



Transforming Content into Capital

Enterprise Content Management Success Stories of the Global 2000

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INTERWOVEN[®] 5

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application software



TeamPORTAL™
Collaborative Content Management for Portals

TeamPortal™ is an application that offers the simplest way for your company to develop, test, and deploy all your portal assets in a collaborative environment. It works with all of the popular portal servers including BEA™, IBM®, Oracle®, Plumtree®, and SAP.



TeamDoc™
Collaborative Business Document Management

TeamDoc™ is an application that enables your company or department to share and publish documents on the Web. TeamDoc streamlines document creation, management, approval, and delivery.



TeamCODE™
Collaborative Web Application Management

TeamCode™ is an application that enables developers and content authors to collaborate in a single environment. TeamCode leverages Interwoven's award-winning content management technology, enabling businesses to save time and money developing high-quality eBusiness applications.

platform software



TeamSite® content management

TeamSite®, Interwoven's award-winning flagship product, is platform software that provides the most robust Enterprise Content Management capability in the industry. TeamSite unleashes the power of content contribution, collaboration, and management across the enterprise.

Included Modules:

TeamSite Templating
TeamSite Workflow
TeamSite Front-Office

Optional Modules:

TeamXML™
TeamTurbo™
ContentProvider
OpenTransform™



MetaTagger™ content intelligence

MetaTagger™ is platform software that categorizes and enriches enterprise content, fueling portal, search, and syndication initiatives. MetaTagger gives content the structure required for accurate search and delivery to employees and customers.

Included Modules:

MetaSource™ Editor



OpenDeploy® content distribution

OpenDeploy® is platform software that makes it possible to distribute and replicate all types of content from development to QA to multi-tiered production servers that may be geographically located around the world. OpenDeploy features an easy-to-use and Admin GUI to monitor content deployments from anywhere, anytime.

Included Modules:

DataDeploy™

Optional Modules:

OpenSyndicate

ContentServices™ SDK

The ContentServices™ SDK is used to integrate Interwoven 5 Enterprise Content Management products with other eBusiness applications and is based on open, industry standards. The Web services module uses industry standards such as XML, WSDL, UDDI, and SOAP, and is included with the purchase of all Interwoven ECM products. Additional modules provide access through Java™, Visual Basic, COM, Perl, command tools, and file systems.

About Interwoven Enterprise Content Management

Interwoven Enterprise Content Management gives businesses the power to manage the entire content lifecycle, from processing to management to making content business-ready and deploying it to Web browsers, PDAs, print, wireless devices, and enterprise applications. The Interwoven 5 Platform, which includes three product lines, TeamSite®, MetaTagger™, and OpenDeploy® enables enterprises to create, manage, and deploy all content assets (XML/HTML, rich media, database content, and application code) all of the time. Interwoven also offers three business-ready applications, TeamPortal™, TeamCode™, and TeamDoc™ to help organizations implement their most critical eBusiness initiatives.

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“By enabling us to manage all of our content and have it all single-sourced, TeamSite delivered the significant manpower and resource savings we needed to begin integrating our Websites around the world.”

Chris Strout
Web Content Manager
Aon Corp

“Our online presence has grown to include over 30,000 pages of content and many consumer-based transactions. We had to find an easy way to manage this complexity, and at the same time make it reliable and easy to update this information.”

Denis Roy
Chief Information Officer
Wellmark Blue Cross and Blue Shield

The new enterprise paradigm

Since introducing our flagship product, TeamSite, we have expanded our offering from a single product to a comprehensive enterprise content management platform that underpins virtually all of our customers' most challenging eBusiness initiatives. We introduced a series of pre-packaged applications—TeamPortal, TeamDoc, and TeamCode—that specifically address our customers' portal, document management, and Web code management needs. We have also broadened our market reach from the U.S. to over 30 countries worldwide. Our international revenue now represents more than one-third of our total sales. And, we have grown our customer base to more than 1,000 customers, which include some of the largest companies in the world in nearly every vertical industry.

Working closely with these customers, we have identified four significant trends that shape their decisions. These trends are highlighted in the individual stories of this compendium. Below, we have summarized the trends as an introduction to the stories that follow.

I The need for a compelling ROI

The combination of the economic slowdown and the implosion of the dotcom bubble has forced businesses to rethink their eBusiness strategies. No longer can they afford to invest in risky technological acquisitions that may or may not deliver substantial cost savings. In the words of one executive, “Any corporate eBusiness initiative that does not save money this calendar year will not get money.” In accordance with this imperative, businesses are carefully assessing the immediate cost and efficiency returns of all of their technology purchases.

II A shift from the tactical to the strategic

Not long ago, businesses viewed their Internet strategy as entirely separate from their overall business strategy, leaving purchasing and implementation decisions exclusively to the IT team. Clearly, this is no longer the case. Today the Internet and the content that feeds it are integrally tied to every

business process. The Web permeates every aspect of an enterprise and extends across dozens of initiatives, from eLearning for training and portals to improve staff productivity, to global customer relationship management initiatives. To be successful, today's global enterprises must be able to manage all of these disparate initiatives in parallel.

