

Challenge

A Microsoft group is responsible for the Microsoft Partner Program Web site, which serves as a primary support vehicle for thousands of Microsoft partners who are responsible for millions of dollars in revenue worldwide. Partners access everything from sales and marketing tools, technical support information, training programs and security updates via the site and many rely on these resources to keep their businesses running. With over a million users a month, it is imperative the site features timely, accurate and relevant information. With this in mind, the Microsoft team wanted to develop a portal to serve as a knowledge-management platform, making program resources, tools, training and opportunities easy to find, access and leverage.

Solution

The Microsoft group approached Allyis to initially provide a team to manage publishing for the site. Allyis provided a managed-team that included team leads, content managers, and project managers, which freed up Microsoft employees to pay attention to their core business.

When Microsoft decided to launch a complete redesign of the website in 1996, they again looked to Allyis to manage the migration to the new site.

After working with Microsoft stakeholders to define business objectives and requirements, Allyis engaged a team of project managers, analysts, technical publishers and developers to begin work on the design and development of the portal. Allyis continued its day-to-day management of the existing site while significant front and back-end technology and design changes were being made as they migrated content to the new site.

At its debut, Allyis provided a dedicated Content Team including content managers, writers, editors and production staff that has provided ongoing content strategy and development support to date, ensuring that all content and messaging resonates with Microsoft partners. The partner center portal has become an indispensable part of their channel infrastructure, serving as a valuable business resource and virtual account management tool for partners.

Since this initial work, Allyis has partnered with the Microsoft team on many partner center portal projects, including the development of a custom Content Management System to enable international subsidiaries to publish in native languages, the integration of WebTrends to capture usage data and inform ongoing business decisions and optimization, and the implementation of Windows Live Passport authentication.

Key Benefits:

- **Improved Information Dissemination & Discovery:** The partner center portal provides a platform for the team to communicate with and distribute information to thousands of partners worldwide. It also offers a central, integrated location for partners to easily access the information they need to leverage their Microsoft relationship and grow their business.
- **End-to-End Content Support:** Allyis has provided the Microsoft group with full service content support including; content strategy, content development, content management, content production, content publishing and content migration for over 14 years.
- **Streamlined Operations & Increased Efficiencies:** The development of a content management system which supports over 40 countries and 27 languages and allowed international subsidiaries to publish localized content significantly improved operational efficiencies and condensed publishing timelines.