

Interwoven Solutions Power Cisco Connection Online

TeamSite,[®] OpenDeploy[®] software enable hundreds of contributors to add content to the world's largest eCommerce site.

Challenges

- Develop, deploy enterprise-scale eCommerce site serving a half-million pages
- Enable ubiquitous contribution of content by global development teams
- Maintain high quality of content throughout site
- Migrate large number of existing content files from home-grown applications to new solution
- Integrate solution with preferred Web authoring and editing tools
- Plan for continued growth

Solution

- Content Infrastructure software including Interwoven[®] TeamSite[®] and OpenDeploy[®]

Benefits

- Higher customer satisfaction
- Improved quality of content
- Simplified the global publishing process
- Reduced IT operational costs
- Improved editorial control
- Positioned for future growth

As befits the global leader in networking for the Internet, Cisco Systems hosts the world's largest Internet commerce site, Cisco Connection Online (CCO). The site, which is comprised of over a half-million pages of content, serves up 50 million page presentations to customers, partners, resellers, and investors each month. CCO also generates online sales of more than \$20 million per day, or \$13 billion annually. Underlying Cisco Connection Online is its powerful, Interwoven Content Infrastructure software. Thanks to Interwoven TeamSite and OpenDeploy, hundreds of contributors can easily produce and publish content for the CCO site every day.

Homegrown Solution Wouldn't Scale to Cisco's New Vision

Prior to the Interwoven implementation, Cisco's explosive growth had resulted in a variety of content development and deployment challenges. In the course of the site's ten-year history, Cisco's Web developers had created a number of proprietary content management applications. Content files were also archived in both the development and production environment, so contributors and editors sometimes lacked easy access to the most recent versions of Web assets.

But Cisco's major challenge was a function of the rudimentary Web development tools of the time—contributors could refer back only to the most recent version of CCO. This made it virtually impossible to revert to an older edition that might contain much-needed Web components.

Interwoven Enables Continuous Excellence

A 1998 pilot program with Interwoven's TeamSite and OpenDeploy helped streamline the process. Upon successful completion of the pilot, using a highly customized version of TeamSite, Cisco developers were able to migrate 90% of their Web assets to the new Interwoven solution, which went into full production in November of 1999. Since then, Cisco's Web team has employed TeamSite and OpenDeploy to create, maintain, and deploy content using all of their authoring and editing tools of choice.

TeamSite provides Cisco with the Content Infrastructure needed to keep CCO up-to-date. Each month, more than 2,000 new documents are created by Cisco contributors using TeamSite's content management, application development and workflow capabilities. Then, OpenDeploy gives Cisco's 400+ Web editors a secure, flexible solution for cross-platform, transactional content transfer to CCO's production servers.

Versioning, SmartContext[®] QA Speed Up Development Time

One of the most important capabilities of the Interwoven solution is TeamSite's versioning feature, which enables Cisco's Web development team to create and index multiple versions of their site's source code. This allows developers to locate and revert back quickly to any previous assets that might be needed, without time-consuming data search and retrieval.

Additionally, CCO developers are finding that TeamSite's SmartContext QA feature gives them a special productivity boost. This capability enables Web contributors to collaboratively stage and test their changes to CCO in the context of the entire site, saving the prior bottleneck of having to move production files to another server for testing.

Branching Supports Collaborative Global Contribution, Content Ownership

Cisco boasts over 23,000 employees worldwide, many of whom regularly submit content to CCO. But, this global development effort also presented challenges in the past, as CCO formerly was administered by a centralized organization.

With the help of TeamSite's development branches, Cisco's Web team was able to decompose CCO into more than 200 branches supporting the company's worldwide operations. TeamSite allows separate branches to be created so that multiple teams across an enterprise can work in parallel on a common base of Web content, in whatever way is best for them.

For example, the Japan-based Global Cisco Group manages their branch according to their own processes and schedules, maximizing the efficiency of that region's team. When it's time to integrate the Global Cisco team's work into CCO, TeamSite easily merges that content with the work of Cisco's branches in Australia, San Jose, etc. As a result, Cisco's worldwide teams now have a clear picture of who's creating and editing what content, and who's ready to deploy, and when, thereby establishing clear ownership of all CCO assets.

Interwoven Solution Yields Numerous Benefits

Interwoven TeamSite and OpenDeploy provide Cisco with the global Content Infrastructure capabilities needed for the mission-critical CCO site. The Interwoven system has already resulted in many appreciable benefits for the company, including:

Higher Customer Satisfaction—CCO users enjoy an enhanced experience, since all links and content are quality checked within TeamSite. This results in a higher-quality Web site that improves the likelihood of repeat visits, and enables customers to navigate to meaningful information much faster and more easily.

Reduced IT Operational Costs—TeamSite has enabled Cisco to distribute the administrative tasks associated with Web publishing. In turn, this has improved productivity, and has enabled the "freed" resources to contribute to the delivery of other mission-critical projects. Further, Cisco has been able to eliminate the use of over eight legacy publishing tools, saving hundreds of thousands of dollars in maintenance and development costs.

Improved Editorial Control—With TeamSite's versioning and rollback capabilities, Cisco's Web team can create and index multiple versions of their site's source code. This enables greater control of all Web assets.

Positioned for Future Growth—The TeamSite development environment will scale as Cisco enjoys continued growth, providing the ideal platform for all future Web initiatives.

**For More Information,
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