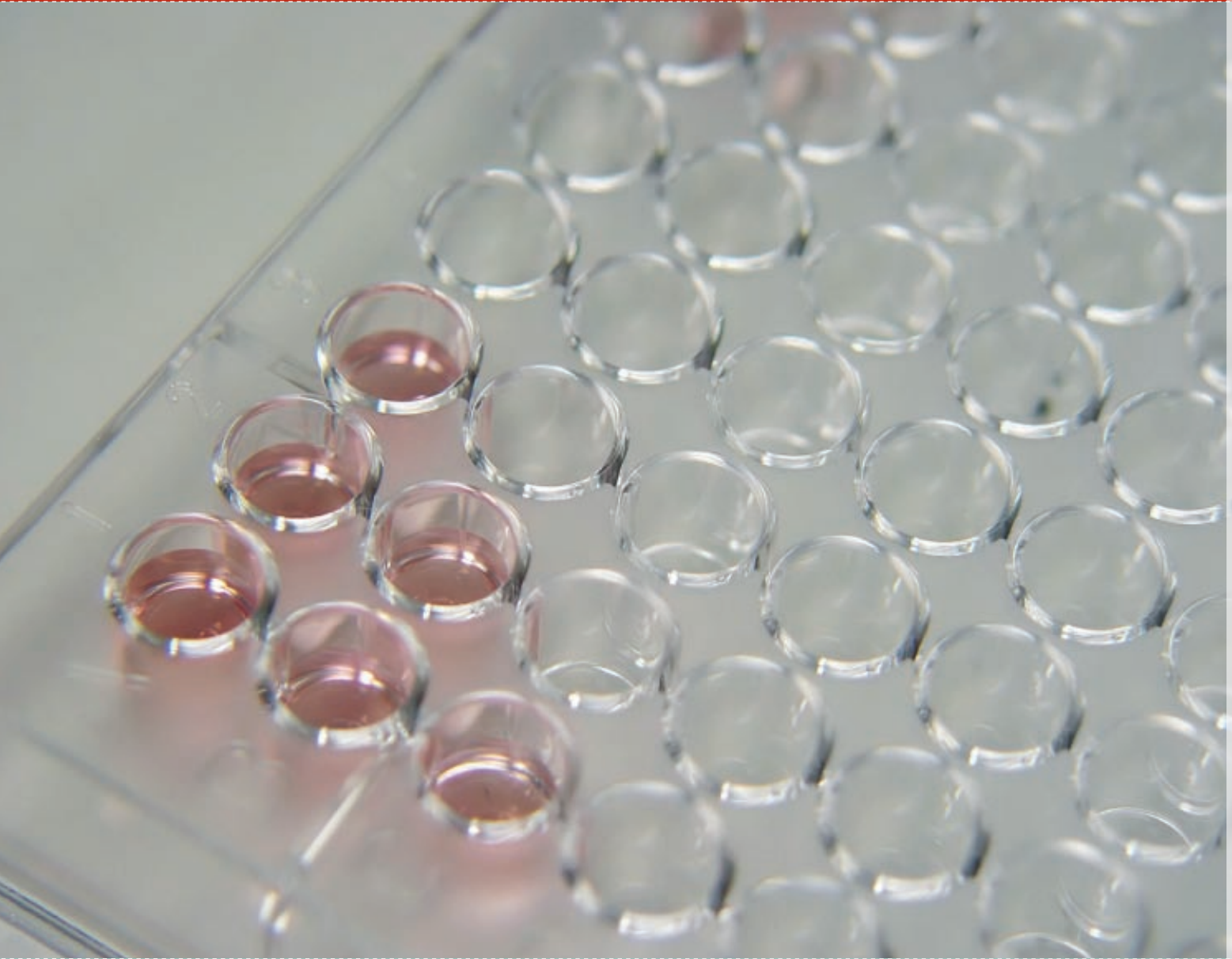


CASE STUDY

Thomson Scientific



“They are very responsive. Mediasurface relates to its customers and works to provide what they need”.

MEDIASURFACE



ANDREW SALMONS, IT DIRECTOR OF THOMSON SCIENTIFIC

PROFILE

Thomson Scientific, part of the Thomson Corporation, is a leading provider in integrated information solutions to researchers and librarians, physicians and pharmacists, and other professionals worldwide. Headquartered in Stamford, Connecticut, the Thomson Corporation offers services in approximately 130 countries. The Thomson Scientific division is based in Philadelphia, assisting professionals at every stage of research and development - from discovery to analysis to product development and distribution.

