

Microsoft Content Management Server Case Studies

<http://www.microsoft.com/resources/casestudies/default.asp>

Microsoft products and services can help your organization succeed. Below is a subset of case studies for Microsoft Content Management Server. Use the search tool at this site to learn how Microsoft technologies have helped businesses increase productivity, improve collaboration and communication, and streamline customer management. Filter case studies by software and services, industry, solution, company size, or publication date.

View a complete list of case studies by [customer name](#) or [partner name](#).

Watch [case study videos](#).

CA, Dept of General Svcs

[State of California Department of General Services implements comprehensive Web content publishing and workflow solution with Microsoft Content Management Server](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11994>

By deploying Microsoft Content Management Server 2001, the state of California Department of General Services reduced its administrative workload by 25 percent while empowering each of the department's 20-plus offices to manage its own Web content.

Publication Date

January 1, 2002

Industry

Public and Nonprofit Sector

Country/Region

United States

Presidio Trust, The

[Presidio's .NET Strategy Brings Multiple Agency Systems Together on the Web](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13823>

The Presidio Trust manages the interior 80 percent of the Presidio, including most of its 768 buildings and its transportation, utility, and communications infrastructure. The National Park Service manages coastal areas, or approximately 20 percent of the land area. The agencies work together to enhance natural areas and provide visitor services. They also ensure public safety in cooperation with the United States Park Police and the Presidio Fire Department.

Publication Date

December 13, 2002

Industry

Public and Nonprofit Sector

Country/Region

United States

Spanish Ministry of Finance

[Portal Gives Spanish Finance Ministry the Right Tools for New Procedures and e-Procurement](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=12370>

The Spanish government's "Info XXI" initiative requires all government organizations to

provide online public services, including the Ministry of Finance. Faced with old paper-based processes and an outdated Web site, the Ministry acted by deploying Microsoft® Exchange 2000 Server as the platform for a new portal and automated business procedures. By using the Server and other Microsoft technologies, the Ministry can now modernize its Web presence, conduct e-procurement, and deliver online information and services to citizens and businesses.

Publication Date

June 12, 2002

Industry

Public and Nonprofit Sector

Country/Region

Spain

Secretary General of Tourism

[The new tourism portal for the new tourist](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13159)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13159>

Spain's secretary general of tourism has adopted Microsoft's solution for Internet business to launch a Spanish tourism portal that provides personalized, multimedia tourist information in nine languages. The portal hosts a 'content factory' that aggregates information from public and private sector databases and shares it with other vertical and horizontal portals. It also creates a tourism marketplace where tourist products and services can be bought and sold, while an intranet provides support to 31 Spanish tourist offices worldwide.

Publication Date

April 9, 2002

Industry

Public and Nonprofit Sector

Country/Region

Spain

Royal Canadian Mint

[Royal Canadian Mint Kicks Off E-Commerce Initiative with Microsoft .NET Enterprise Servers](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11048)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11048>

Microsoft .NET Enterprise Servers provided the e-business infrastructure software that enabled the Royal Canadian Mint to build and deploy a highly personalized and user-friendly e-commerce site.

Publication Date

March 1, 2002

Industry

Financial Services

Public and Nonprofit Sector

Country/Region

Canada

Graduate Management Admission Council (GMAC)

[Leading Higher Education Association Deploys Dynamic, Content-Rich Web Sites with Content Management Server](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13445)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13445>

When the Graduate Management Admission Council® (GMAC®) decided to update its Web sites, the organization selected Microsoft® technologies for its content management solution. The goal was to create a mission-critical, content-rich Web experience for prospective Master of Business Administration (MBA) students and the graduate management education community using the sites. With Ness Technologies as the implementation partner, GMAC redesigned and deployed its two primary Web sites, gmac.com and mba.com, using Microsoft Content Management Server 2002 and SQL Server™ 2000 running on the Windows 2000 Advanced Server operating system with Internet Information Services.

