CRAFTER
SOFTWARE

HARVARD BUSINESS PUBLISHING

BENEFITS FROM CRAFTER SOFTWARE

Crafter Software has eased end-user authoring and improved the overall visitor experience for Harvard Business Publishing's (HBP) major Web properties, including Harvard Business Review and Higher Education. By deploying a highly flexible, scalable and reliable WCM solution, Crafter has helped HBP expand its publishing activities, improve its online presence, drive site traffic and realize its full revenue potential.

FOR HARVARD BUSINESS PUBLISHING, ADDRESSING A NEED TO EMPOWER BUSINESS END-USERS AND ENHANCE THE ONLINE EXPERIENCE WITH OPEN SOURCE

Since its inception in 1994, Harvard Business Publishing (HBP), a wholly owned subsidiary of Harvard University, has been improving the practice of management through a wide range of publications and a global reach strategy that targets academic, enterprise and individual manager markets. Key to the success of HBP is the ability to develop new and innovative products, foster community around existing products and services, and attract new audiences to its Web sites. HBP's major Web properties include the online version of Harvard Business Review (hbr.org), Higher Education (www.hbsp.harvard.edu), and HBP's eCommerce site (store.hbr.org).

Over the past few years, HBP faced a host of challenges related to the operation of its digital publishing enterprise. Namely, the growing array of aging and disparate legacy systems used to run its Web sites was proving to be unstable. Routinely, the system caused downtime, integration hurdles, IT bottlenecks, and escalating operational costs due to personnel overhead and software licensing fees. Additionally, a lack of easy-to-use Web publishing tools hindered the editorial staff's ability to contribute fresh and innovative content to the Web and, consequently, limited HBP's ability to drive site traffic and corresponding ad revenue and eCommerce transactions.

To achieve its pressing technical and operational needs, HBP recognized the need for a robust

CASE HIGHLIGHTS

Rivet Logic's deployment of an open source, Alfresco and Crafter based Web content management platform accelerates digital publishing and reduces operating costs.

- **Organization** - Since its inception in 1994, Harvard Business Publishing (HBP), a wholly owned subsidiary of Harvard University, has been improving the practice of management through a wide range of publications and a global reach strategy that targets academic, enterprise and individual manager markets.

- **Challenge** - HBP sought a way to generate revenue opportunities and enhance the overall visitor experience of its key Web properties by uniting and upgrading a wide range of legacy systems under one flexible and stable Web content management platform. In the process, HBP sought to generate fresher content at a faster pace, reduce operating costs, facilitate end-user publishing, improve site performance, and increase revenue through ad sales and eCommerce.

- **Solution** - HBP implemented an Alfresco and Crafter as the main components of a next-generation solution. Rivet Logic— award winning Alfresco and Crafter Software system integration partner—led the implementation, which culminated in a robust solution that met or exceeded all business goals.

- **Results** - The implementation now enables HBP to better leverage the value of its branded content, including articles, book chapters, blogs, podcasts and videos. It has also enhanced the visitor experience with improved navigation and faceted search, along with much faster Web site performance. HBP has also started to expand its revenue opportunities by increasing site traffic and offering fresher and more dynamic content.

enterprise-grade Web content management platform that would both empower business end-users and integrate with existing systems, including enterprise content repositories, search and merchandising tools, eCommerce systems, ad networks, Web analytics and community building applications such as blogs. Struggling under the weight of its existing collection of

