Challenge

A Microsoft group that supports internal business segments needed a firm that could provide strategic planning, project management, publishing and website production support for a number of publications—including an Intranet site, roughly 270 internal sites, and several newsletters. Microsoft also needed a vendor that could accommodate ad-hoc publishing, development and site management requests, on an ongoing basis. Given the complexity of publishing tasks and the SharePoint environment, Microsoft required talented professionals who could work effectively with cross-functional teams, including senior management, marketing and project managers, and other vendors to ensure ongoing quality and accuracy of site publications.

Solution

Looking for a partner that could serve its multi-disciplinary, ongoing, high-volume needs, the Microsoft group chose Allyis as its content management and development partner in 2002 and the groups have been working together ever since.

With a team of marketing, project management, content, infrastructure, planning and development experts, Allyis provides strategic and day-to-day support to Microsoft's team. In addition to advising senior management on worldwide communication strategy, Allyis is responsible for ongoing management and publishing for their Intranet, hundreds of individual SharePoint sites and the development and management of newsletters, which includes the coordination of over 150 monthly content submissions, editorial support and publishing. Allyis also consults on usability, content strategy and functionality to ensure positive user experiences and consistency throughout all site publications.

Products & Services

The Allyis team provides end-to-end support, including:

- Marketing consultation and management
- Web development and technical publishing
- Project management
- Content management

Technologies Used

- HTML
- CSS
- JavaScript
- XML
- Windows SharePoint Services
- SharePoint Portal Server
- Front Page Web Component coding
- Adobe Photoshop
- Adobe ImageReady
- Macromedia Flash
- Macromedia HomeSite

Key Benefits:

- **End-to-End Support:** Allyis provides full-service management for an array of key SMS&P communication tools as well as ad-hoc publishing, development, and site management requests, making Microsoft resources and team members free to work on other core business issues.

- **Publishing Speed:** Allows information to be published worldwide to its intended audience within an average publishing turnaround time of four hours.

- **Accuracy and Dependability:** Ensures ongoing quality and accuracy of site publications by providing dedicated Web production, marketing and project management resources.

- **Increased Traffic:** Before Allyis' involvement, their intranet site traffic garnered 500 hits per month. With the increased awareness and enhanced usability of the site, it now averages over 60,000 hits per month.