

Challenge

Microsoft needed a vendor they could trust to manage the updates to and ongoing maintenance of a global portal which serves as the online support vehicle for thousands of Microsoft partners worldwide. Providing timely information to these partners is imperative, as they are responsible for billions of dollars of Microsoft's revenue, and rely on the site for information to help their businesses succeed— including sales and marketing tools, technical support information, training resources, security updates, and other support resources.

Solution

Allyis quickly pulled together a 20-plus person team to become the end-to-end provider for the Web site, providing key consultants across many functional areas. With on and offsite publishing, editorial, and development teams, Allyis works with Microsoft project and marketing managers to create, modify, provide quality assurance, and publish content for the Web site. The Allyis team manages workflow of publishing tasks, ensures completeness of all content, and adheres to strict publishing guidelines. Production personnel initiate any content revisions or bug fixes with the appropriate editorial, program management, and development contacts.

The Allyis editorial team, working together with the production team, provides strategy and execution of content development for publication to a worldwide audience of corporate partners and business entities.

The Allyis team also worked on:

- Improving search results – To improve search results on the portal, Allyis' editorial team reviewed all resources on the site (almost 20,000 pages), compiled the pages, set tagging guidelines and updated metadata, resulting in quicker and more accurate search results.
- Tracking metrics – Allyis developed and managed an online marketing campaign process to track monthly Web site metrics, subscription numbers, and clickthroughs, which provides business intelligence reports to management, allowing Microsoft to make informed business decisions.
- Managing large-scale migrations – Allyis drove the rollout of U.S. and global sites from HTML to XML database-driven technology.
- Creating custom site templates – Allyis rebuilt the templates on the site, creating a new look and feel and better usability for the partner user experience.

Products & Services

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

- Content management and publishing
- Production and development
- Support and analysis
- Business intelligence reporting
- Project management
- Marketing management

Key Benefits:

- Increased resources by 100% to meet workload demand and delivered on multiple large-scale projects within compressed time frames.
- Reduced the average time to publish information from two weeks to just four days.
- Created a streamlined tool and process for content owners and stakeholders to request content publication.
- Provides key systems, users acceptance, and daily ad-hoc testing results to IT teams developing the site and its CMS to ensure for maximum usability and stability.