

Education Management Corporation Improves Brand Compliance and Efficiency for a Distributed Web Presence with Autonomy Interwoven

Like other educational enterprises, Education Management Corporation (EDMC) relies on the web as an increasingly vital channel for reaching prospective students. At the same time, this strategy makes it essential to meet the high standards and expectations of today's highly web-savvy prospective students. This posed a special challenge for the Art Institutes, a system of over 45 schools located throughout the United States and Canada.

"We allow each school to have its own identity, but we still need to maintain brand consistency at the corporate level, and needed tools to do that effectively," says Dustin Frawley, Program Manager, Content Management for EDMC. "A prospective student who looked at one school's website, then decided to look at a different school location would run into an entirely different experience. It was too easy to get lost. We knew that achieving better brand consistency and control over our distributed websites, we could drive more requests from students."

To improve the cost-effectiveness of its online operations, EDMC also needed to improve the efficiency and accuracy of its Web publishing processes. Traditionally, local webmasters made changes to Web pages on a beta server, then emailed Frawley's team a list of files to be reviewed, checked for compliance issues, then uploaded manually. "We had no way to automatically synchronize updates across multiple servers," Frawley explains. "With nine or 10 people at a time uploading files via FTP to production servers, things were being overwritten and deleted all the time. It was a real problem." Autonomy Interwoven's TeamSite allowed EDMC to manage their web presence by using Autonomy's Meaning Based Marketing approach. Autonomy's Intelligent Data Operating Layer (IDOL) provides businesses with advanced capabilities for understanding the meaning behind, and immediately taking action on, all forms of information.

"For a company growing as fast as ours, it's necessary to have a practical and efficient solution for web content management and publishing. Autonomy Interwoven gives us the efficiency and control throughout our distributed organization."

Dustin Frawley, Program Manager, Content Management, EDMC

Moving to Centralized, Integrated Content Management

EDMC selected Autonomy Interwoven TeamSite, powered by IDOL, to support websites for its four school systems. Autonomy Interwoven helped EDMC gain control and efficiency with online operations, from brand-consistent, distributed content authoring to automated Web updates. Templates enable non-technical professionals to author and edit content while maintaining consistent branding and look-and-feel, then send pages through an automated workflow for review and approval. By leveraging Autonomy's advanced Meaning Based Marketing approach to manage their web presence, EDMC can now form an understanding of all forms of information and act immediately. The solution also makes it simple to manage and incorporate content from other sources. "The flexibility to pull content from databases and digital asset management systems was a big factor in our selection of Autonomy Interwoven," says Frawley. On the back-end, Autonomy Interwoven's easily integrates with the Microsoft .NET framework being used for EDMC's websites, another important consideration.

EDMC™

Education Management Corporation

Highlights

Education Management Corporation

Education Management Corporation (EDMC), one of North America's largest providers of private post-secondary education, operates Argosy University, The Art Institutes, Brown Mackie College and South University

Industry

Education

Challenges

- Locally maintained websites resulted in inconsistent branding and user experience
- Cost management made it necessary to update labor-intensive processes
- Manual web publishing methods were inefficient and error-prone

Benefits of Using Autonomy Interwoven

- Local content authors and administrators across 45 Art Institutes schools easily use templates to ensure consistent branding and look-and-feel
- Automated publishing improves efficiency while minimizing errors
- Individual schools can share and efficiently repurpose centrally created brand assets and other images



Distributing Web Operations while Maintaining Brand Compliance

Autonomy Interwoven TeamSite, powered by IDOL, helps EDMC deliver better websites while managing costs. “We serve a sophisticated market, with high expectations for a certain quality of experience,” says Frawley. “With TeamSite, we can provide a rich interactive experience using avatars, Flash presentations, and video while leveraging the efficiency and control of content management.” Staff members at local Art Institutes schools use templates to create their own brand-consistent websites with no need for coding, while enjoying the freedom to showcase the work of their own students. Virage MediaBin, digital asset management software, is used to track the digital rights of student artwork by attaching each piece to the corresponding release form. Once a page has been authored, it is attached to a job in an automated Autonomy Interwoven TeamSite workflow for review, and proceeds to production.

Improving Web Publishing

Error-prone, manual web publishing processes have been automated using Autonomy Interwoven OpenDeploy, powered by Autonomy IDOL, Autonomy Interwoven’s publishing process has been integrated with EDMC’s program information database to manage and pull structured content for publication. “It’s efficient and accurate—updates get pushed out automatically, with no need to move files to each server manually,” reports Frawley.

Sharing and Efficiently Re-using Marketing Resources

EDMC has extended the benefits of its Meaning-based Web Content Management solution beyond its Web operations. “Our in-house media team creates materials such as printed collateral and TV and radio spots for system wide marketing efforts,” Frawley explains. “We use an area of Virage MediaBin to make these assets available to our local schools so they don’t have to use their own budgets to re-invent the wheel.” Local staff members can easily search or browse for specific assets, request adjustments as needed, then receive updated assets through the same interface.

Plans for the Future

While EDMC continues to roll out its Autonomy Interwoven solution across its schools, the company is already looking ahead to the next phase. The company recently purchased the Autonomy Interwoven Marketing Optimization solution, Optimost, which will continually enhance its online presence to increase lead generation.

Meanwhile, the combination of local authorship, centralized brand control, and streamlined publishing ensures that each school’s website makes a favorable impression on the prospective students who visit it. Says Frawley, “For a company growing as fast as ours, it’s necessary to have a practical and efficient solution for web content management and publishing. Autonomy Interwoven gives us the efficiency and control throughout our distributed organization.”

The key Autonomy Interwoven Meaning Based Marketing products:

- *Autonomy Interwoven TeamSite for creating, delivering, testing, and analyzing multiple, dynamic websites*
- *Virage MediaBin for instant, self-service access to up-to-date digital and rich media assets*
- *Autonomy Interwoven OpenDeploy for aggregated and secure distribution of any type of code or content*
- *Autonomy Optimost for testing and optimizing landing pages*
- *Autonomy Marketing Optimization for capturing, managing, analyzing, and responding to all customer interactions*

About Autonomy Interwoven

Autonomy Interwoven, the leader in web content management, leverages its unique meaning-based technology to deliver the most comprehensive suite of marketing optimization and customer interaction solutions. Our flagship products, TeamSite and Optimost, enable marketers to increase results by automatically delivering the right combination of content and offer by understanding the intentions and profile of each customer. This Meaning Based Marketing approach produces the most engaging, timely and profitable customer experiences regardless of whether people interact with your organization by phone, web, email, chat, or social networks. Unlike legacy approaches that analyze historical trends, Autonomy Interwoven does not require tagging, enabling marketing and IT professionals to work on higher value activities. Automated capabilities such as multivariable testing (MVT), segment discovery, Segmentation & Targeting, product recommendations, and advanced analytics provide advanced functions that increase conversion rates, sales, customer engagement and lifetime value while automating processes to lower costs and increase marketing agility.

Autonomy Interwoven powers the world’s leading corporate websites, media and ecommerce sites with 9 of the top 10 global brands relying on Autonomy Interwoven to maximize their marketing and customer interactions. Autonomy’s customer base is comprised of more than 20,000 organizations, including Adidas, Allstate, the American Medical Association, AT&T, Avaya, Bank of America, BT, Channel 4, Delta Air Lines, Discovery Communications, FedEx, Ford, Konica Minolta, Lenovo, McAfee, Qantas Airways, Schneider Electric, Shutterfly, Tesco and Virgin Mobile.

Please visit www.autonomy.com/interwoven to learn more.

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