

Digital Marketing, Content Management + Web Development

History & Engagement

6+ year relationship; Managed team (27)

Our Role

- Content strategy, management, development
- Reporting + analysis
- Web design + development
- Web publishing
- User experience
- Digital marketing + Communications
- Site + platform migration
- Project management

Impact

- CMS supports >40 countries + 27 languages, allowing subs to publish localized content extremely quickly
- Publishing model supports 20+ teams with improved service + responsiveness

Technology + Platforms

- SharePoint 2007
- Visual Studio Team Foundation
- SQL Server 2005
- ASP.NET
- XML/XSL
- Webtrends
- Custom CMS

“Every day the Allyis team shows their passion for serving Microsoft partners. Many partners told me this was the best WPC ever, and with your help we took it far beyond its physical borders. Allyis really pulled through with dedication and quality in a short period of time.”

– Marie Huwe, Microsoft GM

The screenshot shows the Microsoft Partner Network website interface. At the top left is the Allyis logo and the text 'Microsoft Partner Network'. Below this is a navigation bar with tabs for Home, Program Membership, Products & Solutions, Sales & Marketing, Licensing, Training & Events, Community, and Support. The main content area features a large blue banner for Microsoft Visual Studio 2010 with the text 'More creativity. Less complexity. Better solutions. Get the ultimate toolset for software development.' Below the banner are several sections: 'Microsoft Visual Studio 2010 Released to Manufacturing', 'Resources' (listing various support and training links), 'Downloads' (listing software and demos), 'Licensing' (listing updates and keys), and 'Membership' (listing webcasts and requirements). At the bottom, there is a section for the 'Microsoft Worldwide Partner Conference, July 11-15, 2010' and a video player showing a man speaking.

<https://partner.microsoft.com/global/partner>