disparate systems, HBP also sought to provide a cost-effective yet robust foundation from which to address its current and emerging editorial workflow needs. Notably, HBP needed tools to make it easier for each business unit to publish content to their individual Web sites while maintaining overall control of its high-value material.
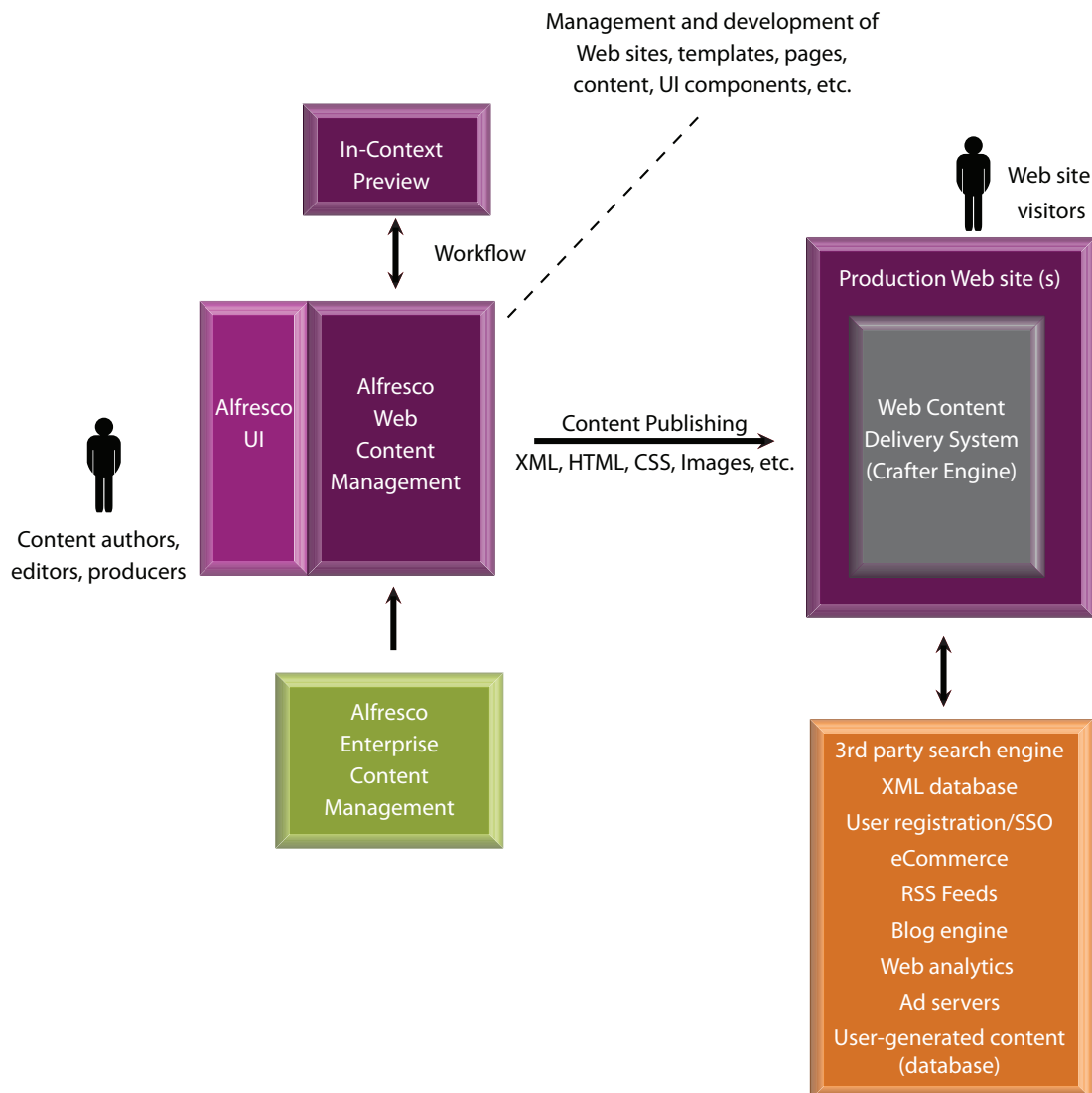
Management and development of
Web sites, templates, pages,
content, UI components, etc.

In-Context
Preview

Workflow

Alfresco
UI

Alfresco
Web
Content
Management

Content authors,
editors, producers

Content Publishing
XML, HTML, CSS, Images, etc.

Alfresco
Enterprise
Content
Management

Web site
visitors

Production Web site (s)

Web Content
Delivery System
(Crafter Engine)

3rd party search engine
XML database
User registration/SSO
eCommerce
RSS Feeds
Blog engine
Web analytics
Ad servers
User-generated content
(database)

Figure 1. Harvard Business Publishing's Web Content Architecture

A FLEXIBLE AND SCALABLE OPEN SOURCE WCM SOLUTION THAT EXPANDS DIGITAL PUBLISHING CAPABILITY ACROSS THE ENTERPRISE

As a logical extension of the Alfresco Enterprise Content Management (ECM) system that Rivet Logic had already implemented, Alfresco and Crafter were deployed to unify all Web content under one robust and stable platform, promote anytime/anywhere Web publishing, and eliminate IT bottlenecks by shifting publishing control from technical support teams to individual business end-users.

HBP selected Rivet Logic as its implementation partner based on its extensive Alfresco and Crafter expertise and its deep experience building next-generation, content-rich enterprise Web site, community and collaboration platforms based on strong information architecture and content models. "The Rivet Logic team was able to sit down with us, identify all the content types and relationships, and get that content to work within the requirements of each marketing unit," said Martha Stephenson, Senior Project Manager with HBP. Specifically, Rivet Logic helped HBP define a hierarchy of content and associated metadata that was modeled within Alfresco, and which helped optimize content delivery to the Web in the form of better search, navigation and dynamic functionality to further enhance the site visitor experience.

