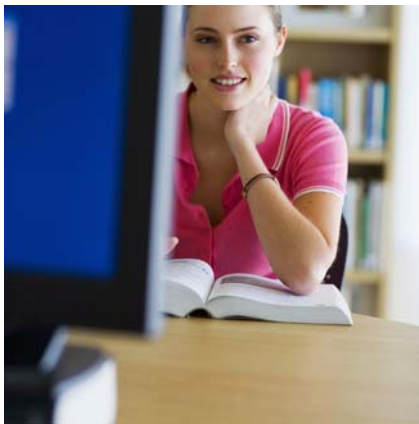


Case Study

Content management solution for a virtual university

How a university delivered personalized content and services, virtually



Business Situation

The customer is an online university, providing educational programs designed to meet the information needs of individuals and corporations. A key objective of the customer's strategy was to position themselves as a leader in high-end, Web-based education.

The client felt the need for a smart front-end capable of delivering personalized content and services. Since the portal was expected to have 70:30 dynamic to static content, management of content assumed significance once the site reached a critical size. Integrating the portal with internal (LMS, Library System) and external systems (Online bookstore, Employment portal) was important for the online initiative to succeed.

Mahindra Satyam's Role

Mahindra Satyam delivered a robust content management solution and portal focusing on user-centric services. The solution implemented by Mahindra Satyam consisted features such as:

- Personalization and role-based access
- Online profile creation and updating
- Administration
- Intelligent, contextual search across all Web content with customizable result display
- LDAP integration