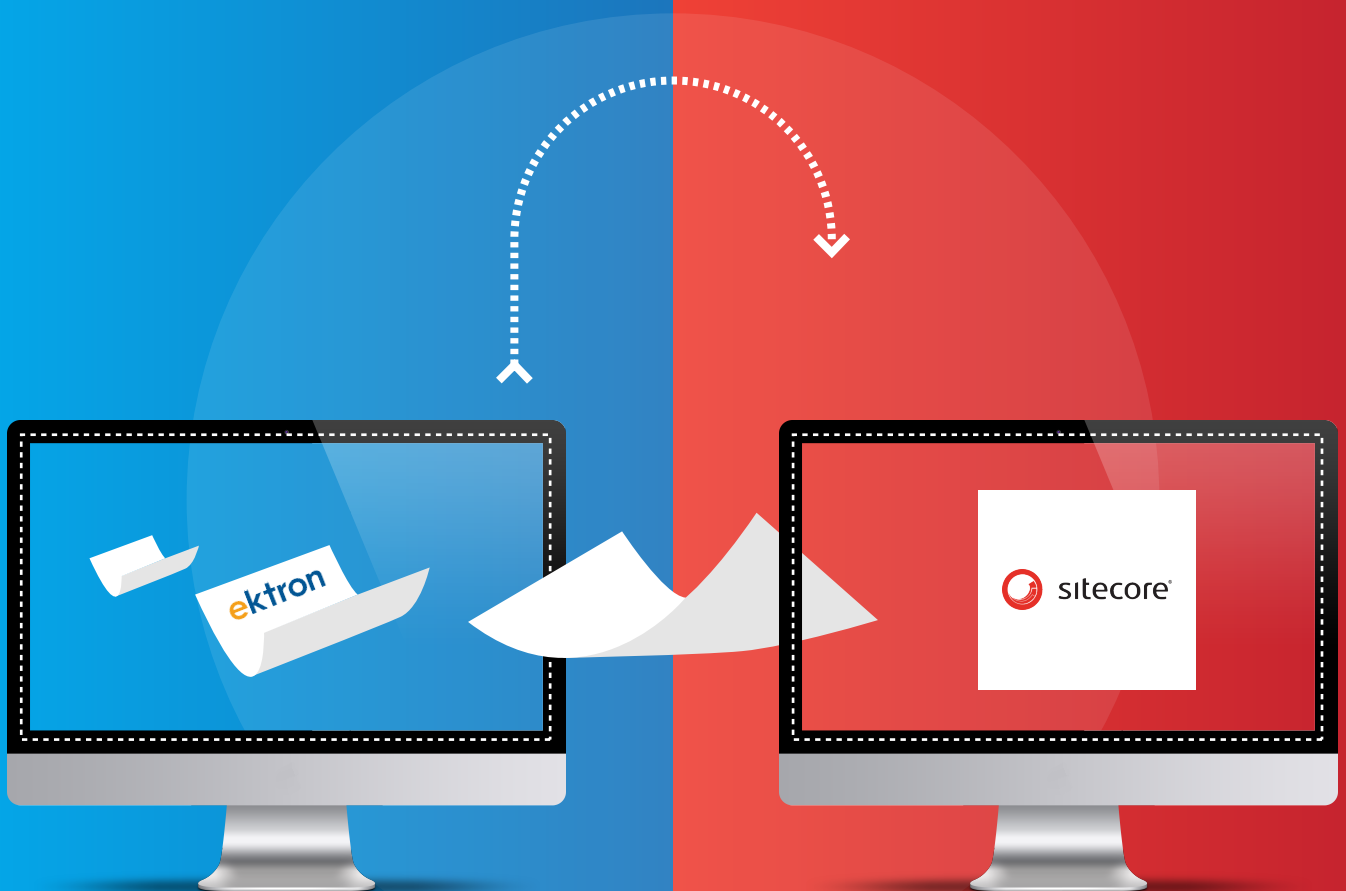


REVAMPING WEB CONTENT MANAGEMENT SYSTEM OF A SELF-PUBLISHING TYCOON

Supporting a self-publishing giant in the US to ensure seamless content migration from **Ektron** to **Sitecore**



THE CLIENT

A US-based self-publishing company providing technology enabled publishing services to aspiring authors. Being a pioneer to introduce self-publishing and print on demand, the client has assisted more than 180,000 authors to publish around 225,000 titles. The organization makes publishing accessible and affordable to anyone, anywhere and anytime.