Alfresco and Crafter offered HBP the flexibility it

> "The implementation of Crafter enabled us to publish new content quickly, push ownership and responsibility out to each publishing unit, and provide total site control with minimal IT involvement."
>
> - Martha Stephenson
>   Senior Project Manager
>   Harvard Business Publishing

needed to assign business units and end-users the necessary editorial control over all Web content, site management and presentation. A rich content model enabled marketing units to work with content in a manner that fit within each department's own requirements. While a shared Web project allowed HBP to maintain enterprise-wide branding consistency, individual business units managed all their major sites as well as mini/micro sites through separate Web projects that housed all content for each business unit. The WCM solution presented Web editors and producers with a flexible authoring environment and the ability to preview in-context changes made to any Web page. XHTML templating, a strong versioning model, configurable workflow and timed publishing and roll back features provided site administrators the control necessary for efficient site management. As Alfresco also housed all HBP enterprise content as well, the WCM solution provided editors with easy access to product catalog content and other enterprise content for Web publishing.

BENEFITS

- Timelier, fresher and more valuable content promotes increased site traffic, repeat visits and revenue opportunities

- Editorial-friendly Web authoring environment minimizes content bottlenecks by shifting publishing capability from IT to business end-users

- Reduced average page load times to less than one second enhances site visitor experience

- Web 2.0 features such as blog integration and user-generated content enables article ratings and readers' most recommended lists

- Faceted navigation and search capability improves findability of digitally archived high-value content

- Ability to manage numerous sites for a global audience, including three major sites and several microsites

- Straightforward integration with a variety of systems, including enterprise content repositories and eCommerce

- Template-based content authoring promotes brand management and adherence to corporate standards

- Search engine optimization

- Zero licensing fee model shifts focus from software costs to content development and innovation

Rivet Logic also implemented Crafter Engine, a Java-based content delivery system, to provide the dynamic and feature-rich functionalities HBP needed in a simplified manner by seamlessly connecting the presentation, application and content repository layers. The Java enterprise application provided the foundation necessary for HBP's mission-critical applications that required high performance and scalability. A Service Oriented Architecture (SOA) approach addressed the need for single sign-on support, while also enabling integration with a variety of systems, including a blogging platform (blogs.harvardbusiness.org), eCommerce system, an XML repository (for HBR article content), and community platforms. Integration with a third-party search engine offered powerful faceted search and navigation functionalities. This content delivery approach also met standards-compliant XHTML/CSS requirements, maintained SEO-friendly URLs, and allowed for straightforward integration of Web analytics.

PLATFORM AGILITY ENABLES BRAND MANAGEMENT, BROADER COMMUNITY FUNCTIONALITY AND INCREASED SITE TRAFFIC

The Crafter platform also enables HBP to more effectively reinforce its brand with easy-to-use templates. Through the use of site-wide templates, metadata inheritance and shared content, HBP is able to generate broader awareness of all content and digital media products while maintaining a common branded look and feel across the sites. "The solution structured the content management system in such a way that corporate marketing now has control over the look and feel of the sites while individual business units have editorial control through the use of templates," said Stephenson.

Through integration with a blogging platform, HBP is broadening community appeal and increasing repeat site visits by encouraging outside editorial contributions. In addition, the blog integration has enabled HBP to create new products via repurposed blog content and sell existing products by using blogs as a venue for promotion. "We look forward to generating broader awareness of products and to creating a greater sense of community through greater blogging functionality, especially on the Higher Education site," said Stephenson.

The Crafter based WCM solution has enabled HBP to gain the stability and ease of use it required to empower business end-users and integrate with a host of critical applications and systems. With the Alfresco ECM system already in place to manage content across the enterprise, HBP, with its implementation of a robust WCM solution using Crafter, can now develop products faster, bundle existing products more efficiently, and generate new revenue opportunities by increasing site traffic and offering richer, fresher, and more varied content.

TO LEARN MORE

For more information about Crafter, visit our website at craftersoftware.com.

ABOUT CRAFTER SOFTWARE

Crafter Software enables the creation of rich and engaging websites, mobile applications, and multi-channel digital experiences. The company's software solutions are based on the award-winning Crafter CMS open source project, which was built from the ground up as a modern platform for creating more relevant web experiences through targeted delivery of personalized content.

Serving as the lynchpin between enterprise systems and end users, Crafter's solutions enable marketing, sales and support teams to author and manage content while harvesting analytics and data-driven insights to deliver engaging experiences across all digital channels - the web, mobile, social, and more. For more information, visit craftersoftware.com and craftercms.org.