SYNOPSIS

Thomson Scientific was looking for a web content management solution (CMS) that would help them bring together a number of disparate sites. The solution not only needed to meet a number of criteria, it also had to be cost-effective and 'safe'. Mediasurface provided a demonstration of Morello as well as providing references from NATO and Oxford University Press. This breadth of experience and the extremely positive reaction to the Morello product demonstration by the senior management team at Thomson Scientific resulted in the selection of the Mediasurface CMS.



INTRODUCTION

Thomson Scientific needed a CMS that would help them manage several thousand pages of content in a way that meant the information could be reused and centrally stored, instead of the continual duplication and lack of structure they currently faced.

The chosen CMS needed to include a number of features:

- A single repository for information
- Discrete content and structure facilities
- A controllable and customizable publishing flow
- Versioning and reversion capability
- Business user friendly interface and controls
- Existing systems compatibility

MEDIASURFACE SOLUTION

Before the implementation of the Mediasurface CMS, only one person was responsible for managing the sites, which meant that ease of development and deployment was a crucial factor to success. Content was published via a cumbersome and time consuming process. 'Dirty' HTML and Word documents were quite often the starting point for a page, which would then need significant reworking in order to create a usable page of content. A single document or page could often take 2 or 3 days to complete.

SINGLE REPOSITORY

Because there was no central repository, documents could not be reused or repurposed across other sites. Instead, many were often simply duplicated across many locations. This had repercussions when a document was updated – there was no way of managing the update of all instances of that document except by manually locating and changing them.

Additionally, users would not be able to tell whether their version was the newest when accessing it.

DECENTRALIZED CONTENT MANAGEMENT

Content management was limited to a few 'super-users' with the skills necessary to create the hand crafted pages necessary for publishing to the live site. This led to the age-old problem of IT not maximizing their skills because they were tied up with mundane tasks

such as everyday website maintenance. However, following the implementation project, the number of content managers grew from just 7 to between 30 and 40, a figure that is still rising due to the positive word of mouth and business benefits the project has realized. By decentralizing the power, Thomson Scientific now has a number of content contributors and managers, all of who have a vested interest in maintaining and managing the online content. By placing the ownership of the content into the hands of the people who use it, there is an increased dynamism and interest in keeping it current and relevant, as well as an ability to react immediately to changes and events.

STAYING AGILE

Yet another benefit is felt when a new site is created or a rebrand is required. Instead of drawn out and protracted projects, sites can be created or updated in a matter of clicks. As Andrew Salmons, IT Director at Thomson Scientific comments, "you can just change the template; there is no need to touch every page". Being able to perform this level of task



By placing the ownership of the content into the hands of the people who use it, there is an increased dynamism

so effortlessly means Thomson Scientific can react quickly, remaining agile and ahead of the pack.

WORKING SMARTER

One of the key successes to come from the project has been within marketing. Before implementing the Mediasurface solution, marketing campaigns would be physically printed and run, before being submitted as web content. This approach is time consuming and very costly, especially when the campaign is testing a new approach or market. Now, the marketing division can create online campaigns and test them online to gauge response before committing to physical mailshots or letter campaigns. This has revolutionized marketing activity within Thomson Scientific. Other additional benefits include improved tracking and measurement of campaign results and the obvious cost savings. Marketing staff are not reliant on outside agencies to deliver campaigns and they are empowered and energized to try new approaches and tactics.

Sites can be created or updated
in a matter of clicks.

QUICK MIGRATION

The migration of the whole site onto the new Mediasurface platform was also achieved in a very short timeframe. Content running into the thousands of pages and approximately 25-30,000 files were migrated across in less than one year. Andrew says he feels that he can “leave ‘the store’ and not worry about it, as I know it will be working efficiently and effectively”.

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Mediasurface Europe Limited
Mediasurface House
Newbury Business Park
London Road
Newbury RG14 2QA, UK

Tel. +44 (0)1635 262000
Fax. +44 (0)1635 262001
Email. info@uk.mediasurface.com
www.mediasurface.co.uk

Mediasurface Inc.
Three Stamford Landing
4th Floor
46 Southfield Avenue
Stamford, CT 06902 USA

Tel. +1 (203) 323 7173
Fax. +1 (203) 323 0595
Email. info@us.mediasurface.com
www.mediasurface.com

Mediasurface B.V.
Gebouw Media Valley 1
Naarderweg 16
1217 GL Hilversum
Nederland

Tel. +31 (0)35 6257890
Fax. +31 (0)35 6257899
Email. info@nl.mediasurface.com
www.mediasurface.nl