III The proliferation of content

Over the past five years, our customers have experienced a dramatic increase in the amount and type of content they interact with across the enterprise. Whether it is structured or unstructured content, database, file-system, application code, XML, or streaming media, businesses need a system that allows them to manage all of this content in a central repository in order to build a loyal customer base.

IV The democratization of content contribution

One of the most significant changes we have observed is a shift in who our product users are, and what their needs are. Not long ago, a company's Website was the exclusive domain of a small, overburdened cadre of HTML experts. Today, businesses are employing hundreds to thousands of their employees to actively create and deploy content. Take the example of AT&T Broadband. With 30,000 employees spread across the country, their potential contributor base is considerable. The fact is, that in order to win the race, today's companies must be able to scale content contribution to everyone across the organization.

Choosing the right enterprise content management solution

In response to these requirements, Interwoven has delivered a comprehensive enterprise content management platform. While the stories that follow depict a number of different business scenarios, we hope they provide you with valuable insight on how all of these companies were able to successfully transform their content into capital.

"The fact that we can create store-specific sites and respond quickly to change, gives us a huge competitive advantage. In today's retail environment, your strategy isn't a five-year plan it's what's going to be happening next week. Once a new idea comes up, everyone wants it done yesterday."

Paul Arnold
Senior Business Consultant
Tesco

"In the gaming industry, the competition is usually right across the street. It makes sense to have local contributors post their own content about scheduled entertainment and special events that are of most interest to customers in these regions."

David Norton
Vice President, Loyalty Marketing
Harrah's Entertainment, Inc



Challenges

- Reengineer brochureware-style Website to create customer-facing portal
- Launch five country-specific versions of portal
- Empower non-technical business users to contribute to site

Benefits

- Five portals launched in four months, subsequent versions deployed in approximately 56 days less per site
- Company is now saving a significant amount in development costs per site
- Company enjoys better customer relationships by providing timely, easy-to-find portal content

John Deere is the world's leading manufacturer of agricultural, construction, forestry, and consumer equipment. The company maintains a global employee base of 43,000 and offers products under the John Deere, Timberjack, Case, and New Holland brands, among others.

Launching multiple global portals

Early in 2001, John Deere retooled its existing Worldwide Agriculture portal, a static, brochureware-style Internet presence. With the help of Interwoven TeamSite, the company created a content-rich portal that is attracting over 160,000 unique visitors monthly, serving up 1.5 million page views.

Thanks to the TeamSite Enterprise Content Management platform, John Deere was able to launch five country-specific versions of the portal in just twelve months, saving an average of 56 days per country. At the same time, the company has empowered its global subject-matter experts to contribute the production information its customers need to make informed purchasing decisions, creating increased revenue opportunities.

Ultimately, John Deere now has the capability to empower all of its employees to contribute content to the company's global portals. With TeamSite, users of every technical level can play an active role in creating and publishing content.

Templates make content entry easy

John Deere's content contributors are located in numerous locations worldwide, and possess varying degrees of technical expertise. Approximately 70 marketing, advertising, product, and financial experts currently help develop content for the agricultural portal—but only a handful are HTML experts. Therefore, it was crucial that contributors have a simple, user-friendly mode of content entry. In addition, the company's global contributor base required a standards-based Web page format, which would protect the portal's look and feel from country to country.

These mandates were easily addressed with TeamSite, which featured data capture and presentation templates for John Deere's contributors. Together, these templates enable fast, easy entry of the company's complete range of product and customer support data. The templates also ensure that the company's consistent look-and-feel was maintained across international borders.

Workareas and MetaTagger enhance productivity

Given that the North American portal contains several discrete product sections, TeamSite workareas were especially beneficial to John Deere. The workareas allow each group of product experts to add and edit content from a dedicated space that contains a complete virtual copy of the entire portal. This in turn enables multiple contributors to simultaneously develop and test changes in the context of the entire agriculture site, without affecting the integrity of each other's work, or the entire portal. MetaTagger is also critical to John Deere's development process. By using MetaTagger, the company can easily tag all of its hundreds of thousands of online assets, enabling quick searches and retrieval of data. In addition, this capability ensures that content can be syndicated for reuse in any type of portal application.

Significant ROI

John Deere's Agricultural Equipment Division is enjoying a substantial return on its TeamSite investment. Leveraging the templates, John Deere has realized a 95 percent reuse rate for the site's testing methodology, an 80 percent reuse rate for the implementation of the project, and a 90 percent reuse rate for documentation, customer training, and support for each site. And after a four-month development phase for the first portal, the production schedule for subsequent versions was compressed by as much as 56 days per site.

"TeamSite is truly one of the most amazing software tools I've seen. It's providing us with a real opportunity to reach into our customers' homes and speak to them."

