Garnering Customer Traction Through Enhanced Online Presence

SITUATION

The client had an existing website built on legacy technology platform and was facing difficulties in overall content updating and management. Maintenance cost of the website also steepened due to dependency on external agency even for minute change requests

IMPACT

The client wanted to revamp its website to meet its new business and branding strategy, as well as upgrade to latest technology platform, enabling it to reduce operational cost and improve overall process efficiency

RESOLUTION

New website solution developed by ITC Infotech helped the client to achieve its business needs successfully. It also offered the client a solution which is scalable enough to support future enhancements in a cost effective manner. The project is also one of the first few ones globally, to be developed and implemented on SharePoint Online platform

The Customer

The customer is a Finland based software services company offering operational and financial control services to commercial, logistics, industrial and public administration sectors. The core service areas include specialized retail management, maintenance and servicing management, as well as solutions for quality improvement and management of systems in which master data is contained.

The organization has partnered with world's leading IT vendors in order to develop customized solutions for its clients and help them to run their businesses more efficiently and improve profitability.

The Need

The client had its existing corporate website developed on PHP (Hypertext Preprocessor) platform. Being a legacy technology, the client was facing certain limitations pertaining to its website maintenance activities as it had to largely depend on the website service provider for any kind of editing works or updates within the website. This resulted in higher maintenance cost as well as made the process a time consuming affair.

As part of its new business strategy, the organization decided to improve its online presence and create a more dynamic corporate website by migrating into a contemporary technology platform that would liberate it from third party dependency, thus reducing the cycle time and operational cost. The client further wanted a technology that is scalable and flexible enough to support additional features and an enriched User Interface (UI) for its website. However, the client was not too keen to invest too much towards purchasing new hardware or software licensing in order to keep the operational cost lower.

The Solution

ITC Infotech thoroughly studied the existing website of the client as well as had a detailed discussion with the business stakeholders to understand the requirement. Evidently, Microsoft launched Office 365 in 2011 wherein SharePoint Online is one of the service offerings. It was around the same time when this project was handed to ITC Infotech.

Unlike in SharePoint (on-premises version) wherein one needs to buy a license and install dedicated servers and other related hardware, SharePoint Online offer similar service based on pay per user model. The service is hosted on Microsoft cloud server and is guided by Microsoft security standard. Therefore, in addition to be a secured service, SharePoint Online is more cost effective and convenient as there is no need for hardware or application maintenance.

Based on client's requirements, ITC Infotech identified SharePoint Online as the ideal platform for the website revamp and migration and developed the new architecture for the website. ITC Infotech also suggested certain enhancements to be incorporated within the website to make it compatible with current online trends.

With the right skill and expertise ITC Infotech's SharePoint team ensured that the project was delivered successfully within stipulated time and budget. Globally, it is one of the first few implementations done, based on the new SharePoint Online technology.

Business Benefits

- Enriched UI, in line with client's new branding strategy
- Automated workflow, enabling a faster and streamlined content management process. Contents can be updated, edited and approved by the authorized persons through the automated workflow process, post which it is published in the website for public consumption
- Loaded with additional features like Blogging (posts by the employees), automatic email notifications to concerned stakeholders for new job applications, etc.
- Multilingual content option, supporting three languages – Finnish, English and Russian
- Online customer support
- Reduced maintenance cost and cycle time

ITC Infotech's IT Solutions Practice For Manufacturing Industry

At ITC Infotech, we specialize in providing comprehensive solutions for varied manufacturing industries ranging from consumer goods to aerospace. Our extensive experience and focus on high-end domain consulting approach helps us deliver world-class IT-based solutions from the "shop floor to the board room" solutions.

Our IT services & Solutions includes Business Process Consulting, Product Lifecycle Management, Bespoke Applications Development and Maintenance, Manufacturing Execution System (MES), Customer Relationship Management (CRM), and Enterprise Resource Planning (ERP), Business Intelligence to a wide spectrum of continuous and discrete manufacturing industries globally.

Our thrust is on developing solutions and services that help improve our customers' operations and drive improved efficiencies across the value stream of the enterprise.

To contact our subject matter experts, please write to: **contact.us@itcinfotech.com**

www.itcinfotech.com