Publication Date

October 4, 2002

Industry

Education and Training

Country/Region

United States

Generalitat de Catalunya

[Platform for Seamless Services Helps Transform Citizen Relationships](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13160)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13160>

The government for the autonomous region of Catalonia in Spain has formed a public company called .Cat to provide citizen-centric public services and create new channels of interaction. As an early adopter of the Microsoft® Solution for Internet Business, the .Cat platform will ultimately provide 200 services, information and transactions from across all levels of government. Supporting multiple delivery channels - including a Web portal, call center, mobile communications and interactive television - the .Cat platform is set to transform the relationship between Catalonians and their government.

Publication Date

August 6, 2002

Industry

Public and Nonprofit Sector

Country/Region

Spain

Universal Forest Products

[Wood Product Manufacturer Reduces Costs, Creates New Sales Opportunities with Collaborative Portal](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14129)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14129>

Universal Forest Products, Inc. (UFP) took a proactive approach to improving communication of pertinent business information to employees and customers. The information was stored in several disparate business systems and manual methods were used for distribution, which cost the company time and money. So UFP implemented a Microsoft® Content Management Server solution, combining the information into a customer and employee portal that could be used to access business-critical information. Today, UFP's solution provides a collaborative environment that streamlines information-sharing processes and reduces operational costs. The extensible solution also will allow UFP to build additional Web-based solutions quickly, which it can sell to customers thus increasing future sales opportunities.

Publication Date

September 15, 2003

Industry

Manufacturing

Country/RegionUnited States

IDQ Companies**[Fast-Food Franchise Foresees an 80 Percent Reduction in Time Required for Portal Maintenance](#)**<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14378>

IDQ Companies (Dairy Queen) foresees an 80 percent reduction in the amount of time that its information technology (IT) staff spends on maintaining content on the Web portal that provides information to its franchisees and customers. Key to this time savings was replacing a third-party content management solution, which was difficult to use and lacked scalability, with Microsoft® Content Management Server 2002. The deployment team estimates that the upgraded portal required 75 percent less development time than other solutions, which would have required custom-building pages and filters. The new portal gives IDQ the Internet capabilities to drive business to individual franchisee locations, provide a dynamic catalog of products, and allow profiling for targeted marketing campaigns.

Publication Date

August 19, 2003

Industry

Retailing

Country/RegionUnited States

SunGard**[Global Leader in Information Availability Reduces Costs and Increases ROI](#)**<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14378>

After experiencing difficulties in managing and publishing content with its existing content management system, SunGard Availability Services decided to build a new Web site on Microsoft® Content Management Server (CMS). Increased reliability and easier administration enabled the company to reduce its consulting fees by 50 percent. In addition, content authors have become publishers, thanks to the easy-to-use publishing tools included in CMS, saving a marketing manager at least three hours a week on content management. The time and money savings and increased functionality have enabled SunGard Availability Services to develop additional Web-based marketing activities, which are generating more qualified leads and delivering a strong return on investment.

Publication Date

August 12, 2003

Industry

Information Technology

Country/RegionUnited States

Škoda Auto**[Škoda Auto Created a Unified Environment for Its Current and Future Web Presentations and Services Using Microsoft Content Management Server](#)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14248>

Škoda Auto created a unified environment for its current and future web presentations and services using Microsoft® Content Management Server. The Web no longer means just static presentations. Škoda Auto uses the Web as its strategic communication platform.

Publication Date

July 10, 2003

Industry

Transportation
Wholesaling

Country/Region

Czech Republic

Galileo International

[Global Distribution Services Company Gains Productivity and Cost Efficiencies](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14183)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14183>

Galileo International, part of the Travel Distribution Services (TDS) division of Cendant Corporation, needed to provide better communications among all the TDS organizations to increase efficiency, reduce operational costs, and expand market potential. Galileo chose to build a new employee portal solution with Microsoft® Content Management Server 2002 to provide faster, easier content publishing, reduce technical support requirements, and create more collaboration to support better information flow and reduce operations costs. In addition, using Microsoft Office SharePoint™ Portal Server "v2.0" Beta 2 for document management during the portal planning process helped Galileo complete the project in four months and establish a best practices resource for similar projects in the future.