"Let's say we're launching in Europe, and we have a certain product that's already been introduced in North America. Instead of creating a new story from scratch, we can go in, do a search on the metadata within TeamSite, and pull up all the stories that have been created on that product."

"We wanted the people who know the content to be able to enter it in, and move it to the Web. That's been our goal all along—to get the people who know the products connected to the customer...TeamSite is making that happen for us."

Cary David
eBusiness Solutions, Division Manager
John Deere





Challenges

- Support rapid development and deployment of numerous retail Internet sites
- Create value for new and existing customers
- Empower non-technical business users to publish online content

Benefits

- Company has launched 15 new sites within an 18-month period
- Average deployment time has been reduced from hours to minutes
- Templating and workflow have reduced Internet development and maintenance costs by nearly 80 percent

Tesco Stores Ltd. was the first brick-and-mortar food retailer to offer Internet-based home shopping in the U.K. The company has over 800 stores in eight countries, staffed by more than 200,000 employees. With a significant presence in the U.K. and Europe, Tesco offers customers one-stop shopping for food and other grocery items.

Inclusive content entry

Tesco implemented an Interwoven Enterprise Content Management system that helped the company launch its first five grocery-related Internet properties. Since its initial Interwoven implementation, Tesco has greatly diversified its online sales strategy, and now boasts fifteen different product offerings, including books, CDs, wine, fashion, and baby products, all accessible through its Tesco.com site. Interwoven was again selected to power all of Tesco's new online initiatives. In the process, the company has greatly reduced its dependence on its external design agencies, saving nearly 80 percent in site design and maintenance costs.

Workflows, branching streamline development

Keeping pace with its rapid online expansion had been a challenge for Tesco, but TeamSite has helped the U.K. retail leader migrate from what was once a manual, time-consuming approval process to a streamlined IT development model. Prior to TeamSite, all new online content was developed by Tesco's external design agencies. Each agency would then FTP the pages over to their production and staging servers for editing and final publishing. But TeamSite's workflow, along with OpenDeploy, have enabled Tesco to establish a fast, efficient approval and deployment process.

TeamSite's branching capability has further refined the workflow process. Each new online property receives its own branch in TeamSite, enabling developers to give the site a unique look and feel. Tesco then assigns a workflow for each branch, customizing the review and approvals to the needs of the specific contributors. By giving each store a branch of its own, TeamSite allows Tesco to treat that store with a different set of attributes and ways of working.

Templates ease content entry

One of the most important changes in Tesco's IT development model has been the introduction of TeamSite templates. Through these content entry forms, Tesco's international team of contributors can quickly post content on any Internet property, shrinking the company's time-to-market while saving money.

Now, instead of relying on outside agencies to develop Internet pages, Tesco's subject-matter experts, even those who are not HTML pros, can quickly and easily publish content. In fact, the use of TeamSite templates has enabled Tesco to expand its contributor base around the globe. In addition to Tesco's main European presence, the company has expanded its Internet properties into Ireland, and will soon offer online shopping in Korea as well. All of Tesco's new online initiatives are being managed by TeamSite, with each store to be assigned its own templates, branch, and workflow.

Timely information = Competitive edge

Now that Tesco no longer relies on external agencies to update the company's online properties, updates can be made daily or even hourly. Plus, Tesco now can offer the sorts of timely retail offers their customers appreciate, leading to increased revenue opportunities. Inside the company, TeamSite has provided a highly collaborative online development environment for Tesco. Free of the Web team bottleneck, all departments within the company are working more closely on the online initiatives.

Ultimately, Tesco's TeamSite implementation has made the company quicker, it has significantly reduced Tesco's development costs, and it has helped Tesco to extend its leadership position in the UK. As the company continues its online market penetration into new countries, TeamSite is sure to power every new online initiative.

"It used to cost us around 1,000 pounds per month to maintain just one Web page. But by using TeamSite templates, we've been able to bring that whole process in-house, resulting in reduced costs of tens of thousands of pounds each month."

"We used to have this feeling that there was a Web team, a business team, and a marketing team. But... TeamSite has brought us altogether as one team now."

"We feel that TeamSite has enabled us to be about two years ahead of any of our competitors by speeding up our site development."

Leon Stoner
Webmaster
Tesco





Challenges

- Create highly targeted online sales promotions
- Ensure site offers timely, locally relevant content
- Facilitate efficient customer interactions that result in long-term relationships

Benefits

- New site deployed in less than 20 days
- Workflows and integration with third-party applications enable online promotions to be highly customized for each geography
- Inclusive content entry model allows many local sources to add relevant content

Cable giant TCI became known as AT&T Broadband in March of 1999. Since then, additional mergers have seen the company's potential membership expand to nearly 20 million U.S. households. In order to retain a strong competitive advantage, AT&T Broadband recently launched a Website that offers specific regional reference data, including up-to-the-minute promotion, pricing, and programming information.

