

CASE STUDY

Content Management

Implementing a content management system for Scalable Networks PLC.



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Profile

Scalable Networks is a leading independent provider of Secure Convergence solutions. They apply a consultative approach to improving business communications through the adoption of converged and collaborative solutions that embrace best-of-class IP Infrastructure, IP Security and IP Telephony technologies and services.

“The professionalism and experience that Red Technology brought to the project was great. Content management capability is delivering real value business benefits.”

*Simon Brown
Managing Director, Scalable Networks Plc.*

Red Technology worked closely with Scalable to assess how content management could best be integrated into their business, examining workflows, resource requirements and management structure; making sure content management could be utilised effectively in-house. They then designed Scalable Networks web site, ensuring that it communicated effectively with target customers. Red Technology's conductIT™ content management platform was already proven in the market, minimising investment risk.

Scalable Networks wanted to develop a new web site that would allow them to easily and cost effectively update site content in-house and generate incoming sales leads. They identified the following issues:

- They must be able to edit, change and update their site content in-house, allowing them to quickly revise content without technical programming and HTML knowledge. In particular they needed to be able to edit and upload:
 - News items
 - Press releases
 - Case studies
 - Exhibitions / event attendance
 - Page content
 - Banners and images
 - Downloadable documents
 - Site layout and navigation
- Increase sales lead generation through improved search engine ranking and visibility.
- Design and implement a new look and feel for the web site, making it more appealing and user friendly.
- Act as a gateway to their customer portal.



Researching The Solution

WHAT IS CONTENT MANAGEMENT?

Content management systems are software packages that allow businesses to make in-house changes to the structure, words, images, documents and links on their web sites without any technical expertise. Content can be managed globally, by multiple users, through simple to use applications accessed via a web browser. Content management systems such as Red Technologys **conductIT**™ bring many business advantages, including:

Reduced operating costs help achieve quick return on investment.

- Intuitive and easy to use interfaces mean you won't need costly programmers or design agencies to update site content.
- Changes can be made without the need for costly page re-builds.
- The functionality to add new templates, page layouts and site structure will help to future-proof the system, ensuring good return on investment.

Security & brand consistency.

- Workflow checks and balances to ensure that content is reviewed and authorised before being published live.
- Content authors can be restricted to work with only specific pages or content types that are of concern to them.

Rapid response, ensuring content is always up to date and relevant.

- Content can be changed very quickly, removing the time delays, misunderstanding and re-work often associated with outsourcing.
- Immediately post news and statements in response to critical company and industry issues.
- Regularly updated content improves search engine ranking.

Improved content quality.

- Internal departments can take responsibility for their own content, meaning it is controlled by subject experts and specialists.
- Evolving and tweaking content means greater relevance; leading to improved customer relations, visibility and turnover.

“Improved search engine ranking and the ability to rapidly introduce new website content as technology evolves is having a positive impact on sales and gives us competitive advantage.”

Amy Keen
Marketing Manager, Scalable Networks Plc.

