TRILLIUM

SUCCESS STORY:

Membership Association

Engagement: Content Management System Vendor Selection

Trillium helps Medical Association find Content Management System to minimize platforms and maximize productivity

Trillium was approached by the for-profit division of a major U.S medical association that provides market, clinical, medical, and community information and research services to the healthcare and insurance industries, as well as consumers, with new knowledge and insights toward the advancement of organizational, market, clinical, medical, and community leadership. In particular, this association serves as a source for several health care and facilities-related trade publications. Additionally, there are numerous health-related websites maintained for use by its members and the public. Finally, there is a tremendous amount of health and medical-related data that is made available for its subscribers as well as for purchase.

Challenge: Inefficient, time-consuming processes and numerous systems and platforms

One of the chief responsibilities of Trillium's client is to obtain, maintain, and disseminate its content and data in order to make it available to its members and customers.

Our Client

A for-profit division of a major U.S. medical association

The Challenge

Numerous inefficient applications were used to create, store, and publish data and content internally, online, and in print.

How Trillium Solved It

Trillium performed a rigorous requirements analysis and RFI process to identify the best content management publishing solution and vendor for the client's needs

Results

Identified a single application to be used for all data and content publication

Consolidated the online and print publication processes instead of 2 separate processes

Replaced multiple older, high maintenance systems with a single high performance, integrated software-as-a-service solution

Over a long period, the client had either created or procured a number of applications and databases to maintain its data in several different formats. The client had 10-12 individual websites powered by various engines. Additionally, the content created for the publications/publication websites had to be processed at least twice - once for physical publication, and a second time for the publication websites - so keeping the content in sync was an arduous task, given that there are usually numerous writers and editors working on content. The sum total of the data was not organized in a way to make it easy to work with both internally and by the general public.

On the technical side, because of the multiple disparate application platforms used to obtain, maintain and disseminate its content and data, the numerous technologies used were not flexible or smart enough to assist the staff in its work to maintain and post the content in an efficient manner. The association's goal was to begin to minimize the number of platforms supported for all its online content posting and publication management.

The association's staff and IT department had their own technical frustrations with the multiple databases and systems used which were very high maintenance in contrast to their very low performance. After several failed attempts to buy or build a new and better solution or set of solutions, IT and the association's internal staff recommended buying a vendor solution that could be configured by the vendor as needed by the client, vs. requiring numerous customizations. The association was hosting its applications internally and wanted to move to an outside hosting environment. Therefore, the client was very interested in obtaining a cloud-based Software-as-a-Service (SaaS) application in order to minimize its hosting and maintenance expenses.

Trillium Solution: *Finding the right vendor to implement an off-the-shelf streamlined, automated system*

The medical association engaged Trillium to investigate content management solutions that would meet three key criteria:

- Ability to store information that can be turned into print or online content in a single content repository for structured or unstructured data
- A unified view of customers and their interactions that would allow for a personalized user experience and the ability to engage with customers based on their behaviors
- A streamlined, automated process to create and post content more efficiently

Trillium first conducted interviews with the client's staff to help develop, analyze, and prioritize these and other business requirements for the new content management system. After sending out requests for information (RFIs), Trillium interviewed and scored suitable content management vendors on behalf of the client over a two month period. Trillium then presented the best candidates to the client, who used the information and insights they gained from two (2) rounds of onsite demonstrations to select the vendor that best met their requirements.

The client chose a solution that included a SaaS-based online publishing system that allowed for print content to be prepared and coordinated simultaneously via a complimentary software solution. As such, the client will be able to more efficiently develop publishing products as well as to post large amounts of data to its website. The solution also meets the client's requirement of understanding customer behaviors.

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Because it monitors customer behaviors, the solution can assist the client in "suggesting" content that the customer may be interested in both to remain engaged with the site and for potential future purchases.

Results: *Consolidated data storage and access, faster content creation and posting/publishing, unified customer view*

With a new content management system in place, the medical association will no longer have to rely on numerous repositories for maintaining its content. They can load new data and/or locate what they're looking for in the database and use it to either post online or in publications.

The association staff no longer has to use separate processes for posting the same content to its website and its publications – a savings of about 30 percent – which means a significant time savings for a relatively small staff that publishes and posts numerous articles and documents.

The new content management system also monitors and tracks customer behaviors on the site so that other content of interest can be suggested to the user, leading to potential up-sell opportunities for the association.

The time-saving and customer-behavior benefits of the content management system will to help them be much more productive and enable them to market their content more effectively. Additionally, by suggesting possible purchases to their customers, increased profitability is a potential outcome.

About Trillium

Trillium Solutions Group, Inc. is a professional services firm headquartered in Chicago that provides technology consulting and strategic sourcing services for industries such as trade associations, financial services, telecommunications, and healthcare. For more information, please visit www.trilliumsg.com.