Leveraging dynamic content

With over 1,300 different channel line-ups across the country, as well as different regulatory requirements and pricing in each of the thousands of cities AT&T Broadband serves, the company recently faced an enormous challenge: how to communicate all of this important information to the customer—accurately and on time. For example, AT&T Broadband offers 110 assorted pricing packages in the city of Chicago alone. Clearly, the ability to manage rapidly changing, dynamic content would be a key consideration in engineering the company's online strategy.

Accelerating time-to-market

Prior to deploying Interwoven Enterprise Content Management, AT&T Broadband had created a process in which data was captured from a legacy database, then transformed into flat files before deployment to an Internet server farm based on UNIX, Solaris, and Apache systems. With such a large investment in its existing hardware and software, AT&T Broadband obviously placed a premium on a content management system that was flexible enough to support multiple operating systems and application servers.

AT&T Broadband reviewed a number of technology options. Database-only systems were rejected, based on their complexity and the lengthy development time that would be needed to retrofit the AT&T Broadband site. Eventually Interwoven TeamSite was selected because of its ability to accelerate AT&T Broadband's time-to-market. Its hybrid architecture would support content assets stored in AT&T Broadband's databases and its file-systems, and TeamSite templates would provide a fast, straightforward mechanism for local marketing personnel to submit updates.

20-day deployment

The end result was the rapid launch of a site offering specific regional reference data, including up-to-the-minute promotions, pricing, and programming information. All told, Interwoven client services consultants spent less than ten days on-site at AT&T Broadband, including writing the TV programming templates, and the system was up-and-running in less than 20 days.

Also, by leveraging workflow and TeamSite's open, standards-based support of any application server, AT&T Broadband found that the content management system would easily integrate with any third-party applications. This enabled the company to create targeted marketing campaigns, such

as notifications of local sports events or upcoming specials. Now, AT&T Broadband can identify customers and prospects based on their zip codes, and deliver targeted promotions as specific as individual neighborhoods.

Employees empowered with inclusive content entry

Riding the success of its early Interwoven implementation, AT&T Broadband chose to migrate its huge corporate intranet to TeamSite. With 30,000 employees across the country, the potential contributor base is staggering. In fact, AT&T Broadband's intranet often has more traffic than the company's external site.

Interwoven TeamSite has been particularly successful among the company's national team of content contributors—most of whom are marketing people, not HTML experts—who have had very positive results since the implementation, with minimal training. With the system's easy-to-use front-end, all employees are empowered to be a part of the process, regardless of their technical expertise. And, the company can feel secure that it has the platform in place needed to drive any and all of its future eBusiness initiatives.

Personalized call-center interactions

In addition to the intranet site, AT&T Broadband has developed a new Internet call-center application. The new application has helped to streamline customer interactions, improving both AT&T Broadband's customer relationships and its bottom line.

Now, based on the location from which a customer's call originates, TeamSite works with AT&T Broadband's legacy systems to display a Web page, listing the appropriate content for that franchise area. As a result, sales representatives always have the most current programming and billing data available when speaking to their customers. Thus, all customer interactions are more personalized and faster, engendering long-term relationships. TeamSite templates also enable new call-centers to get online quickly, and speed-up the training of new customer service representatives.

"We like the openness of TeamSite. We're able to get a lot more people involved because they feel like they're running their own show. We've gone from being 'gatekeepers' to letting our employees manage the site. We still have limited resources, so the ability for Interwoven to take over as much as possible is very important to us."

"We created several different local templates for the corporate sales representatives to enter information, then used the same kind of framework that we had on our external site to add the corporate data. So, as soon as the CSR types in the address, his or her browser is already bringing up the local content. Now we're able to launch a new call-center with a live site within a couple of weeks."

"One of the things we faced with the integration of MediaOne was the need to integrate their 22 different Websites, which were even more localized than the old TCI sites. With TeamSite, we're making our content much more consistent across all of our customer touchpoints so no matter whether they visit our Website, or call our CSRs, they're going to get the same answer."

Mark Tatum
Director of eBusiness
AT&T Broadband





Challenges

- Migrate from static to dynamic content
- Protect corporate brand across 20 properties
- Enable content contribution by non-technical staff

Benefits

- Consistent look and feel maintained across all properties
- Customers enjoy a rich, branded Internet experience
- Company is saving thousands of dollars per property per month, and has compressed time-to-market from weeks to days

Harrah's Entertainment, Inc. is the best-recognized and most respected name in the casino entertainment industry. Headquartered in Las Vegas, Nevada, Harrah's operates 20 casinos in 17 markets under the Harrah's, Rio, and Showboat brand names.

Compressing time-to-market

Harrah's is a company that prides itself on being the "most service-oriented, technology-driven, geographically diversified company in gaming." So when the world's leading provider of casino entertainment needed a solution that would meet its requirements to build loyalty and deliver value to its customers and other constituents, Harrah's turned to Interwoven.

IBM recommends Interwoven

Harrah's engaged IBM Global Services to help with the redesign of the company's external Internet site, www.harrah.com. The previous corporate site offered mostly static content, and was targeted primarily to the investment community and the media. With an eye towards creating a jazzier, more compelling Internet presence, and to maintain control of its corporate brand, Harrah's brought IBM on-board to guide them through the technology selection and implementation process. After reviewing the content management options, Interwoven was selected.

