



Overview

Business Challenge

In order to prepare for significant business growth Cochlear Limited needed to consolidate its online presence across its global offices.

Solution

Cochlear worked with IBM® Business Partner* GLINTECH to plan and implement a single platform based on Web Content Manager – enabling it to deploy a consistent online presence in multiple languages with targeted information to meet country-level legal requirements.

Cochlear reaches out to new customers

Enterprise portal and web content management drives consistent online presence delivering reduced costs, improved efficiency and competitive edge

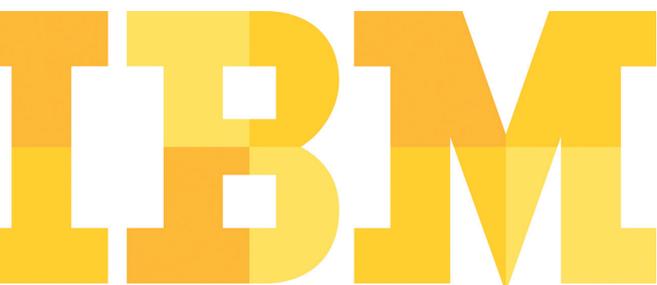
Headquartered in Sydney, Cochlear Limited is the global leader in implantable hearing solutions. Over 30 years, Cochlear has helped more than a quarter of a million people overcome hearing loss. With more than 2,700 staff in over 100 countries, the company has grown rapidly and is highly respected in the medical industry.

To enjoy the success it does, Cochlear has become synonymous with innovation – both for its product lines, that have won numerous local and international accolades, as well as in the way it serves its customers.

DIY results in online inconsistency

Vishy Narayanan, Head of Online, Cochlear, explains, “Like many businesses that grow rapidly in a short time, Cochlear had a few localised branches with a strong online presence, but we had no consolidated mechanism for engaging and delivering information to our customers (recipients and candidates) and professionals: our channel partners.”

Without a standardised global online presence, Cochlear’s regional offices built their own web platforms using a wide range of technology.



Business Benefits

- Significant costs savings and productivity gains from consolidation of 75 country websites to just 20
 - Fast, secure, real-time updates creates a significant business advantage in a competitive global market
 - Improved efficiency of serving candidates, recipients, clinicians and a range of other parties results in 15% increase in web traffic
 - Improved ability to lock-down country specific content reduces risks of non-compliance
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“We had close to 75 websites across multiple platforms. Some sites were managed by internal teams and others were outsourced; it was a challenge optimising our technology infrastructure, which meant it was costly and inefficient.”

Content distribution and management processes had issues with consistency, making information sharing across the organisation difficult and time-consuming.

“We wanted to improve user experience with a consistent look and feel, better branding and using more intuitive interfaces. We needed to build an online business platform that other parts of the business such as marketing, could leverage to drive customer engagement – rather than each area creating and managing its own solution to satisfy the needs of each new project,” Vishy Narayanan says.

Trusted partner enables seamless transition

Cochlear was in the midst of rolling out IBM WebSphere Portal, so IBM was a natural choice for this project and to support the commitment to implementing a standardised web and content management platform.

According to Vishy Narayanan, “We needed a flexible solution to cater for our high availability, enterprise-level demands and cope with rapid change and since IBM was already used in other parts of the business we decided to stick with the same platform.”

Following initial discussions, IBM recommended its Business Partner, GLiNTECH, to deliver an enterprise portal and related content management solution leveraging a shared infrastructure and providing a role-based single point of access for both content and web services.

Vishy Narayanan says, “We knew that the scale of this project was unprecedented, so we needed a partner with ready skills that were quick to deploy, and who could help us manage a roll-out across more than 24 countries in close 20 different languages.”

GLiNTECH provided resources skilled in configuration of the IBM solution and integration into various back-end systems, through to development of content structures, sites, portlets and Service Oriented Architecture (SOA).

“The calibre of our GLiNTECH resources was excellent. GLiNTECH provided the perfect blend of expertise and strong relationships with technical professionals in the IBM Labs – who became an invaluable resource for us as we forged new ground”, adds Vishy Narayanan.

