

Case Study





## Arkema Accelerates Time-to-Web through Business User Content Creation and Real-Time Delivery with Interwoven

Although Arkema is a global leader in chemical production—with operations in 40 countries, including 35 factories in France—the company's brand is a relative newcomer to the market. Originally a branch of Total, Arkema became an independent entity in 2005. To introduce its corporate identity, the company desired rapid deployment of its new website and online content across multiple product lines and business units, a task that would have been prohibitively slow, complex, and costly with the previous Web infrastructure.

Previous to the brand launch, Arkema's website was based on obsolete technology that did not support efficient content updates; changes or additions, no matter how small, required the intervention of an outside agency. This approach often led to inconsistencies and entry errors and introduced unnecessary lag time between a change and its actual upload to the Web. The company decided to implement a more effective content management tool, an initiative with two key objectives: using a moderate budget to develop and launch a more accurate, up-to-date, and compelling Web site in less than six months; and to empower in-house teams—such as corporate communications, product and marketing, finance, and human resources—to create, manage, and publish their own highly diverse online content. Arkema wanted a publication process that would be timely and intuitive for business users and that would not require internal or external IT resources.

*“Arkema's business users can now manage and deliver their own Web content in a timely and efficient manner without reliance on technical assistance. This important capability has freed up our data processing resources to handle other high-value work*

*—Jean-Pierre Asun, Director of Data Processing, Arkema*

### Extending a successful relationship to address new needs

Arkema had successfully partnered with Interwoven in 2001, on the creation of a highly effective intranet portal. Interwoven's rich functionality, industry-leading expertise, and proven market success made them the right technology partner for Arkema's Web content management objective. As leaders in content management and delivery, and with its history of successful implementations, Interwoven was a natural choice for this high-visibility project.

An interdisciplinary team created in December 2005 brought together key project stakeholders: Arkema communications personnel and IT representatives, an external creative agency and service provider, and Interwoven, who implemented its TeamSite, OpenDeploy and LiveSite applications to handle creation and delivery of content and Web pages.

In April 2006, 2 months earlier than anticipated, Arkema's website was up and running—on time and on budget.

### Empowering business users for self-service content creation and delivery

A half-day training course prepared personnel from Arkema's marketing, finance, human resources, and corporate communications departments to leverage Interwoven's solution suite—to create, deliver, and integrate content from across all parts of the business onto the Web. Industry-leading tools such as intuitive templates, collaborative workspaces, and standardized workflows made it fast and easy for non-technical users to create dynamic Web pages, personalize presentations, manage internal content, and engage with internal and external business users to meet the needs of a broad range of content initiatives.

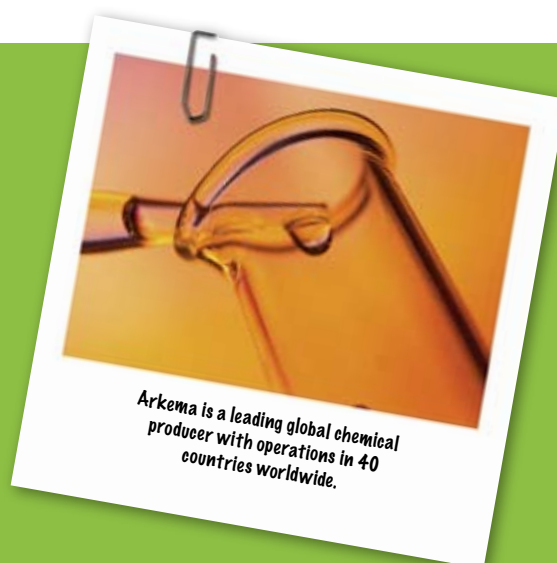
#### Industry Chemicals

#### Challenges

- Needed to quickly establish strong online presence for newly created, independent brand
- Obsolete technology made Web content updates costly, difficult, and error-prone

#### Benefits of using Interwoven

- Business users make their own Web content updates without IT assistance
- New content can be deployed to the Web in just two minutes, at a fraction of the former cost
- Improved reliability: Arkema's Interwoven-powered Web site successfully handled 16,000 visits on the day Arkema was first listed on the Paris Stock Exchange



*Arkema is a leading global chemical producer with operations in 40 countries worldwide.*

## Solution

Interwoven TeamSite serves as Arkema's standard platform for Web applications and content management, including creation, delivery and integration of all types of corporate content—whether on an intranet portal or a external company site.

Interwoven LiveSite facilitates new page and microsite creation by re-using components provided by business contributors. LiveSite also offers Internet users an information retrieval facility.

Interwoven OpenDeploy manages and facilitates deployment of content via Arkema's hosting company.

### Accelerated delivery, less costly updates

By standardizing and synchronizing the complex processes around Web site management and updates, Interwoven has dramatically reduced Arkema's internal and external administrative and processing costs. Web updates can now be processed in as little as two minutes. By automating its content and Web management processes, Arkema has eliminated the need for manual development or the active intervention of their data processing department. Says Jean-Pierre Asun, Director of Data Processing for Arkema, "Interwoven's comprehensive suite of content management solutions have provided our company with a powerful alternative to manual processes that proved to be both costly and time-consuming. By enabling real-time Web site updates, we are able to meet the time-sensitive demands of our highly dynamic industry. Arkema's business users can now manage and deliver their own Web content in a timely and efficient manner without reliance on technical assistance. This important capability has freed up our data processing resources to handle other high-value work while reducing our time-to-Web updates to just under two minutes."

### Making a strong first brand impression

In May 2006, the company debuted on the Paris Stock Exchange, putting its new Interwoven platform to the test. Deluged with interest, the Web site handled 16,000 visits that first day—without a single production outage.

Looking toward the future, Arkema's investment in Interwoven supports its strong commitment to providing timely, accurate, relevant content and functionality to all of its Web site visitors, elevating the strong identity of one of the chemical industry's newest—and most successful—global brands.

### Interwoven is a global leader in content management solutions

Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments.

Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content.

Today, nearly 3,800 enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 19,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit [www.interwoven.com](http://www.interwoven.com).

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