Publication Date

July 3, 2003

Industry

Hospitality
Information Technology
Transportation

Country/Region

United States

Trend Micro, Inc.

[Leading Antivirus and Internet Content Security Solution Provider Rolls Out Redesigned Corporate Web Site in 6 Weeks](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13902)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13902>

When Trend Micro Incorporated launched the largest branding campaign in the company's 15-year history, Microsoft® Content Management Server played a key part in helping roll out the new look and feel to Trend Micro's regional Web sites quickly and consistently. While the Corporate Web team controls the look and feel of the sites through Content Management Server template design, individual content experts manage their own content, leaving developers to focus on site functionality. The site looks great, content gets updated efficiently, and the Web team can focus on higher-order tasks like globalization, user experience improvements, and online marketing initiatives.

Publication Date

April 11, 2003

Industry

Information Technology
Country/Region
United States

Salvation Army, The

[Salvation Army Marches in with Faster, More Scalable Content Management](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13861>

The Salvation Army is an international Christian charity and church whose mission is to serve its public and improve society by promoting its beliefs and carrying out charitable work. The Internet is therefore a critical tool to help support that good work. With such responsibility, the organisation needed to establish better control of the information published on its site and prevent information bottlenecks by replacing a single Web publisher with multiple content owners. By working with Microsoft specialist CIBER Solution Partners to implement Microsoft Content Management Server 2002, the Salvation Army in the UK now has a Web infrastructure that is much more manageable and reactive to change, and that will grow as it does. This enables the charity to better serve the public and champion its good causes.

Publication Date

March 31, 2003

Industry

Public and Nonprofit Sector

Country/Region

United Kingdom

Gonzaga University

[Gonzaga University Implements Content Management Server to Create a Visually Consistent Web Site](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13587>

Gonzaga University wanted to restructure its Web site so it delivered a consistent message and would be easier to manage than its current site. To achieve this vision, Gonzaga implemented Microsoft® Content Management Server and was able to reorganize and restructure its entire Web site without hiring additional staff to its Desktop Support Services department. Now, Gonzaga's Web site delivers a consistent message across all departments and activities and empowers the right people to publish content, thus freeing up the Desktop Support Services team to focus its efforts on developing complex, mission-critical applications.

Publication Date

November 26, 2002

Industry

Education and Training

Country/Region

United States

JetBlue Airways

[Airline Boosts Productivity with Expanded Intranet Functionality from Content Management Server](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13571>

Microsoft® Content Management Server 2002 is increasing employee productivity at JetBlue Airways by allowing content providers to create, edit, and post intranet content. Templates

and site structure tools provide centralized control and put business users in charge of corporate network content, freeing IT to concentrate on application development rather than building and maintaining static HTML pages. Deployed initially on the company's internal communication network, Content Management Server ensures the extensibility and flexibility that JetBlue needs to leverage components across the enterprise to other applications. Future plans include using Content Management Server for the company extranet and jetblue.com Web site.

Publication Date

November 19, 2002

Industry

Transportation

Country/Region

United States

Phoenix Technologies

[Content Management Solution Streamlines Software Provider's Web Site Production, Boosts IT Staff Credibility](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13586)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13586>

Phoenix Technologies software products are built into the heart of hundreds of millions of digital devices. But the company's Web sites were stuck in 1995. Converting the management of content to a solution based on Microsoft® Content Management Server and SharePoint™ Portal Server gave the company up-to-date, consistent Web sites published in five languages. No longer seen as a bottleneck, the Phoenix IT department now can work on higher-value projects.

Publication Date

October 25, 2002

Industry

Information Technology

Country/Region

United States

JellyBelly.com

[Microsoft Solutions for Internet Business Help Jelly Belly Achieve Sweet Success Online](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11211)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11211>

The Microsoft solutions for Internet business, along with services from the Microsoft Technology Center and Microsoft Consulting Services, enabled Jelly Belly to meet its immediate holiday deadline for an e commerce solution that provides a flexible scalable foundation for the company's future B2B requirements.

