

IBM® Web Content Management™

the right support for Baptistcare's online presence

Overview

■ The Challenge

Baptcare wanted to create a fresh, dynamic web presence, both internally and externally, that was easy to use and navigate. With the not-for-profit organisation undergoing a period of rebuilding and expansion, it needed to install a new intranet and website to improve communications with staff, clients and the general public.

■ The Solution

IBM Premier Business Partner[†] Eos Solutions (www.eos-solutions.com.au) chose the IBM Web Content Management system to build a striking, user-friendly online presence for Baptistcare. Eos Solutions designed and implemented a new web architecture that was pleasing to look at, simple to manage and responsive to Baptistcare's communication and marketing needs.

■ The Benefits

The ease of use and flexibility of IBM's Web Content Management system enable Baptistcare staff to quickly locate information from its large internal database, regularly update its intranet and website, and strengthen its marketing and promotion through a vibrant, informative online presence.



About Baptistcare

Baptcare is a not-for-profit organisation providing quality care and support to young people, families, the disabled and the elderly. Since 1945, the organisation – previously known as Baptist Community Care – has looked after older Victorians through its residential and community aged care programs and services. More recently, it has implemented programs for families, children and youth.

Baptcare adopts a holistic approach to caring for people, regardless of their faith, financial situation or cultural background.

New web portals take care of business

A lively web presence is a vital part of marketing and communications for any business. The situation is no different for not-for-profit organisations. Ask Baptistcare – lending people a helping hand has never been more competitive.

"We didn't have a web presence at all when we first approached IBM," explains Baptistcare's Manager of Information Systems, John Gronow. "But many of our competitors did have one. It was pretty clear we needed to put something in place."

Baptcare was undergoing a period of expansion, increasing the number of programs and range of support it offered the community and families, as well as upgrading its care facilities.

It also planned to rebrand the organisation with a new logo and a name change from Baptist Community Care.

“We needed a web content management system that was simple and easy to use,” says Gronow. “One that put a fair degree of control in the hands of non-technical users, so these people could focus on creating content, pushing it through the appropriate approval channels and out to those who needed it, without having to worry about HTML or other technical issues.”

In addition to creating a website, Baptistcare wanted to transfer a sizeable database of internal Microsoft* Word documents to an intranet that could be readily accessed by staff.

“Because we wanted to create an external website plus an intranet, we needed a system that we could run multiple web portals off,” Gronow says.

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IBM Web Content Management on the money

Baptcare was looking for a product that could deliver from a technical and business perspective. But it also needed to be at a price a not-for-profit organisation like Baptistcare was able to afford.

“The focus was on making sure we put in place a system that enabled anyone to create or update content,” says Sean Kelly, Director of Eos Solutions. “The system also needed to separate the content side from the graphic design and technical sides to make it easier for Baptistcare’s communications and marketing team to use.”

IBM’s Web Content Management system was just the end-to-end solution Baptistcare was after. The software package lets Baptistcare streamline content creation, lifecycle and publication and remove publishing bottlenecks by reducing the load on IT and web staff. Users can publish information in minutes, and tailor content to create a consistent, professional look across the website and intranet.

Eos Solutions looked at the website architecture Baptistcare wanted and developed a hierarchy of information. It then mapped out each of the organisation’s different areas and how they would link up.

“We used IBM Web Content Management to design and develop each of these areas for the website and intranet,” says Kelly. “We then built authoring templates within the IBM system for each of the site’s sections so if Baptistcare wanted to put up a piece of news or an event, there was a specific template for that.”

Eos Solutions trained Baptistcare staff in the new system. The product’s simplicity meant staff didn’t need a great deal of skill or technical know-how to master IBM Web Content Management. “Staff didn’t need more than a couple of hours training,” says Gronow.

Easy does it

With full control over its web portals, Baptistcare can now spread the responsibility for adding new or editing existing content across each of its departments. By making each area self-sufficient, authoring controls and workflows are managed quickly and efficiently.

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When Baptistcare completed its rebranding, changing its corporate colours, name and logo, Eos Solutions simply updated the site to reflect the organisation's new image. There was no change to the way Baptistcare's portals functioned.

However, the benefits aren't restricted to those creating content or administering the portals. Employees can now quickly find and access key internal information.

"The intranet's been a major bonanza," says Gronow. "Previously most of the organisation's information was stored centrally on the network as Word documents. This was time-consuming for staff because they often had to open up files to find what they were searching for. Now all the information is stored as web pages and can be accessed in about a tenth of the time it took to open a Word document."

The site has also proved useful to prospective employees, with Baptistcare's careers section receiving the most online traffic. "We've noticed that people are using the site to research the organisation when they are applying for a position with us," says Gronow. "We notice a clear spike in traffic whenever we run a recruitment campaign."

Flexible range of features

IBM Web Content Management was designed with flexibility in mind. This made it easy for Eos Solutions to bolt on other products to enhance the capabilities of the software and expand the range of features available to end users.

Baptistcare hasn't yet incorporated all the features offered by IBM Web Content Management. It has plans to exploit the software's interactive functionality further by incorporating surveys and feedback forms. It has already created a donation function that lets members of the public pledge money directly through the Baptistcare website.

"We're also keen to use the IBM product to link other applications into our back-end databases," says Gronow. "This will assist staff to retrieve other information, such as annual leave balances and information on further training, from the intranet."

Gronow believes you only need to visit the website to see proof of the project's success. "The IBM Web Content Management system has enabled us to create a professional-looking website that is easy to update and enhances the organisation's image in a competitive marketplace."

You can visit the Baptistcare website at <http://www.baptcare.org.au>.

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— says Sean Kelly, Director of Eos Solutions.

For more information

Please call **132 426** in Australia or
0800 801 800 in New Zealand.



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IBM Australia
55 Coonara Avenue
West Pennant Hills
NSW 2125

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