

Case Study

How a leading high-tech B2B multimedia company benefited by deploying a robust content management system and delivery framework



Content management system for scaled-up performance

Business Situation

The customer is a leading high technology business-to-business multimedia company providing essential information and integrated marketing services to the technology and healthcare professionals worldwide. The customer wanted to capitalize on its editorial growth, develop a content management and delivery framework, and convert the existing content management system to Interwoven ATG Dynamo system.

Mahindra Satyam's Role

Mahindra Satyam developed a robust content management system and delivery framework and migrated the contents from the existing Unix/Perl platform to the dynamic Interwoven/ATG Dynamo platform. While Interwoven TeamSite was used for content management, ATG Dynamo was used for content delivery. The framework also aimed at establishing the foundation for the implementation of personalization and content syndication functionalities. Mahindra Satyam offered a solution that had features such as workflow implementation, content syndication, content export, porting of legacy content, search integration, reports and survey tools, unique visitor tracking etc.

Business Benefits

- Migration of sites
- Enhanced performance/ scalable application
- Easy management of content
- Reduced time-to-market for additional sites
- Offshore savings
- Workflow process
- Porting of legacy content
- Unique visitor tracking

For further information please write to rfi@mahindrasatyam.net