



CASE STUDY ELECTRABEL

In late September 2011, Electrabel's new B2C site was unveiled to the public. Developed in less than 6 months, it was the fruit of close cooperation between Electrabel, TBSCG and Emakina, the design agency that worked on the project.

THE CHALLENGES ELECTRABEL FACED

*What triggered Electrabel's decision to overhaul its site?
The company's teams had been encountering a number of different problems for quite some time*

A painfully slow time-to-web. The main objective was to reduce the lead-time between the production phase and the go-live, be that for content, new design work or new applications.

An infrastructure that was at odds with web-based applications. The web demands short and agile development cycles, but Electrabel's sheer size meant its infrastructure was totally at odds with such development methods.

Excessive costs. The knock-on effect of a cumbersome and unresponsive infrastructure was prohibitive costs, not just for the projects themselves but also for maintenance and support. The aim was consequently to slash these costs by 50%.

Outdated software. The cumbersome infrastructure combined with complex in-house procedures made it impossible to update the Autonomy suite.

On top of that, outdated software was being run on an operating system that was no longer supported by the publisher.

The difficulties of multichannel publishing. Electrabel was finding it difficult to rapidly publish content to different channels, such as websites and mobile devices.

Electrabel
GDF SUEZ



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TBSCG: A FLEXIBLE SOLUTION, TAILORED TO MEET THE MARKETING CONSTRAINTS

TBSCG came up with an innovative and agile solution to tackle these different challenges.

The agency's developers began by removing all the unwieldy customisations from the existing tool. They then retrieved the Autonomy package that Electrabel had installed and developed a solution that used standard functions to meet over 80% of the company's needs. The result? Shorter development lead-times.

Electrabel had a myriad of content sources and was unable to rapidly diffuse a message across a variety of different channels. TBSCG tackled this situation by introducing a content management tool to guarantee a "single source of truth". All marketing content is now centralized in TeamSite

and can be used both on the web and on mobile devices. It can even be used for print-based projects if necessary.

The Electrabel teams needed to be able to concentrate on their core business, so TBSCG offered to work on a fixed-price basis and to take care of the project management side of things. That meant no more combined teams losing their way in the administrative labyrinth and diluting their expertise.

Taking the logic of business separation one step further, almost all the web infrastructure was

outsourced to TBSCG, including the hosting. Electrabel's technical teams could consequently focus 100% of their time on their core expertise: developing and maintaining business applications.

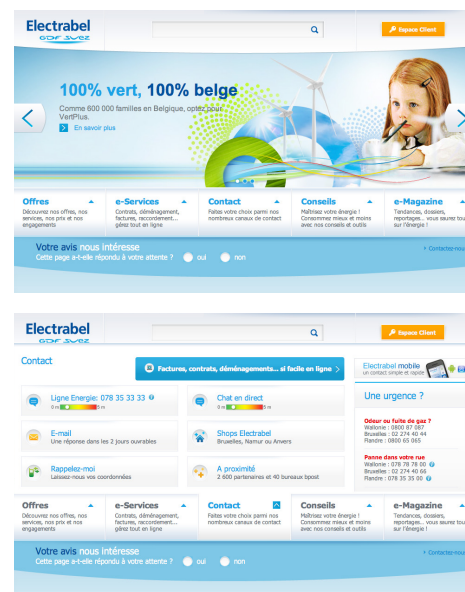
Outsourcing these processes also enabled Electrabel to streamline its number of service providers. The company now has just two points of contact – one managing strategy and graphic design (Emakina), and the other responsible for all technological aspects (TBSCG) – making efficiency and reactivity the order of the day.

OUTSTANDING RESULTS!

A few months have now passed since the new version was launched, and initial results paint a quantified picture of just what Electrabel has gained.

The time-to-web for a new project has been slashed from 2 years to just 6 months, be that for new functionalities or development projects. What's more, new content can now be published on an ad-hoc basis, taking a matter of seconds compared to the previous turnaround time of 24 hours.

The ROI has been multiplied by 8, costs have been halved and the development cycle is 4 times quicker.



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