Case Study – Web Content Management

FitforProjects

Customer

Leader in Outdoor Recreation & Publishing

Publications, services, support for Recreational Vehicles

Location

USA –offices in California and other states

Objectives

- Reuse and repurpose the existing wealth of content

- Empower editors to make changes to publication sites reducing dependency on technology teams

- Demonstrate increased development productivity

Approach

- Selected a WCMS (Web content management system) via comprehensive RFP process

- Blended the implementation teams by combining Vendor and Client staff

- Introduced FitforProjects' *Agile**PMO** process that significantly increases productivity

- Implemented a 'Fixed Price per Sprint' payment schedule to combine the best of fixed price with Agile methods

- Piloted the WCMS by developing two medium-complexity B2C websites

- Build core set of widgets and backend-CRM interfaces that would meet most of the requirements for other sites

Result

- Two magazine websites re-launched in record time (6 weeks for the 2nd) with personalization features

- Demonstrated 100%+ productivity increase between first two sites

- 80% reuse of widgets/ templates

- Time to create pilot sites reduced to ½ of the traditional development practices: future sites expected at 2/3rd effort

- Budget predictability married with flexibility of Agile Process resulted in meeting target launch dates at planned cost

What the customer said

""FitforProjects worked with me and my Teams to rapidly implement improved program office practices based on their Agile PMO approach. They also introduced Agile development into our online development team (we loved their Scrum Master). In both cases, we were impressed with their consultants knowledge, interpersonal skill sets, and communications ability. These changes started improving our effectiveness and productivity almost immediately. And, maybe more importantly, they significantly improved relationships with our various internal stakeholder groups. I would heartily endorse them to anyone who needs to quickly raise the bar on how you manage and run projects."

David Scifres, VP Online Development, Trade-Industry Publishing Company

If you would like your business to experience similar results, contact us at **contact@FitforProjects.com**