Solutions Components

Software

- IBM Web Content Manager®
- IBM WebSphere Portal®
- IBM Security Identity Manager®
- IBM Security Access Manager for Web®

IBM Business Partner

- GLiNTECH
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“Cochlear has gone from a collection of 75 websites to just 20 – and we are continuously monitoring the number of our websites to ensure it meets business requirements. When we started out there was a lot of concern from our international teams that the final outcome would be inferior to the web platforms they had already created themselves – but the feedback so far has been positive and we continue to look for ways to optimise and improve the platform to deliver a better customer experience.”

Vishy Narayanan,
Head of Online,
Cochlear

Deployment started with Cochlear’s international site acting as a pilot. Vishy Narayanan says that this approach allowed his team to leverage what it learnt to tweak the deployment process for the other country sites. It was then able to migrate close to 20 country sites in the second phase, in under a year, which the organisation felt was a great result.

Training is key to managing such a large deployment so, in addition to initial familiarisation training on using the new platform, Narayanan and his team run weekly forums to share tips and ensure global stakeholders know how to optimise any new functionality to their best advantage.

Consolidated strategy delivers multiple business benefits

The organisation has achieved what is believed to be a first for the medical devices industry – a single platform for a comprehensive, company-wide online strategy.

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A key measurement for Cochlear is increased traffic to its websites. Vishy Narayanan says, “Preliminary results from user testing we ran in Australia and the UK shows a very positive 15% increase in web traffic. While the platform is just one part of the puzzle, I believe having consistent content and a uniform look and feel certainly impacted this very positive outcome.”

An example involving a major new product launch, where Cochlear needed to have information about the product live across all country websites in a relatively short period, demonstrated that the challenge – which was significant under Cochlear’s previous content management process proved easy enough on the new platform.

According to Vishy Narayanan, “The medical devices industry is heavily regulated, which means many Cochlear products are not available in all countries at the same time. In addition, the indications and specifications for any product must meet the different legislative requirements of individual countries. This was a critical success factor for us because, no matter how good the platform or the engagement is, it has to deliver what the business needs. With IBM and GLiNTECH’s resources, we achieved what was needed – and on time.”



About GLiNTECH

Based in Sydney, GLiNTECH is an award-winning Australian IBM Premier Business Partner. Its trained consultants are certified across IBM's suite of solutions, making them the IT services provider of choice for several large enterprise clients in Australia and across the region. GLiNTECH has operated since 2000.

About IBM WebSphere Portal

IBM® WebSphere® Portal helps companies deliver a highly-personalised, social experience for their customers. WebSphere Portal products give users a single point of access to the applications, services, information and social connections they need. These products help increase visitor response and reduce web operations cost while offering a range of capabilities to meet your business needs.

About IBM Web Content Manager

IBM® Web Content Manager is designed to accelerate web content development and deployment through internet, intranet and extranet sites. This software enables users to create and publish content while IT retains control. Through advanced personalisation, IBM Web Content Manager delivers the right information to the right audience when needed, providing an exceptional customer experience.

About IBM Security Identity Manager

IBM Security Identity Manager (formerly Tivoli® Identity Manager) enables organisations to drive effective identity management and governance across the enterprise. This solution helps strengthen regulatory compliance and security by reducing the risk of identity fraud. It automates the creation, modification, recertification and termination of user privileges and supports policy-based password management throughout the user lifecycle. It features a redesigned business-friendly user interface and reporting tools to help managers make better governance decisions. As part of IBM Security Systems portfolio, IBM Security Identity Manager helps provide intelligent identity and access assurance.

About IBM Security Access Manager for Web (ISAM)

IBM Security Access Manager for Web (formerly IBM Tivoli® Access Manager for e-business) combines user access management and web application protection into a highly scalable user authentication, authorisation and web single sign-on solution. IBM Security Access Manager for Web safeguards user access to online applications and helps protect them against advanced web threats. ISAM for web is now available in an appliance with enhanced Load Balancing and WAF functionality.

For further information from IBM

If you would like to speak with an IBM Sales representative please call **132 426** (in Australia) or **0800 801 800** (in New Zealand) or visit: www-142.ibm.com/software/products/au/en/workflow

For further information from GLiNTECH

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