Publication Date

May 1, 2002

Industry

Retailing

Country/Region

United States

Microsoft Xbox Business Unit**[Xbox Implements Microsoft Solutions for Internet Business in 3 Months, Gets Closer to Customers, Drives New Revenue](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11303)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11303>

The Xbox business unit of Microsoft Corporation uses the strategic Microsoft solutions for Internet business to empower content publishers on its Xbox.com Web site.

Publication Date

March 8, 2002

Industry

Information Technology

Country/Region

United States

MSWeb - Microsoft**[Content Management Server Reduces Publishing Effort for Microsoft Employee Portal by 80 Percent](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11237)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11237>

Deploying Microsoft Content Management Server 2001 has enabled the technical team supporting MSWeb, Microsoft's corporate employee portal, to provide content contributors with self-service editing and publishing capabilities.

Publication Date

February 1, 2002

Industry

Information Technology

Country/Region

United States

EPCOR Utilities Inc.**[EPCOR Launches Customer-centric Corporate Web Site in Record Time](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11046)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11046>

Using Microsoft Content Management Server, EPCOR successfully launched a new, 2,000+-page, customer-centric Internet site in less than six weeks.

Publication Date

June 14, 2001

Industry

Utilities

Country/Region

Canada

AGCO Corporation**[ICS Solutions Helps AGCO Reap Benefits of New Web Site](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14485)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14485>

AGCO Corporation is the parent company of Massey Ferguson, one of the World's leading agricultural machinery brands. They wanted to enable non-technical marketing executives to upload content, while keeping the look of the Web pages consistent with its brand image. To

achieve this, it implemented a content management system with the help of ICS Solutions, a leading Microsoft solution developer. The solution is based on Microsoft Content Management Server 2002 and built on the Microsoft .NET Framework. It enables AGCO to enhance the information it provides to customers and reduces maintenance costs.

Publication Date

September 19, 2003

Industry

Agriculture

Country/Region

United Kingdom

Ministry of Sound

[Ministry of Sound Dances to the Tune of New Web Site](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14162)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14162>

The Ministry of Sound is home to clubbers around the world. The popularity of its UK operation has gone from strength to strength and its Web site is central to the brand image, supporting the company's growth. It is also a vital communication channel for all clubbers about Ministry of Sound releases and events. The company wanted to provide a richer user experience and ensure the site was easier to support and maintain going forward. It worked with Microsoft partner Domino Systems to rebuild the site using the Microsoft .NET Framework, and ensured control of content by implementing Microsoft Content Management Server.

Publication Date

June 27, 2003

Industry

Entertainment and Recreation

Country/Region

United Kingdom

Wolters Kluwer

[Wolters Kluwer Improves Internal and External Customer Experience with Internet Business Solution](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14003)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14003>

The e-commerce experience for customers within the North American division of Wolters Kluwer was inconvenient and inconsistent because the online stores for its three companies were independently maintained. Equipped with Microsoft® E-Business solutions—BizTalk® Server, Content Management Server, and Commerce Server—Wolters Kluwer extended the existing architecture of each company's online store to create one convenient storefront and a high-quality shopping experience for customers. This powerful solution improved Wolters Kluwer's ability to create new market opportunities and cross-sell to its entire customer base. In addition, business users are empowered to manage their own online content for timely, accurate online information at lower maintenance costs.

Publication Date

May 15, 2003

Industry

Media

Country/Region

Netherlands, The

United States

BNbank**[Content Management Server Provides BNbank with a Comprehensive Web Management Solution](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14020)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=14020>

Since establishing itself as a major Norwegian finance organization over a decade ago, BNbank has grown to become the fourth largest commercial bank in the country. The Internet, as one of its main customer-facing channels, has been an important factor in its success. Concerned that its existing back-end system was proving unreliable and inflexible, BNbank turned to Cap Gemini Ernst & Young to develop a solution that was easy to maintain and combined enhanced functionality with added reliability.

