

MetaSolv Employs Vignette for Cutting Edge Information Management

Customer Business Profile. Founded in 1992, MetaSolv Software, Inc. develops software solutions that help communications service providers manage their next-generation networks and services. Headquartered in Plano, Texas, MetaSolv (Nasdaq: MSLV) has offices and customers worldwide.

MetaSolv's Online Initiatives. MetaSolv's Web strategy is to use its external Web site, www.metasolv.com, as a vehicle to position the company as an industry thought leader, and its intranet, MetaWeb, as the centerpiece of its strategic internal communications. To meet those goals, MetaSolv knew it was critical that its sites continually feature fresh, cutting-edge information to retain users' interest.

In February 2001, MetaSolv migrated its Internet and intranet platforms to Vignette Content Management Server. The company chose Vignette for its smooth integration with its existing Microsoft platform and its content management and workflow capabilities.

Customer Profile

Industry:
High Tech

Technology:

- Vignette[®] Content Management Server, Vignette[®] Advanced Deployment Server*
- Web Server: Microsoft IIS
- Operating System: Microsoft Windows 2000
- Database: Microsoft SQL Server

Live Site:

www.metasolv.com

Benefits.

- More dynamic Web sites that draw users through fresh, current content
- By decentralizing the control of site content, departments throughout the organization can input content without the need for technical assistance
- Enhanced workflow capabilities reduce errors in new content
- Information can be updated in a matter of minutes rather than days by using a central content management application

Using the Web as a Strategic Tool. As a leading global provider of software solutions for the communications industry, MetaSolv uses its Web site, www.metasolv.com, as a key channel through which the company disseminates information on its products, the industry, career opportunities, and upcoming user training sessions. In addition, the site offers password-protected sections for its customers, partners and user group, through which users can register for courses, obtain product updates, and access critical support information.

"We want MetaSolv to be perceived as an industry thought leader, and to do that, we need a site that's newsy and current, with secure portals for our partners and customers that make it easy to get to the information they need," said MetaSolv Product Marketing Manager Vicki Cravens. The company knew that the key to making the site useful was to offer dynamic, fresh content, but was hindered by an inefficient content management process.

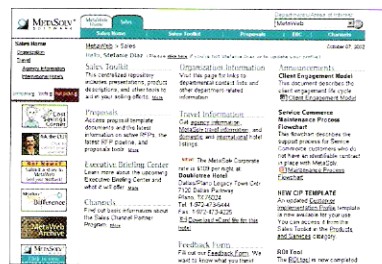
With an eye toward expanding the site to eventually include new features such as online training courses and broader access to online course registration, MetaSolv addressed their most immediate need first — to improve and speed the content management process so that changes to its current content could be uploaded quickly and easily. “We faced the same thing a lot of other companies are facing now — we simply wanted to minimize the pain of keeping the Web site fresh,” said Nihal Mehta, Manager of Web Services.

Cravens learned of an upcoming Vignette road show in Dallas and decided to attend. What she saw there piqued her interest. Vignette offered the ability MetaSolv sought for non-HTML savvy employees to update content and view that content before it went live on the site. In addition, it met another critical requirement — the ability to integrate with MetaSolv’s existing Microsoft Windows 2000 platform.

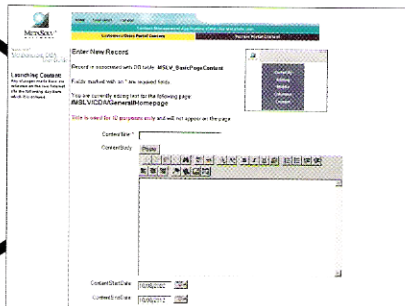
Quick Time to Deployment. MetaSolv chose Vignette as the solution to redesign and re-deploy the site. The team quickly scoped the project and outlined a plan to meet the company’s aggressive 60-day development cycle. Integrating Vignette with MetaSolv’s existing ASP and TCL applications helped speed the process by bringing in the skills of MetaSolv developers with ASP knowledge. Together, the team built 120 content management templates and another 14 workflow templates.

MetaSolv’s content management needs were still evolving as their business expanded. Through a major acquisition in early 2002, the company’s product line grew tenfold overnight. MetaSolv had an immediate need to update its Web site to include information about its new products, and it also needed to integrate over thirty independent sites scattered across North America. With a small Web Services group consisting of two programmers and three marketing

One Solution / Many Sites



Department Webs (Intranet)



MetaSolv.com (External Site)



Personalized Content (Partner Portal)



MetaWeb (Intranet)

professionals, MetaSolv soon realized it needed a solution that would give it the flexibility it needed while enabling non-programmers to rapidly enter and maintain Web content. From this necessity, MetaSolv developed a proprietary Web content management application that leverages the Vignette platform. Content owners throughout MetaSolv were soon entering their content using this new application. A new intranet site was launched to enable proactive communications about acquisition-related topics, and the external Web site was expanded to include information about the newly acquired products. This process, which would normally require weeks or even months of intensive programming, took only a matter of days.

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— Vicki Cravens, Product Marketing Manager
for MetaSolv

In addition, Vignette’s patented caching technology enables MetaSolv’s site to feature complex content from a variety of sources without impacting download performance. “Without the caching technology, these pages would result in very poor download performance,” noted Mehta, “but since the pages can be cached, we can have complex pages without compromising on the performance and the overall user experience.”

Dynamic Content Management. At present, most content comes from internal sources such as press releases, white papers, product data sheets and new course offerings. A press release that the public relations department uploads on Friday can now be automatically launched to appear on MetaSolv’s site at 5:00 a.m. Monday, coinciding with its distribution via Business Wire. In the past, MetaSolv could not synchronize this process. Additionally, content can be scheduled to automatically go live on the site when appropriate and expired at a future date without additional user intervention.

Thought Leader Satisfaction. “Our goal was to have a more dynamic external Web site, a ‘stickier’ site, where people will keep coming back,” noted Cravens. “We want people to see, through the site content, that we are indeed an industry thought leader, and for them to use us as another source of information about the industry. Vignette is enabling us to make that happen. In addition, the ease with which content can be changed on our intranet site, helped us meet our goal to position our intranet site as a strategic communications tool within less than two months of its initial rollout,” she added.

* Vignette Content Management Server is now part of the Vignette® V6 Content Suite. Vignette Advanced Deployment Server is now called the Vignette® V6 Advanced Deployment Server.