

Case Study:

# Web Development & Content Management



CDI brings expertise, process and continuity to web development, saving 25% annually when compared to on-site staffing models.

## Client Description:

A leading global provider of integrated avionics, engines, systems and service solutions for aircraft manufacturers, airlines, business and general aviation, military, space and airport operations.

## Background:

In 2005, our client began an initiative to consolidate all of the fragmented web publishing efforts that were part of their primary .com domain. They had multiple web publishing entities following different processes and procedures. This lack of cohesion was expensive and led to a website that was not as structured, consistent or brand sensitive as it needed to be.

## Business Issue:

Business needs required a more defined and consistent publishing model for our client's web development efforts. Our client allowed each business unit to publish their own content and follow their own unique process and even allowed each team to use their own publishing platforms. This led to widespread standards violations and high overhead costs from multiple vendors as well as varying workflows and no common website mission. In addition, the bulk of the web publishing duties and tasks were being provided or managed by the client's employees. Many of these tasks were not specialties of our client and were not always "grade appropriate" work. Relieving some of these duties from the client staff would allow them to focus on more role-centric tasks rather than them being overwhelmed with hundreds of web page edits or escalations.

An effort to combine the separate web factions was initiated. In addition to limiting staffing turnover and minimizing education costs, our client was looking for a partner who could provide the number of technically-qualified resources required. These individuals had to be provided in a short turnaround time and be brought up to speed very quickly. Simultaneously, an entire web publishing strategy and

workflow had to be created that would combine the different groups into a single team and process.

At the time of the request, CDI employed several multi-year veterans on a web publishing team. The most senior and technically able were selected to create and test different support models. The largest web team CDI had at the client prior to this involved only five web developers. The new web team required over 50 FTE, so drastic workflow changes and system enhancements had to be identified and implemented in real time without jeopardizing the day-to-day operations.

## CDI Solution:

CDI conducted the following steps in order to address our client's website issues:

- Provided immediate SOW-based, SLA-driven outsourced contract support to meet technical needs.
- Created and implemented a web publishing process based on current tools and customer requirements.
- Created a flexible workflow that preserved individual customer and product needs but also aligned them with the new processes established.
- Cross-trained resources to allow a pooled resource approach enabling us to better accommodate shifts in work volumes.
- Identified key areas of process improvement and critical roles/duties that needed to be created, enhanced or reformed.

CDI was able to provide accelerated hiring and establish a base of expertise, eventually building up to a project team of 60 staff supporting 10 different roles. Our duties were to manage and deliver publishing processes, workflows and work requests in our client's environment. This highly-technical, experienced team published content on multiple platforms while responding to over 20,000 work requests per year. CDI provided project management and brought

continuity to the web development roles resulting in low turnover, an issue that had plagued our client in the past.

**Results:**

CDI's role has matured to actual ownership of certain web functions and influence over almost every part of our client's website. CDI has established itself as an expert in our client's web environment. Our most recent duties included training people on the new publishing tools and helping our client manage other third party vendor's deliverables. We are also helping establish the initiative to create a global, 24-hour functioning web team.

Our successes have led to continued expansion of the team and our internal knowledge allows us to positively influence web efforts. As CDI has grown into new roles, our client partners have themselves graduated into more "grade appropriate" work.

The CDI team grew from the original 5 to 60 within three years. This highlights not only the fiscal success of our team but also stresses the quality of the support provided. Retention of employees also provided 25% savings annually when compared to on-site staffing models. As a trusted partner with almost 10 years of on-site experience, CDI earned the best form of partnership where both CDI and our client shares goals and works collaboratively to ensure the projects success. CDI now proactively creates work requests for necessary improvements rather than waiting for the request to bubble up from the client.

**Technologies Used:**

- JavaScript
- HTML
- Documentum
- CMS
- Adobe
- Flash
- XML