Publication Date

May 8, 2003

Industry

Financial Services

Country/Region

Norway

Analog Devices, Inc. (ADI)**[Analog Devices Saves More Than 50 Percent on Portal Maintenance Costs While Creating a Better User Experience](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13945)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13945>

ADI chose Microsoft technology for its innovative employee Web portal. ADI used Microsoft® Visual Studio® .NET 2003, the Microsoft .NET Framework 1.1 and Enterprise UDDI Services part of Windows Server 2003, to create discoverable Web services that bring new functionality and user value to the portal. ADI worked with Internosis, a leading information technology consultancy, to design and deploy the portal, which uses Microsoft Content Management Server 2002 and SQL Server 2000. MCMS has helped the ADI Information Technology (IT) group return control of content posting and maintenance to the more than 200 content authors. The result: More than a 50 percent reduction in IT hours spent on content maintenance.

Publication Date

April 24, 2003

Industry

Manufacturing

Country/Region

United States

Centre for Engineering and Manufacturing Excellence (CEME)**[CEME Is a Showcase for Cutting-Edge Learning Technology After Implementing Windows Server 2003](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13943)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13943>

CEME is a not-for-profit partnership between Ford Motor Company, London Development Agency, Heart of Thames Gateway, Barking College and Havering College. CEME wants to offer its students a great e-learning facility, with lectures available digitally, remote access to information, and a personalised e-library and Knowledge Management Portal. It chose to work with Civica, a leading supplier of software and services, to assist with implementing the

enterprise solution software from green-field site to completion. Microsoft® Windows Server™ 2003 was identified as providing the best solution to base its infrastructure on.

Publication Date

April 24, 2003

Industry

Education and Training

Engineering

Information Technology

Country/Region

United Kingdom

Enterasys Networks

[Enterasys Expedites Customer Fulfillment, Projects Fourfold Increase of Partner Channel Revenue](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13853)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13853>

A Rapid Economic Justification (REJ) analysis validated that by using Microsoft Windows Server 2003 as a platform for an online extranet portal that used XML-based Web services, Enterasys Networks could replace its manual customer fulfillment process and greatly improve services to partners and customers. Based on projected REJ results, Enterasys expects a fourfold increase in partner channel revenues during 2003. Early post-deployment results indicate a 67% reduction in setup time for new partners on the portal site, a 20% reduction in IT management costs, and a 35% reallocation of IT support staff.

Publication Date

March 29, 2003

Industry

Information Technology

Country/Region

United States

World Vision

[Online Vision Pays off for Development Charity](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13843)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13843>

Leading Christian development charity World Vision has been recruiting financial and non-financial supporters online since 1998. After undertaking a strategic review of its online capabilities, the company decided to increase the scope, volume, and value of content to engage a greater number of supporters. To achieve this, World Vision worked with long time technology partner DNA, implementing a Web site management solution based on Microsoft SQL Server 2000 and Microsoft Content Management Server 2001.

Publication Date

March 25, 2003

Industry

Public and Nonprofit Sector

Country/Region

United Kingdom

Egg plc**[Online Bank Increases Developer Productivity and Improves Performance by Switching from Sun/UNIX to .NET](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13820)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13820>

As one of Europe's leading online banking providers, Egg plc is dedicated to providing its customers with the best available online banking experience. To improve the banking experience it offers its customers, it continually explores new technologies. Recently, Egg decided to undertake a project to rebuild its Egg Card Web site replacing the existing Sun/UNIX site with an entirely new site built using Microsoft® Visual Studio® .NET, the Microsoft .NET Framework, and Content Management Server2002. In just three months and with just three developers, Egg built the card brochureware. Egg is now moving towards a larger migration to .NET technology across the entire Egg Web site.

Publication Date

March 12, 2003

Industry

Financial Services

Country/Region

United Kingdom

Volvo Car Corporation**[Global Automotive Manufacturer Creates Content-Rich Web Sites with Content Management Server](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13469)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13469>

As part of its Global Interactive Presence project, Volvo Car Corporation wants to ensure uniform branding while updating the design and capabilities of its Web site. Its Web page, volvocars.com, which is localized for more than 40 countries, is relying on the flexibility, scalability, and multi-lingual support of Microsoft® Content Management Server 2002 for a cohesive Internet presence that will promote products, build customer relationships, and create a premium performance experience for its users. With this "next-generation Web site," the automotive manufacturer will streamline processes and empower its global sales markets with the ability to reuse assets and publish targeted, personalized content.