Also included in Harrah's Internet architecture is Interwoven OpenDeploy. OpenDeploy enables the secure, scalable distribution of content from the development server to the company's IBM WebSphere Application Server, which powers all of the site's non-NT-based applications.

Templates for inclusive content entry

Following the initial implementation, IBM Global Services helped Harrah's devise the first group of master data capture and presentation templates. The templates enable content contributors at Harrah's properties across the U.S. to make daily updates, ensuring that the site is constantly fresh and engaging. Even those who lack HTML skills can easily enter their information into the templates and publish to the Harrah's site.

Now, site-specific marketing personnel can publish data about each Harrah's property, while corporate communications staffers can ensure that all company information such as press releases and the site's "About Us" section is current. Additionally, the unique branching capability of Interwoven TeamSite enables the marketing and corporate teams to

maintain their own sections of the site, while maintaining a consistent look and feel. All in all, approximately 60 contributors throughout Harrah's directly contribute to the site.

Diverse assets for dynamic content

The Harrah's site currently leverages a full range of diverse content types, including Flash, Java™, Macromedia® Director sequences, and more. Interwoven's Enterprise Content Management software is especially suited to Harrah's current and long-range Internet strategy, as it will support dynamic content, streaming video, audio, and Flash sequences. Soon, visitors to the Harrah's Internet site will be able to take "virtual tours" of all 20 properties as well, viewing video clips of hotels and restaurants and upcoming entertainment attractions.

Significant ROI

Now that Harrah's no longer outsources its Web development, the company is saving thousands of dollars per month on each of its online properties. At the same time, Harrah's now has complete control over the look and feel of its site, even while meeting its objective of having employees nationwide contribute content directly. Harrah's is also looking at making its Internet properties available to consumers through multiple delivery channels.

"In the gaming industry, the competition is usually right across the street. It makes sense to have local contributors post their own content about scheduled entertainment and special events that are of most interest to customers in these regions."

David Norton
Vice President of Loyalty Marketing
Harrah's Entertainment, Inc.

"Now, each of our properties has the ability to make the changes and updates, and we can do in a day what used to take us a couple of weeks."

"We wanted to make sure that we could have consistency in the branding of our site, and provide an experience to our customers that was similar, based on whatever property they visited."

Anika Howard
Internet Marketing Manager
Harrah's Entertainment, Inc.





Challenges

- Site was difficult to maintain, much of content was obsolete
- All content was funneled through a small Internet team, resulting in Internet development and maintenance bottlenecks
- Mandate for timely clinical and specialty services information led to the development of department-level sites that were not brand-compliant or maintainable

Benefits

- Improved accuracy and timeliness of site content
- Expanded functionality to site audiences consumers, patients, physicians, and other health professionals
- Increased participation from patient and medical communities through site

Stanford University Medical Center, which includes Stanford (Adult) Hospital and Clinics (SHC), and Lucile Packard Children's Hospital (LPCH), is known worldwide for advanced patient care, particularly for the treatment of complex disorders in the areas of cardiac care, cancer treatment, neurology, neurosurgery, obstetrics, and transplants. Stanford Medical Center's ability to provide state-of-the-art healthcare is enhanced by the close collaboration between these two hospitals, and their mutual commitment to providing quality patient care.

Delivering relevant content

An important part of patient care for both Stanford Hospital and Clinics (SHC) and Lucille Packard Children's Hospital (LPCH) is their Internet presence. Thus, Stanford Medical Center recently realized the need to enhance its Internet presence in order to truly fulfill its healthcare mission.

Breaking the bottleneck

Stanford University Medical Center's Web Center Director and Web Branch Administrator agree that the original sites were dependent on a traditional, time-consuming, model for creating and publishing Internet content. Therefore, both Stanford Hospital and Clinics and Lucile Packard Children's Hospital were severely restricted in their ability to effectively serve their patients. Accordingly, the Web team selected TeamSite Enterprise Content Management software for a complete overhaul of the SHC and LPCH Internet properties. TeamSite Templating was a key selection criterion, in that the feature enables the hospitals' non-technical users to contribute content.

Ensuring consistency

Stanford Hospital and Clinics and Lucile Packard Children's Hospital are interrelated, but they serve different healthcare markets. Stanford Hospital serves adults, and specializes in the treatment of complex disorders and diseases. Lucile Packard treats infants, children, adolescents, and expectant mothers.

While these and Stanford Medical Center's other Bay Area-based outreach clinics provide a full range of healthcare services, each focuses on the needs of the local community. Thanks to TeamSite, Stanford Medical Center now has three sites up and running, including a separate branch for a major outside clinic, creating the ideal solution for each organization. OpenDeploy further ensures the safe, efficient, deployment of content to any desired location.

