

Avaya Communicates Consistently Across Portal and CRM Applications with Interwoven

AVAYA

A global leader in business communication software, systems, and services.

Industry

Technology

Geography

Worldwide

Implementation Highlights

- A sales and marketing intranet portal allows content to be created once, then tailored to multiple audiences and applications
- An integrated Siebel eCatalog application pulls up-to-date product information from TeamSite, ensuring that the descriptions used for e-commerce match those provided through other channels
- Integration with Siebel eAdvisor makes it simple for salespeople to conduct detailed needs analysis based on a customer's industry segment, size of business and other factors prior to a sales call

Benefits

- Avaya has achieved content parity across applications and internal and external Web sites—multiple versions of personalized content can be served up simultaneously across the globe from a single content source
- Salespeople can easily pull specific information on products and services as needed without having to search through complex offer documents
- By automating with Interwoven, Avaya has redeployed 90% of publishing resources to other critical positions in the past year—and costs for external publishing vendors have dropped by 75%



"By enabling us to serve up personalized, timely product, services and solutions information across every channel and across the globe, Interwoven has helped us transform our Web presence into a major competitive advantage."

—Renee Rodgers, vice president Avaya.com

Avaya is a global leader in business communication software, systems, and services. Spun off from Lucent Technologies in 2000, Avaya faces the challenge of managing content not only for its own current products, but for the hundreds of legacy products no longer offered but still in widespread use around the world. With offices in more than 59 countries and a diverse spectrum of go-to-market channels, Avaya needed a better way of creating and distributing personalized content to its partners, and making it more easily available to its own personnel.

Seeking to gain better control over its product information, Avaya first began working with Interwoven's Web Content Management solution based on Interwoven TeamSite in 2002. TeamSite allowed them to convert flat HTML marketing content into templated content which separated text from "look and feel" — the immediate benefit being easier updating of text by non-technical personnel. As the project progressed, the company quickly determined that it could better meet their needs of its site visitors by combining the power of Enterprise Web Content Management and the personalized delivery capabilities of a portal. Says Renee Rodgers, vice president of Avaya.com, "We realized that you can't operate a world-class Web presence without complete content management-portal integration."

Avaya turned to the combined expertise of Interwoven professional services team and systems integrator BearingPoint, to implement the portal integration. "The Interwoven professional services team really understood our needs and came through with a great recommendation, then worked seamlessly with our team and BearingPoint to deliver a smooth integration," says Rodgers.

A portal to greater sales productivity

Avaya launched its new sales portal in August 2004. Salespeople can now use a simple, customized sales view to search for and pull exactly the content they need, from key features of current Avaya products to warranty details for sunset AT&T products, quickly and easily—instead of having to dig through a 200-page document, as had formerly been the case. In Phase II of its portal project, Avaya has begun releasing this same functionality via extranet to business partners and selected customers. Though drawn from the same content, these external sites provide different views based on Interwoven TeamSite metadata tags—for example, providing channel partners with information on installation and maintenance that internal salespeople don't always need.

In the past, the size and diversity of Avaya's global market has made it difficult or impossible to synchronize the publication

of personalized content across all of its channels; Web publishing teams had to re-author content for as many as seven regional versions, as well as tailoring views to different levels of partners, delaying the roll-out of new information to some markets. With TeamSite, Avaya can promise a level playing field based on a single, shared repository. Each document is authored once, then personalized, updated, localized and translated based on this shared version, rather than requiring multiple re-writes. The ability to ensure content parity across all channels helps Avaya keep its partners happy and productive, says Rodgers. "Now everyone gets everything in a timely manner—it's a big step forward."

Siebel integration keeps commerce flowing

Avaya's sales infrastructure also includes a Siebel eCatalog application accessed by some of its North American business partners and internal sales associates. In the past, this catalog had to be maintained through a manual publishing process that inevitably led to the appearance of content that was different from the product information appearing elsewhere. Now fully integrated with TeamSite, Siebel pulls product information automatically from the Interwoven system as needed, eliminating the errors and delays of the manual method as well as the need to log into, train, learn and maintain a separate system.

Avaya Business Advisor, powered by a similar integration of TeamSite with the Siebel eAdvisor needs analysis application, helps Avaya's sales team prepare for sales calls. Before going out to the customer, users can select relevant content from the same unified Interwoven repository based on the prospect's industry segment, size of business and other factors, and use the eAdvisor configuration tool to start putting a contract together.

Underlying Avaya's diverse and broad-reaching online presence is a core of simplicity: content authors use metadata tags to indicate which information should go to which application—the sales portal, eCatalog, eAdvisor, the Web—and to track which content is timely, which should be pulled and which should be retired. As a result, the company can be confident that all the information it publishes is always accurate, timely and consistent, no matter where it appears.

Solid ROI—and more to come

Avaya has achieved a dramatic return from its Interwoven solution, including greater process efficiency and faster time-to-Web. As a result, the company has redeployed its internal publishing headcount by a full: 90% over the past year, in addition to reducing the amount spent on external vendors by almost 75% in a single year.

Moving forward, Avaya will extend its Interwoven implementation to encompass customer self-service; the first three customer extranets are planned this year, where customers will be able to review account information, trouble tickets, installation progress and other information—improving service while reducing the burden on Avaya's call centers. Internally, Avaya will also roll out a global view of its sales portal and partner activities, bringing still more efficiency and control to a company that understands the true power of innovation.

Technology

Solution Summary:

Interwoven TeamSite content management software powers several targeted Avaya portals, all of which pull content from a single source, then personalize it for specific internal and external audiences. Integration with Siebel eCatalog and eAdvisor applications ensures that timely and consistent information is always available throughout Avaya's internal and external sales channels.

The Siebel logo is displayed in a bold, black, sans-serif font. The letters are thick and closely spaced, with a registered trademark symbol (®) at the end.

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