Publication Date

January 16, 2003

Industry

Engineering

Manufacturing

Country/Region

Sweden

Rock-Tenn Company**[Packaging Manufacturer Shaves 10 Days Off Monthly Information Distribution Process](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13544)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13544>

Rock-Tenn is a U.S.\$1.4 billion company, providing packaging solutions to Fortune 500 and small companies alike. With nine business units and more than 70 manufacturing plants, Rock-Tenn needed a solution that would leverage its existing Microsoft infrastructure and allow employees to access information quickly, reliably, and securely—without spending days printing reams of paper documents that were obsolete by the time they reached their destination. Microsoft SharePoint Portal Server offered out-of-the-box functionality and

familiar integration with Microsoft Office, freeing up Rock-Tenn's 8,600 employees to focus on the paper in their product line, saving \$80,000 a year in printing costs, and shaving 10 days off the monthly internal distribution process.

Publication Date

November 6, 2002

Industry

Manufacturing

Country/Region

United States

Cable & Wireless

[Cable & Wireless Builds Enterprise Intranet Site Using Content Management Server 2001](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13562>

Global telecommunications giant Cable & Wireless used Microsoft® Content Management Server 2001 to overhaul 180 legacy internal Web sites. In the process, the company consolidated 12 hosting environments into 1, and 36 widely distributed servers housing content into just 4 servers. Support staff was reduced from 15 to 6 individuals, and publishing content now takes minutes instead of weeks. The resulting Cable & Wireless Global corporate intranet Web site now serves as the central hub for information and document sharing for 13,000 employees across the enterprise.

Publication Date

October 12, 2002

Industry

Telecommunications

Country/Region

United States

K. Hovnanian Enterprises, Inc.

[Homebuilder Creates Solid Technical Infrastructure for Web Site with Microsoft Solution for Internet Business](#)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13461>

Microsoft's solution for Internet business, powered by the .NET Enterprise Servers, is helping K. Hovnanian Enterprises rebuild its corporate Web presence to provide distributed content authoring and a personalized Web experience for end users. The solution integrates diverse content management capabilities with legacy systems using Microsoft® Content Management Server 2001, BizTalk® Server 2000, and Commerce Server 2000. It balances the technical challenges of integration, the need for simplified administration, and stability with the company's desire for feature-rich Internet functionality. With this technology, K. Hovnanian is creating a compelling Web experience that differentiates the company from other homebuilders and drives customers to its sales offices.

Publication Date

September 1, 2002

Industry

Building and Construction

Country/Region

United States

EPSON UK Ltd**[EPSON Uses Content Management Server to Share the Beauty of Photography](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13273)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13273>

When EPSON UK wanted to create a Web site to celebrate the art of photography and the role of EPSON products in creating great color imaging, it relied on Microsoft Content Management Server 2001.

Publication Date

August 9, 2002

Country/Region

United Kingdom

Microsoft Xbox Business Unit**[Microsoft's Solution for Internet Business Helps Build Early Xbox Success](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11304)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11304>

The Microsoft® Xbox™ video game system business unit of Microsoft Corporation, working in cooperation with Microsoft Consulting Services and Redmond Technology Partners, used Microsoft's solution for Internet business to redesign and launch its consumer Web site—Xbox.com—in less than three months. The solution reduced content publishing time overall by 95 percent and developers' content publishing time by 75 percent and enables Xbox.com to provide significant marketing and related services to enhance loyalty and generate repeat sales. It also is resulting in significant operational cost savings.

Publication Date

July 28, 2002

Industry

Information Technology

Country/Region

United States

Costa Crociere**[Microsoft Solution for Cruise Shipping Business Keeps Costa Crociere on the Crest of the Wave](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13185)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13185>

Each day Costa Crociere plays host to thousands of passengers. Yet, the company remains as committed as ever to getting to know each individual passenger. Customers receive special attention when they surf the Internet searching for their dream cruise, on the cruise itself and when they disembark at each port of call. Even when customers eventually return home, they can still continue to be part of Clubcosta and keep in touch via the Internet. This is only possible, because Costa Crociere has developed a solution that enables it to maintain close contact with its customers, as well as with the travel agencies that use its fleet to organize cruises. And that's an integrated customer relationship management (CRM) solution with Microsoft .NET Servers at its core.