Improving service to the community

Using TeamSite to create dynamic Internet properties has led to a number of profound changes in the way the hospitals serve their communities. For example, many transplant patients choose their physicians and medical center by doing research on the Internet. Currently, one-third of the pediatric kidney transplant inquiries come to LPCH as a result of its new site. By using Interwoven Enterprise Content Management, SHC and LPCH are better able to provide consumers, patients, and referring physicians with the information they need to make these tough decisions.

All branches of the site also provide extensive, shared libraries of medical and health information. Of crucial importance in these times of bio-terrorism, the Stanford Hospital & Clinics and Lucile Packard Children's Hospital sites now offer comprehensive information on bio-terrorism and emergency preparedness. According to Stanford, the new bio-terrorism space on its Internet site is now receiving national attention, and further positions the two hospitals as global resources for this critical medical information.

Features for the future

As with most vital, dynamic online properties, Stanford Hospital and Clinics and Lucile Packard Children's Hospital sites are works in progress. Many new services are planned for the future, all of which will leverage TeamSite's full range of product functionality.

"The beauty of using TeamSite is that ...we're not spending all of our time just 'maintaining'...we can spend time working on ways to make the sites better tools for the hospitals and patients who depend on us."

"I have probably spent only about ten hours in the past two weeks on basic TeamSite upkeep, allowing me to work on development and systems-level needs."

Mattice Harris
Web Branch Administrator
Stanford Hospital & Clinics

"With only five people in the Web Center, and a huge volume of content from two major hospitals and their numerous clinics and specialized services, we simply would not have been able to keep up."

Edward Gardner
Web Center Director
Stanford Hospital & Clinics





Challenges

- Unify multiple, multi-region, complex sites under one umbrella
- Streamline content creation and deployment process

Benefits

- Workflow modeling and templating allow greater flexibility
- System enables real-time contribution, accelerating time-to-market
- Open architecture allows integration with client-side security, providing support for remote clients

BellSouth.com is a \$26 billion integrated communications services company, and is an on-line subsidiary of BellSouth. Established to bring Internet capabilities closer to the customer marketplace, BellSouth.com's user base includes consumer, small, medium, and large businesses, as well as wireless, international, and entertainment markets.

Supporting multiple initiatives

As a multi-regional company, BellSouth's goal was to synergize all of its Internet operations through BellSouth.com. However, managing the enormous amount of content generated by an enterprise the size and complexity of BellSouth proved a monumental task. The company maintained multiple sites to support all of its businesses, and needed to empower a wide range of potential content contributors with varying degrees of technical expertise. Therefore, BellSouth.com's content management platform had to be as easy to use as it was powerful. The company also hoped to leverage existing resources, repurposing Internet assets, where possible, across all of its sites.

A key requirement would be BellSouth.com's ability to help build the company's marketplace business. For example, BellSouth.com's hugely profitable Yellow Pages business offers opportunities to help advertisers often small, sole proprietorships to put their businesses online. With their limited resources, such companies typically want to establish an online presence that will support their directory listing, but they do not wish to enlist the aid of IT professionals. These organizations frequently turn to BellSouth.com to help create small sites with a limited amount of content.

Open and flexible architecture

BellSouth.com found that Interwoven met all of its strategic requirements. TeamSite's open, scalable architecture integrated well with BellSouth's internal standard, the iPlanet Application Server. In addition, TeamSite proved well-suited for the company's remote clients, providing support for client-side X509 certificates and SSL. Workflow and versioning also allowed the necessary flexibility to enable BellSouth.com to adapt content and transaction services as needed. At present, BellSouth.com offers access to company and product information, pricing, availability, ordering, bill presentment and payment, repair assistance, and online recruiting and application processes. In the months ahead, the company intends to incorporate functionality into BellSouth.com that can be extended to the

application interface customers and business partners want to use. This functionality will support not only today's PC users, but tomorrow's multiple delivery channels, including PDAs, interactive television, and more.

“As we're turning our Yellow Pages business into a content guardian service on the Web, we've been able to leverage Interwoven technology as the core for making that new business model happen.”

Bob Airasian
President
BellSouth.com





Challenges

- Ease content "glut" resulting from many contributors in different departments
- Accelerate content deployment to multiple sites
- Ensure smooth integration with existing application servers

Benefits

- Open, scalable architecture integrates with existing IT infrastructure, protecting technology investments
- Templating and automatic workflow manage contribution, protect brand, and accelerate time-to-market
- HTML and ASP files can be tested in the context of the entire site by off-site Internet design teams

The Frank Russell Company is an investment management firm that manages over \$63 billion in assets, and provides global consultation to money managers responsible for over a trillion dollars. The company serves individual as well as institutional customers in 35 countries, offering such products as funds, indexes, and financial management services.

Extending content contribution

One of the first organizations to recognize the potential of the Internet, the Frank Russell Company delivers financial information such as diversified funds and investment planning services to customers in 35 countries via its public Website, www.russell.com. The company's business model also includes the online creation and wholesale distribution of investment vehicles to other companies, who in turn sell Frank Russell products to their customers. But, with many different knowledge experts adding content to its public-facing Internet properties and its intranet, the company encountered an increasingly common challenge: the inability to effectively manage all of its content.

