



## EDS Unifies Access to Information and Business Tools on Employee Intranet and Customer-Facing Internet Through Vignette Portal Platform.

**Customer Business Profile.** Founded in 1962 as Electronic Data Systems, EDS is the leading global information technology (IT) services company. It provides strategy, implementation, business transformation and operational solutions for clients to help them manage the business and technology complexities of the digital economy. EDS' services span the areas of management consulting, technology consulting, operations and product life cycle management. EDS and its management-consulting subsidiary, A.T. Kearney, serve the world's leading companies and governments in 60 countries.

**Customer Online Initiatives.** EDS is responsible for keeping more than 2.5 billion lines of code running at 9,000 corporations and government agencies worldwide. However, the company's own internal and external Web presence was static, could not be personalized and would not meet the future requirements of EDS' constituents. After several years of rapid growth, EDS had seen its Web presence evolve into a collection of sites that were not integrated. External users of the eds.com Internet site were saying it was not customer-focused, while EDS employees thought the company's collection of intranet sites were difficult to navigate. In both instances, information served up by its Web sites was often too generic or overly detailed.

### Customer Profile

#### Industry:

High Tech

#### Technology:

- Vignette® Application Portal\*
- Operating System: Sun Solaris
- Web Server: Apache, iPlanet
- Database: Oracle
- Search: Inktomi

#### Live Sites:

www.my-eds.com  
my-infoCentre intranet portal

"As a company that advises Fortune 500 organizations on Web site building, integration strategy and other initiatives, the pressure was on us to create a highly sophisticated and strategic portal that would showcase how EDS can apply its core capabilities to digitize a business," says Detlef Eurich, Managing Director – EDS Information and Technology Strategy and Planning. "We needed a world-class Web presence."

#### Benefits:

- Better customer service translates into greater customer retention
- Showcasing sophisticated Web capabilities helps attract prospective clients and increase client win rates
- Customer self-service functionality leads to lower customer care costs
- Efficiencies, standardization and economies of scale translate into reduced IT costs
- The customizable, user-friendly intranet portal has helped increase employee productivity and overall satisfaction



**The Challenge.** In order to achieve its Web strategy goals, EDS needed to be able to:

- Provide the right information to the right people at the right time
- Give internal and external Web site users a personal, relevant, collaborative and credible experience while centralizing management of sites
- Maximize the company's return on investment by using the portals to generate additional business opportunities and increase employee productivity

EDS sought to accomplish these objectives within three months for its public Internet portal and within another six months for its intranet portal.

**The Solution.** EDS formed a new Online Marketing and Communications organization – called EDS Online for short – to create a strategic delivery framework that addresses the company's Web challenges. The framework encompasses four key areas:

- Online Relationship Framework – Defines and integrates the four unique levels of user engagement that are required to meet EDS' online needs across Web sites, portals, B2B/B2E sites and applications
- Portal Delivery Framework – Delivers the online relationships across three layers: the user experience, business-to-business and business-to-employee processing, and a common infrastructure
- Content Framework – Creates relevant, engaging, collaborative and credible online content
- Globalization Strategy – Delivers a relevant, "local" experience as defined by the user's preferred language, geography and culture

EDS has targeted its Web portals for clients, analysts, partners, shareholders, prospective clients and employees and takes advantage of the unified and standardized Vignette portal platform. my-eds.com is the company's Internet portal initiative, while the my-infoCentre portal provides EDS employees with access to the company's intranet sites. These new "digital gateways" help internal and external visitors gain more value from connecting with EDS on the Web.

**my-eds.com Internet Portal.** my-eds.com demonstrates how EDS' sophisticated Web capabilities can be applied to clients' business opportunities and challenges. Prospects, analysts, partners and shareholders can readily find specific information about EDS and various industries on the portal. Vignette's personalization capabilities give EDS the opportunity to interact with visitors and customers and initiate online relationships. The goal of my-eds.com is to aggregate all EDS Web sites, portals, applications and content into a single, seamless portal view that can be customized and personalized to meet the user's needs. For example, prospective clients have access to industry-specific EDS and non-EDS information that provides content in context.

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– Detlef Eurich, Managing Director,  
EDS Information and Technology  
Strategy and Planning, EDS

EDS also develops highly targeted, invitation-only communities to interact with key constituents. In one example, my-eds.com offers clients added functionality, information and interactive capabilities. The portal provides a mechanism for client interaction and feedback on EDS' various services, products and offerings. It also is an entry point to a "Service Excellence Dashboard" that tracks service quality at every EDS client site at all times. The dashboard displays critical customer service benchmarks such as value, timeliness and delivery. The status of 90 percent of EDS' accounts is displayed on the desktops of the EDS leaders worldwide. All of the measurements and comments from client executives as well as other leaders from within EDS are pushed to the client desktop as well. "The portal enables EDS to serve clients with complete transparency and accountability," says Eurich.

**my-infoCentre Intranet Portal.** For employees, my-infoCentre is the gateway portal to EDS' more than 4,000 intranet sites.

EDS did not want to immediately replace its thousands of internal work group, project, departmental and industry-specific sites. Instead, it sought to provide centralized access to these sites, make them navigable and searchable, and organize them in a more intuitive fashion. EDS also wanted to aggregate and standardize horizontal information and applications such as e-mail and search capabilities while guiding all employees to a central starting place to ensure they receive corporate-level EDS information that is relevant to them.

Employees can now view corporate, departmental and external information by visiting a single place on the intranet, thus saving employees valuable time. Enhanced communications and easier navigation have led to improved access to information and business tools. The my-infoCentre portal improves productivity and increases effectiveness by empowering employees to decide what information is important and view it in a way that is meaningful to them.

The portal's capabilities also provide the ability to quickly take action to capitalize on changing environments. In response to a recent reorganization of EDS' sales team, the my-infoCentre designers developed a new portal area – called Sales Network@my-infoCentre – as the core vehicle to support sales around the globe. EDS uses the area to exchange information and feedback from salespeople, aggregate the company's best practices, provide access to sales tools and applications, and share knowledge and trusted documents across the organization. The development time from concept to launch was less than 90 days – a feat made possible largely by Vignette's reusable modules, content and infrastructure.

Another of EDS' key goals is to better manage the abundance of intellectual assets within its organization and more effectively expose these assets across the enterprise. The company's Knowledge Management and Portal Strategy team is developing a unique approach to dynamically integrate trusted documents in the portal and expose them through a subscriber-type process. Once this type of module is created, it can be used repeatedly across the portals to rapidly expand the delivery of intellectual assets with minimal set-up and maintenance efforts.

**The Results.** Vignette portal technology helps showcase EDS' industry leadership and technical capabilities. The company's Internet and intranet portals enable EDS to better meet the needs of its customers, partners, prospects and employees. Portal users quickly and easily get the information they need and can personalize their portal page views by selecting the information and resources that are relevant to them.



EDS is evaluating the new Vignette integrated platform of applications and Web services to determine how to most effectively weave further functionality into the company's portal strategy as it rolls out additional portal capabilities.

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\*Vignette® Application Portal was formerly known as Epicentric Foundation Server.



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