

## Sun Microsystems (GSO Marketing) – Case Study

**Project Type :** Information architecture and content strategy

**Dates:** November 2000 – October 2001

**Customer:** Fortune 500 Computer Manufacturer

**Contact:** By Request

**Project Length:** 10 Months

**Phone:** By Request

**Methodology Components:** Customer Experience, Content Strategy, and Portal Architecture

**Situation:** Before approaching DigitalArc, Sun's internal sales portal for the Global Sales Organization (GSO), suffered from low usage despite encouragement and support from management.

Sun approached DigitalArc to help with the following:

- Develop a more robust portal strategy
- Identify organizational inefficiencies and productivity opportunities
- Develop a technical infrastructure to support 14,000 sales professionals.

**Solution:** DigitalArc completed a global field research engagement that covered North America, Europe and Asia. The information was synthesized and a strategic roadmap created that would be used to address the needs of sales reps, customers, and employees.

DigitalArc was engaged to assess the current organizational structure, technical capabilities and operational excellence to determine the most effective approach to manage the organization. DigitalArc's work was aimed at creating a business case to justify outsourcing Sun's portal operations and develop an associated internal support structure.

DigitalArc's recommendations included the following:

- Re-organization to support continuous portal improvements through field research
- Cost benefits analysis that justified the decision to outsource
- Key processes, procedures, and metrics needed to validate organizational effectiveness

DigitalArc enhanced sales portal encompassed the following changes:

- New site navigation that reduced clicks to vital information
- New Visual Design to create a distinct branding for the newly released site
- An improved information architecture that took into consideration end user research (e.g. top 10 things sales reps need when they login to the site)
- Content Management strategy to improve content delivery from identified sources
- Streamlined information to be relevant and useful for the sales force

**Benefits Received:** Sun's launch of the updated sales portal allowed the Management Team to mandate the site as the one-stop source for all sales information.

- Registration increased by 75%, while additionally the number of repeat visits increased by 50%.
- Updated survey identified customer satisfaction of site improved by 80%.
- Global access performance was increased by 100%, due to the introduction of a geographically specific sales portal functionality.