



Success Story: Strategic Association-Focused Web Site with AMS Integration

Summary:

TerpSys[®] transformed an outdated, static HTML site into a visually appealing strategic Web site for Worldwide ERC[®]. A social networking platform for association members was created that integrated seamlessly with the client's existing Avectra Association Management System (AMS).

Client: Worldwide ERC[®]

Worldwide ERC[®] is a Washington, D.C.-based association for HR professionals who oversee, manage, or support U.S. domestic and international employee transfers. Worldwide ERC[®] helps its members meet the challenges of workforce mobility.

Objectives:

- Transform Worldwide ERC[®]'s Web site impact through visual redesign
- Leverage the Web as a strategic tool for their organization's goals
- Create a social networking platform for association members



Challenge

Worldwide ERC[®] sought a new Web site to reflect its status as the world's leading authority on workforce mobility. With over a dozen departments, extensive requirements gathering and prioritization was critical to understanding stakeholder needs. Because the client wanted to keep its existing AMS, the software selection identified CMS candidates that could integrate seamlessly with the Avectra[™] AMS, while still meeting all functional requirements.

The existing site was very difficult to navigate. Radical redesign of the information architecture was needed to consolidate massive amounts of content in a more logical, intuitive structure.

As the client is a global organization, the new site's visual design had to appeal to both domestic and international users. And with social networking growing in popularity, Worldwide ERC[®] wanted a networking application on the new site to facilitate cooperation among its members.

Solution

Best practices were used to create and implement a strategic plan for the overhaul of the Web site's information architecture and visual design to ensure alignment with Worldwide ERC[®]'s vision. Our detailed requirements gathering led to an extensive review of available CMS solutions. SharePoint 2007 emerged as the right choice due to its ability to tightly integrate with the existing Avectra AMS system.

TerpSys re-architected over 3,000 pages and documents into a radically redesigned SharePoint site structure. New tools allowed blogging and interaction with Web 2.0 social networking sites such as Facebook, MySpace, and LinkedIn, bringing the client to a brand new audience. Colors and images were chosen to create a site that appeals to a worldwide user base.

Custom .NET development within SharePoint resulted in a unified solution allowing real-time, multi-tier permissions based on the AMS.

Results

- Created a significant visual redesign with a highly intuitive site structure
- Provided seamless integration with the existing Avectra AMS to leverage member information
- Realized Worldwide ERC[®]'s vision of using the Web as a strategic social networking platform
- A delighted customer:

"Our diverse audience and badly dated legacy site meant that we presented TerpSys with a complex set of requirements. They brought together a team with exactly the right creative, technical, and project management skills, and the result is a Web site that our internal and external customers love!"

– Christine Wilson,
VP, Marketing & Web Strategy,
Worldwide ERC[®]