Facing a content glut

With the volume of content being created for its Internet sites by growing numbers of contributors, and no efficient workflow to control the process, the corporation recently faced a "content glut." Content flowed in from many different departments, and managers were endlessly challenged to track whether articles were being published on their target properties. However, it was often impossible to locate the assets in question.

Further complicating the equation, Frank Russell's compliance department had mandated that its staff review every word of every Web page prior to publication a requirement that typically caused additional delays. Another challenge was presented by the need to repurpose content to sites targeted at the Far East, Europe, and Canada.

Taking these needs into account, Frank Russell's team decided to take a best-of-breed approach to its Web properties. However, the system had to meet several key criteria: It had to be designed with an open architecture; it had to be highly scalable and easy-to-use; and it had to offer version control and support templates for non-technical contributors. After exploring several options, Frank Russell chose Interwoven TeamSite. The company found that the system could be effectively integrated with its existing systems, while providing an efficient, cost-effective way to empower employees to post their own content.

An infrastructure that promotes productivity

Today, Frank Russell maintains five sites within Interwoven TeamSite, with version control, site deployment, and author/editor roles. Three of the sites are entirely driven by TeamSite Templating and workflow, while the remaining two sites employ a combination of templated and non-templated content.

Interwoven Enterprise Content Management integrates well with the company's IT infrastructure. Since deploying the software, the company reports a dramatic reduction in its IT bottlenecks. Virtually any Frank Russell employee, whether technical or non-technical, now can use TeamSite to create content. The content is then easily routed through the appropriate approval cycles, significantly improving the pace at which updates can be made.

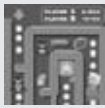
"Our main objective was to promote our Russell Knowledge Capital. We don't sell widgets. It's our knowledge capital that we have to share with our distribution partners and our sponsors, the institutional investors."

"We wanted to allow our business units to focus on what they do best associated with their knowledge capital, but we needed to be able to ensure a consistent message globally."

"Our vision was to manage content by giving control to individuals in the business units, and allow them to focus on their core competencies. TeamSite has empowered us to make this vision a reality, easing the management headaches and allowing our employees to become much more productive."

John Stingl
Manager
Frank Russell Web Services Team





Challenges

- Deploy one of the largest online gaming properties: 2M+ hits per month
- Facilitate content contribution by team of 100+
- Manage and rapidly deploy enormous volume of diverse content assets

Benefits

- Site launched on time
- Parallel development enables inclusive content entry by diverse content contributors
- Company maintains brand compliance across full range of partner Internet properties

For Electronic Arts (EA), the world's largest independent interactive entertainment company, gaming is serious business. Located in Redwood Shores, California, EA develops, publishes, and distributes products for PCs and advanced entertainment systems such as PlayStation® computer entertainment systems and Nintendo®. The EA.com site offers users multiple services, such as the ability to download and play games, find online opponents, obtain game-related information, and join chat rooms to discuss games.

Managing diverse assets

Under the terms of the company's \$81 million agreement with AOL, EA has become the exclusive provider of gaming content for AOL's 22 million members, as well as visitors to all of AOL's Internet-based brands.

Serving up even one or two online games with their complex graphics, sound, and animation would be challenging enough for any Web team. But the array of dynamic assets that were needed to create the EA.com site was mind-boggling. Making the task even dicier, Electronic Arts had to ensure that its corporate brand was protected across AOL's seven online points of entry for gamers, as well as all EA.com-branded sites.

Bringing EA.com online required the collaboration of over 100 content contributors, including developers, the QA team, content editors, legal staff, and more. With such a large and diverse group, it was critical to standardize on an architecture that would address the needs of all contributors, while supporting the vast range of content types on which EA.com depends.

Enabling a collaborative environment

When EA.com was launched, the decision to implement Interwoven TeamSite was a quick one, as the Enterprise Content Management platform had already been used to successfully manage over 30 of the company's marketing sites.

The collaborative development environment of TeamSite allowed all of EA's content contributors to work in parallel. Separate branches of the EA.com site were created, so multiple developers could work concurrently on discrete initiatives. And, the use of templates made it possible to repurpose assets hundreds of times, greatly collapsing both the development and QA schedules for EA.com.

A best-of-breed system

Key to the successful deployment of EA.com was the seamless integration of TeamSite with the BEA® WebLogic® Personalization Engine. BEA WebLogic offers the foundation for building and deploying J2EE-based eBusiness applications for personalized commerce, with a complement of features that increase ease-of-use across the complete application lifecycle. The BroadVision® One-to-One® Publishing tool is also used alongside TeamSite and WebLogic. Since BroadVision One-to-One Publishing had long been deployed at Electronic Arts, it was imperative that TeamSite work seamlessly with the product.