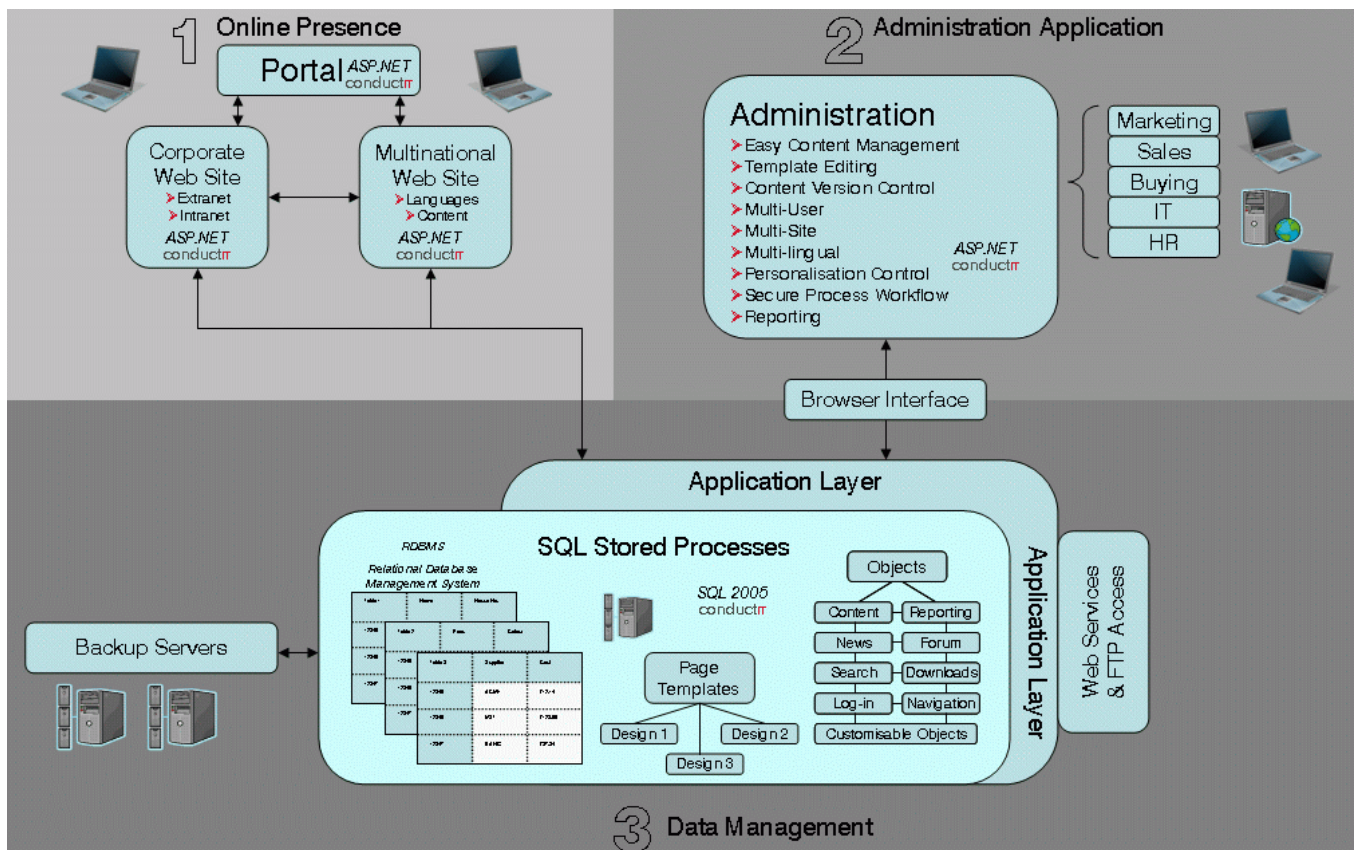


Red Technology conductIT Content Management Platform

1. Online Presence. The conductIT™ platform can present multiple web sites, in multiple languages. Highly scalable, the system can manage content for multiple domains, automatically presenting personalised content, branding, navigation and languages.

2. Administration Application. Multiple administrators control their own content, wherever they are in the world. Can be hosted separately from web servers to reduce server load. Non-technical operators control and edit content via simple to use browser interfaces.

3. Data Management. Hosted over single, or multiple servers, with backup redundancy; ensures rapid deployment to multiple web sites. Securing your data while communicating with 3rd party and in-house systems. Scalability to expand with your business and data storage requirements.





Red Technology Delivers

Scalable Networks are extremely happy with the functionality, look and feel of their new site. Not only can they now control all content in-house, but they can also manipulate site navigation, structure and page templates; effectively future proofing their technology investment.

The site is now much more visible to search engines and the ability to manage meta data, tags and page content means that their search engine ranking, and therefore public visibility is improving. The project was delivered on time and within budget.

Red Technology's **conductIT™** content management platform can be quickly and effectively integrated with their ecommerce and emarketing software platforms to provide a complete e-commerce solution.

Red Technology has been a leading UK ecommerce solution provider since 1996. Their development specialists have built more than 400 content management and ecommerce solutions promoting products and services online, to both businesses and consumers. Customers include B2B suppliers, high street retailers, specialist online retailers, and large corporations from across the UK.

Red Technology creates ecommerce destinations that do more than just process transactions; capturing the client's brand, effectively merchandising products, streamlining the checkout process, and ensuring online success. They are the UK's leading mid-market provider of comprehensive web solutions across a number of market sectors including private, public and not-for-profit.

"We knew we wanted content management, but hadn't really appreciated just how flexible and tailored to our needs the system would be. We are now looking to incorporate the email marketing services as well".

*Amy Keen
Marketing Manager, Scalable Networks Plc.*

- Ecommerce solution software.
- Content management systems.
- Consulting complex web issues.
- Multi-site, personalised content capable.
- Proven website implementation and project processes.
- Ongoing emarketing consulting, software and support.
- 24x7 secure web hosting and redundancy systems.
- Catering for mission critical systems.
- Search engine optimisation.
- Ultimately scalable to grow with your business.

