. This service helps you to protect assets from theft and loss. It covers the security lifecycle from developing security strategy to managing security.

**Performance Engineering & Enhancement (PE²)**

Based on a holistic approach to performance improvement, our PE2 solution amplifies application performance, availability and scalability to enable organizations to derive maximum value from their IT systems.

**Independent Validation**

Enables your business to function with minimal disruption. Our services use rigorous validation methodologies to optimize your business outcome by ensuring that you applications have near-zero defects.

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**About Infosys**

Many of the world’s most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow’s enterprise.

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