

# Managing web content and digital assets better with an open solution

A Netsoft Global Services Case Study

*As one of the largest recruitment advertising agency in the United States, Recourse Communications serves the needs of some of the largest organizations on the planet, including Sprint, Liberty National and MCI. Netsoft Global Services designed and delivered a complete web and enterprise content management solution built on open source technologies in record time, enabling RCI to manage its digital assets better, and present a coherent, consistent view to its thought leadership content at its website.*

## Business Requirements

As a growing organization serving the needs of some of the largest corporations worldwide, RCI's digital media and content assets were scattered across the organization, with no central strategy in place to manage these assets in a uniform way across the organization. The result was a disconnected architecture where its marketing strategy was not in line with its content presentation across the web. The need was for a solution that would enable it to better manage its digital content assets across the organization and to enable better planning, execution and control over its content-related processes.

## The Netsoft Solution

With the relationship already in place from a number of previous assignments, RCI and Netsoft consultants quickly got together to design a solution that would not only mitigate key pain points, but also establish process guidance for enabling enterprise-wide content management in line with RCI's business objectives. As a result of our solution at RCI, information resources are better managed, and content approval and publishing lifecycle significantly shortened.

Driven by the need to reduce not only the initial outlay for the CMS initiative, but also in designing a solution that was open and platform-independent, our team considered a number of open source CMS solutions as possible framework candidates. But the complexity and scale of the implementation required by RCI's business model left a lot to be desired in off-the-shelf CMS solutions. As a result, our team designed a custom solution architecture on

## Outsourcing Success



## Client Profile

Recourse Communications, Inc., or RCI, as it is commonly known, is among the largest recruitment advertising agencies in the United States, with clients like Sprint, MCI and Liberty National. Based in Jupiter, FL, RCI provides recruitment and other human resource solutions to its clients worldwide.

**Industry** Media and Advertising

**Geography** United States of America

## Solution Summary

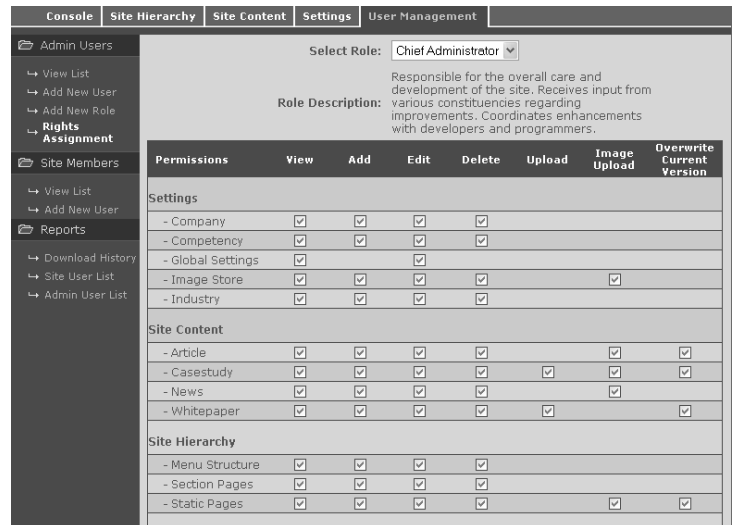
Netsoft designed and developed a customized, open source web content and digital asset management solution that enables better planning, execution and control of content-related processes. The solution includes a full-featured central library for the thousands of its digital assets used to promote its products and brands. With this solution, RCI marketing team can easily catalog, manage, transform, and deploy digital assets, including service brochures, case studies, and marketing collateral.

## Key Benefits

- Ensures consistent management of all brand and web assets
- Reduced content management cycle time with faster deployment using dynamic web layout
- Ensured consistency of content across the enterprise with version-control and role-based access.

the Linux platform, with structured PHP as the programming environment and MySQL 4 as the core database engine. Using a web-service driven architecture where content provider components and content consumer interfaces are logically segregated, our team implemented a clean separation between design and the content assets.

The solution offered RCI unique capabilities to create, manage, and publish content on its website and manage its digital assets in a structured way. The easy-to-use non-technical interface provides a variety of content authoring options, from fill-in-the-blank forms to in-context editing of Web pages and integration with common desktop applications. Power users have the advanced capabilities to manage highly available, distributed Web site infrastructure, with a role-based access.



## Key Benefits

Netsoft's enterprise content management solution to RCI provided the organization with the following key benefits:

- **Brand Consistency** - Ensured brand consistency across all web and application touch points
- **Asset Manageability** - Consolidated all digital assets into a single repository and enable unified version control for all content assets
- **Easy Content Updates and Management** - Empowered business users to manage their own content for faster changes with less process overhead
- **Content Reuse** - Reuse content across business applications and sites to drive consistency and lower publishing and information management costs.
- **Reduced Content Publishing Cycle-time** – Enabled faster collaboration and reduced content publishing cycle time from weeks to hours.
- **Better Content Governance** - Enforce web governance by keeping auditable versions of all content throughout time, while improving the transparency of key business processes.

As Phil Blake, Director of IT at Recourse Communications, Inc. put it, *“Before we worked with Netsoft on designing our digital asset and web content management system, our internal processes and media assets were out of line with our strategic marketing objectives. Multiple versions of key documents,*

*lack of any auditing capability on content changes and simply no well-defined process for managing the web content, it was an uphill battle every day.*

*Since we implemented this solution, we have been able to bring our web strategy in line with our marketing needs, present a better and cohesive content strategy that our clients and users can relate to, and above all, we are able to actively manage our digital assets like never before. Our ROI from this outsourcing engagement has been simply amazing!"*

RCI has since gone live with its website and has seen significant improvements in hit rate and user feedback.

For questions or comments, use the feedback section on our website or send an e-mail at the addresses mentioned. When you mail Netsoft Global Services, please be sure to specify your exact needs, consulting service budgets and other details to enable our consultants to provide information relevant to your needs.

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