Publication Date

April 30, 2002

Industry

Media

Retailing

Country/Region

Italy

World Rally Championship**[.NET Technologies Drive Global Brand Building Through Online Presence](#)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13185>

The World Rally Championship (WRC), provides a turbo-charged atmosphere for both drivers and rally enthusiasts alike. But the technology used to market the brand and to drive awareness has largely been traditional. Since securing the TV and commercial rights for the sport in April 2002, International Sportsworld Communicators (ISC), has been faced with a number of challenges, including building a global brand and, as part of this process, connecting WRC to its audience via the web. Utilising Microsoft® .NET technologies and Accenture as their new media partner, ISC has been able to bring the WRC to a broader audience, accessing new services and interactive online content via wrc.com.

Publication Date

April 5, 2002

Industry

Media

Country/Region

United Kingdom

Bangkok Bank Public Co., Ltd.**[Content Management Server 2001 Delivers Dynamic, Up-to-Date Information in Two Languages for Bangkok Bank Customers](#)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11308>

When Bangkok Bank Public Co., Ltd., decided to focus on providing the premier financial services Web site in Thailand for domestic and foreign Internet users, they turned to Microsoft Content Management Server 2001. Because Content Manager Server allows authorized bank employees to update content any time, they can ensure the site is both rich and dynamic, always containing new content to entice users to return. This provides the opportunity for Bangkok Bank to tell customers about their excellent products and services.

Publication Date

April 1, 2002

Industry

Financial Services

Country/Region

Thailand

Ministry of Finance, Spain**[Portal Provides the 'Right Tools' for New Procedures and e-Procurement](#)**

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=13157>

The Spanish government's "Info XXI" initiative requires all government organizations to provide online public services, including the Ministry of Finance. Faced with old paper-based processes and an out-dated Web site, the Ministry acted by deploying Microsoft Exchange 2000 Server as the platform for a new portal and automated business procedures. Using the

Server and other Microsoft technologies, the Ministry can now modernize its Web presence, conduct e-procurement, and deliver online information and services to citizens and businesses.

Publication Date

March 27, 2002

Industry

Public and Nonprofit Sector

Country/Region

Spain

Reed Elsevier

[Publishing Pioneer Seeks to Maintain and Enhance Leadership Position with Enterprisewide Deployment of Microsoft Windows XP Professional](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11069)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11069>

By deploying Windows® XP Professional to its 38,000–person workforce, Reed Elsevier expects to strengthen the overall security and reliability of its information infrastructure and enhance employee productivity while keeping support and administration costs down.

Publication Date

November 5, 2001

Industry

Media

Country/Region

United Kingdom

Unified Western Grocers, Inc.

[E-Commerce Forum Built with Microsoft Content Management Server 2001](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11052)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11052>

Using Microsoft Content Management Server 2001, Unified Western Grocers, Inc. created a grocery marketplace to support collaboration between retailers and suppliers. By improving the quality and timeliness of information exchange between stakeholders, Content Management Server has strengthened Unified Western Grocers' partnerships.

Publication Date

August 17, 2001

Industry

Wholesaling

Country/Region

United States

Institutional Investor Online

[Investment Publication Uses Microsoft Web Solution Platform to Position for Growth](http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11577)

<http://www.microsoft.com/resources/casestudies/CaseStudy.asp?CaseStudyID=11577>

With the help of the Microsoft® Web solution platform, one of the world's most well-regarded investment journals has extended its brand of high-quality financial journalism and widely respected analyst-ranking data to the online global financial community. Using the Microsoft Web solution platform to address challenges posed by a prior solution based on Linux and Perl, Institutional Investor has streamlined content management and solution development and positioned itself comfortably to support future growth.

Publication Date

May 8, 2001

Industry

Media

Country/Region

United States