THE BACKGROUND

Managing the day-to-day technology requirements in the self-publishing industry posed a great challenge to the client. And, they needed a reliable and strategic partner who can support their initiatives and also assist them in scaling further. More than just aiding application development and testing, the client was looking for a partner who could come up with value-adds and offer end-to-end support for driving their business.

THE CHALLENGES

The client faced a few issues that hindered them from exploiting their complete business potential. Some of the main concerns were:

Resource constraints

Incompatible resources along with dearth of talent to cater to multiple technology project requirements. This in turn led to disparity in deliverables.

Unforeseen delays

Lack of suitable resources led to unexpected delays. The project schedules were sporadic, and the client had to depend on an unfamiliar vendor to take responsibility of delivering on time.

Undefined costs

With literally no visibility on the status of task completion or project delivery, investing more money posed a great risk to the client. The client was in need of a vendor that would not rebound hidden costs or overheads.

WHY SUYATI

- Technical expertise in technologies such as Asp.Net, WCF, BizTalk, Commerce Server, nopCommerce, Salesforce, Ektron and Sitecore to fulfill client's requirements.
- Our specialized knowledge and experience in delivering unparalleled CMS solutions in Sitecore.
- Our ability to identify and provide the right resources.
- Suyati's pioneering model called **Dedicated Global Team**, wherein clients can build their own team within Suyati and hold the reins of the team in their hands.
- Laying more emphasis on ownership and getting motivated with the business results and outcomes.
- More focus and orientation towards business through technology.

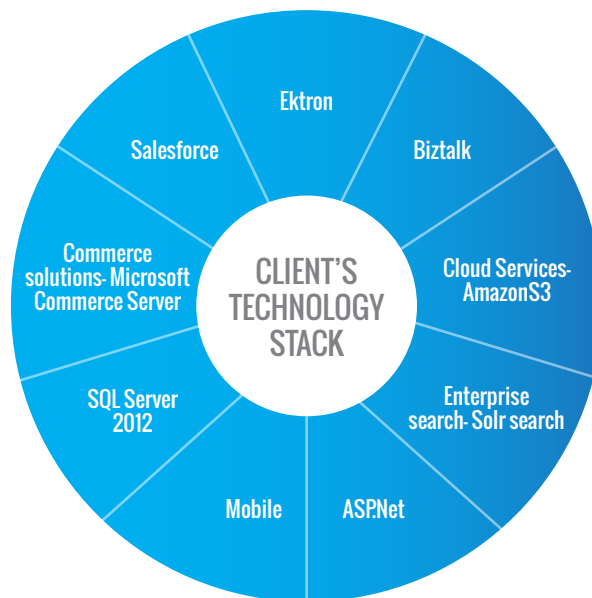
TASK IN A LINE:

To ensure seamless content migration from Ektron to Sitecore.

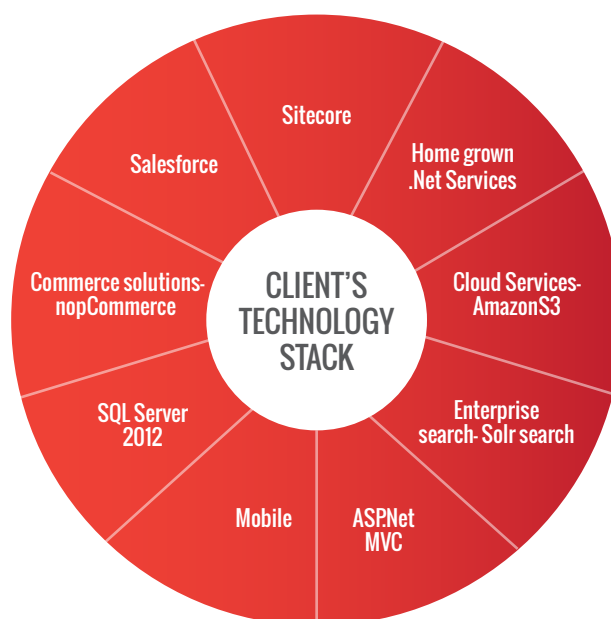
TECHNOLOGY STACK

Technology stack of the client before migrating to Sitecore CMS included the following (diagram below):