Thanks to the open, standards-based architecture of TeamSite, EA was able to use both application servers to deliver customized page views of the TeamSite-managed content to all site visitors, and effectively manage customer data.

Scaling for the future

EA projects that their Web team will be adding thousands of diverse assets to the EA.com site each month, eventually offering the entire range of boxed games developed by the company. Though the content management challenge will continue to be enormous, Electronic Arts' Web team is confident that TeamSite will be up to the task.

“With TeamSite templating, we can make one bug fix, then the file is correct on all of the 700 pages on which it may appear.”

“We have to launch 3,000 to 4,000 new assets each month to keep up to our game development. To do that, we need an enterprise content management system that scales easily and supports all content types.”

“We took the best-of-breed approach with TeamSite, WebLogic, and BroadVision. We married all of these different technologies together. To implement this any other way would take lots and lots of bodies.”

Aimee Hannaford
Web Architect
Electronic Arts





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Americas

Global Headquarters

803 11th Avenue
Sunnyvale, CA 94089
USA
tel +1.408.774.2000

Southern California

895 Dove Street, 3rd Floor
Newport Beach, CA 92660
USA
tel +1.949.851.4750

Southeast US

3025 Windward Plaza,
Suite 300
Alpharetta, GA 30005
USA
tel +1.408.530.5800

Midatlantic US

10411 Motor City Drive,
Suite 500
Bethesda, MD 20817
USA
tel +1.408.530.5800

Midwest US

One South Wacker
Suite 200
Chicago, IL 60606
USA
tel +1.408.530.5800

San Francisco

101 Second Street
Suite 400
San Francisco, CA 94105
USA
tel +1.408.530.5800

Northeast US

One Washington Mall
Sixth Floor
Boston, MA 02108-2603
USA
tel +1.408.530.5800

Texas

14131 Midway Road
Suite 800
Addison, TX 75001
USA
tel +1.408.530.5800

Canada

309 Heath Street East
Toronto, Ontario
Canada M4T 1T3
tel +1.416.544.9480

New York

360 W. 31st Street,
Suite 1006
21 Penn Plaza
New York, NY 10001
USA
tel +1.408.530.5800

Seattle

14205 SE 36th Street
Suite 100
Bellevue, WA 98006
USA
tel +1.408.530.5800

Europe

European Headquarters

Interwoven Europe (EMEA)
Kingswood
Kings Ride, Ascot
Berkshire SL5 8AJ
UK
tel +44.(0)1344.631900

Southern Europe

Interwoven SAS
2 rue Troyon
92316 Sèvres cedex
France
tel +33.1.49.66.76.76

Benelux

Interwoven BV
Einsteinreef 117-118
3562 GB Utrecht
Netherlands
tel +31.(0)30.263.51.00

Central Europe

Interwoven GmbH
Carl-Zeiss-Ring 19-19a
D-85737 Ismaning
Germany
tel +49.89.96052.0

Nordic

Interwoven Nordic AB
Box 1046
Sundbybergsv. 9 (Building C3)
171 21 SOLNA
Sweden
tel +46.(8)470.29.00

Spain

Interwoven Software SL
Ribera del Loira 46, edif.2-2^a
Planta
28042 Madrid
Spain
tel +34.91.503.0132

Asia-Pacific

Asia-Pacific Headquarters

Interwoven Software Pte Ltd.
#59-00 Republic Plaza 1
9 Raffles Place
Singapore 048619
tel +65.6220.3380

Australia

Interwoven Pty Ltd.
Level 21
99 Walker Street
North Sydney, NSW 2060
Australia
tel +61.(2)9657.1047

Hong Kong

Interwoven Hong Kong Ltd.
25th Floor
Bank of China Tower
1 Garden Road, Central
Hong Kong
tel +852.8208.1772

Japan

Interwoven K.K.
NTB-M Bldg. 3F
2-2-9 Shinbashi, Minato-ku
Tokyo 105-0004
Japan
tel +81.(3)5251.8551

South Korea

30th Floor, Asem Tower, 159-1
Samsung-dong Kangnam-ku
Seoul 135-798
South Korea
tel +82.2.551.5010

Taiwan

17 F/B No. 167 Tun Hwa N. Rd.,
Taipei
Taiwan
tel +886.2.2717.1999

Beijing, PRC

Beijing Lufthanza Centre
C203-11, 50 Liangmaoqiao Rd.
Chaoyang District, Beijing
100016
People's Republic of China
tel +86.(10)6465.1306





Global headquarters

803 11th Avenue
Sunnyvale, CA 94089
USA
tel +1 408 774 2000
fax +1 408 774 2002
info@interwoven.com

European headquarters

Interwoven Europe (EMEA)
Kingswood
Kings Ride
Ascot
Berkshire SL5 8AJ
UK
tel +44 (0) 1344 631901
fax +44 (0) 1344 631903

Asia-Pacific headquarters

Interwoven Software Pte. Ltd.
#59-00 Republic Plaza 1
9 Raffles Place
Singapore 048619
tel +65 6220 3380
fax +65 6223 7565