



Allegient Client Case Study

Manufacturing Industry

Marketing Content Management & Workflow

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About Allegient, LLC

Allegient is a Microsoft Gold Certified Partner with specific competencies in the Information Worker Solutions and Custom Development Solutions areas

Client.

Fortune 200 pharmaceutical organization that researches, develops, manufactures and markets products worldwide.

Problem.

The Marketing organization within a large pharmaceutical company was utilizing an antiquated and unsupported application to create and maintain over 30 Internet product brand websites. In addition the application required IT staff to update product content and migrate code to production websites whenever the Marketing organization wanted to refresh or change the content on any of the 30 product websites. The Marketing area needed a vendor supported application that would streamline content updates, allowing business users to update product content real time with minimal IT involvement.

Answer.

The Company engaged Microsoft to undergo an enterprise wide initiative to deploy the Microsoft suite of products. The Marketing organization investigated the next generation of SharePoint Portal Server, MOSS 2007, as a potential replacement for their brand platform application. The goal of the project was to determine if MOSS 2007 could handle the **content management** needs of their external brand websites. In addition, the team wanted to explore the use of **workflow** functionality to manage content approvals.

Solution.

Working with Allegient, the company was able to

- Confirm a viable replacement application for their current software managing their product brand websites
- Streamline the content approval process
- Identify a solution that reduced administrative time and costs associated with multiple packages
- Increase organizational buy-in to the Microsoft suite of products

The Marketing organization continues to work with Allegient LLC to scope additional pilot projects with MOSS 2007 to focus on developing a custom workflow to meet their unique regulatory needs.