- ASP.NET and Ektron based website
- Ektron used for Content Management, E-sync, and community features like discussion board, user groups, forums
- Integration between Ektron based website, Microsoft Commerce Server 2007 and Salesforce
- Microsoft Signal R for real time notification
- Solr search



Technology stack after migrating from Ektron to Sitecore CMS:



THE SOLUTIONS

- Community features & author collaboration
- Content creation and publishing workflow for marketing team
- Author sites with professional design, editing, marketing features
- Free online E-book publishing site
- Building company website which helps authors in publishing
- Customized content migration
- Creation of home page, landing pages, or lead pages

WHY SITECORE

- Strong support for ASP.NET MVC
- Support for multi-tenant sites
- Multi-lingual content support
- Setting standard values is easy
- Easy to define security and access roles
- Centralized content repository
- Real-time delivery of content
- Code-free content creation offers more flexibility

FUNCTIONALITIES IMPLEMENTED IN SITECORE MIGRATION

Following functionalities were implemented as part of the Sitecore migration:

- Redesigned content architecture to support multiple sites with same code base
- Created content approval workflow
- Web forms for marketing (WFFM)
- Customized authentication modules
- Support for marketing campaigns
- Social connect feature
- Integration with Salesforce CRM, nopCommerce and Microsoft Dynamics GP

RESULTS & VALUE-ADDS

Better author collaboration: By implementing community feature in Sitecore, authors could easily collaborate on a common platform. This considerably saves time, cost and effort.

Meeting technical and business expectations: Ability to rapidly mature and integrate the dedicated team to suit the client's needs. The teams were free to align their technical expertise to match the client's business needs, ensuring that the final output was of higher quality.

Managing culture differences and diverse time zones: By providing the client with direct access to team members, we could build a good rapport that eventually helped in facilitating greater interactions and supported in surmounting cultural differences. With sufficient tools for connectivity, time zone management was no issue.

Valuing intellectual properties: Offering more value to intellectual properties by setting all the source code, customizations, application development related work and so on to reside in the client's servers and databases. Production data and sensitive information are controlled and managed by the self-publishing company directly and the DGT team is provided access on a need-to basis.

Implemented Load balance feature: With load balancing the resource use was optimized with maximum throughput, minimum response time and less overload single resource. This also increased reliability and availability through redundancy.

The major advantage that came with this is the implementation of a single code source to manage multiple sites.

THE ENGAGEMENT MODEL

We offered a unique DGT engagement model to the client that helped them in overcoming the challenges, which they were facing with vendors in the past. Dedicated Global Team (DGT) model gives clients the opportunity to build and own an in-house team within Suyati. The core strength of the DGT model lies in the complete creative, technical and financial control it offers the client over the team and the way the projects are carried out. The model brings together the advantages of IT outsourcing, while wiping out its drawbacks.

Our teams had the right skill sets and experience the client needed to accomplish their business goals. The DGT focused on reduction of operating costs, faster release time to market, leveraging critical internal IT staff for strategic work, greater flexibility, and most importantly, dedicating more time and energy to concentrate on core business rather than technological support.

TEAM COMPOSITION

Two dedicated teams from Suyati worked on this project. Each team included:

- 1 Development lead
- 1 Architect
- 1 Technical Project Manager (Business Analyst)
- 1 Tech lead
- 4 Developers

ABOUT US

Suyati provides marketing technology and integration services for companies that wish to combine the best of breed solutions and create a unified approach to customer acquisition. This unified digital marketing approach requires system integration between various CMS and CRM platforms, and a slew of e-commerce, Marketing Automation, Social Media Listening, email and social marketing, and customer service systems. Our specialized knowledge in Salesforce, open source and .Net based systems enables us to build effective custom-integrated solutions for our clients.

Suyati's custom technology solutions have been deployed in companies in the US, Western Europe and Australia, and have helped many enterprises leverage the web/cloud/mobile technologies to acquire customers through integrated digital marketing. Suyati is based in Chicago with product engineering capability out of the US and India.

To learn more visit:
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