The university aims to be forward thinking when it comes to our web presence, which is why we looked to a solution that will help us deliver our future web roadmap straight out of the box.

Liz Coulter, director of Information Technology Services, The University of Auckland

SOLUTION
Adobe Experience Manager solution within Adobe Marketing Cloud

RESULTS

<table>
<thead>
<tr>
<th>STANDARDIZATION</th>
<th>FUNCTIONALITY</th>
<th>SIMPLIFICATION</th>
<th>FOUNDATION FOR FUTURE</th>
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</thead>
<tbody>
<tr>
<td>Standardized on a leader and deployed a robust, stable web content management platform</td>
<td>Minimized in-house development and benefited from out-of-the-box functionality, reducing need for costly and time-consuming in-house development</td>
<td>Accelerated content creation and publishing and simplified user experience for content creators with intuitive interface</td>
<td>Provided strong foundation for future initiatives, including plans to extend functionality to roll out personalization and mobile</td>
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The University of Auckland is New Zealand’s largest university with more than 40,000 students and 4,800 academic and professional staff. Teaching and research are conducted over eight faculties and two large-scale research institutes, which together have more than 20,000 web pages.

When the university’s existing content management system (CMS) could no longer easily deliver the functionality needed to keep up with technology advances, The University of Auckland chose to manage its web content and digital assets using the Adobe Experience Manager solution within Adobe Marketing Cloud. With Adobe Experience Manager, the university had a proven web content management environment to support current and future online initiatives.

Keeping up with technology advances

The University of Auckland’s existing CMS was due for replacement and the IT team went to market for a new solution. "Our previous CMS was heavily customized and we wanted to move away from having to rely on in-house development to a solution that could deliver a range of functionality off the shelf," says Liz Coulter, director of Information Technology Services at The University of Auckland.

"Finding a product that was robust, scalable, easy to implement, and easy to use for our more than 300 content publishers across the university was key," adds Coulter. "We also wanted the confidence that Adobe was committed to the solution’s ongoing development to improve it and keep it current, without us having to think about it." After an extensive evaluation process, including end user testing of a number of CMS solutions, the university decided to standardize on Adobe Experience Manager.

"The university aims to be forward thinking when it comes to our web presence, which is why we looked to a solution that will help us deliver our future web roadmap straight out of the box," says Coulter. "Two of our key strategies for transformation center on personalization and mobile, and we want to stand out as a leader in both these areas. Adobe Experience Manager can help us to do this using functionality built into the product."

An easy migration

In the middle of last year, the university began to migrate its existing websites to Adobe Experience Manager. "We chose one of our small research institutes with approximately 400 pages as the pilot site," says Julian Wootton, web manager at the university. "The team set about familiarizing themselves with the software and building the core components, most of which were needed for other faculty sites. We wanted to make sure that there was very little work for the faculties to migrate their sites and that most of it could be done centrally by the IT team at the touch of a button. Within a few months, we were ready to go live with our first site and the migration went smoothly."
During that time, the university also transferred digital content from its marketing department, including videos and images, to a central repository using digital asset management capabilities in Adobe Experience Manager. This allows content to be easily organized, shared, and published directly. It also helps ensure the university can keep track of permissions. It replaces the existing solution, which was hosted externally in the cloud, saving on ongoing license fees.

The university is now transitioning all of its sites to Adobe Experience Manager with a site going live every one to two weeks. Two of its biggest sites, The University of Auckland home page and Science Faculty went live at the end of last year each with around 2,500 pages.

Managing change

Putting an effective change management and communication program in place around the site migration and new CMS was important as Adobe Experience Manager will be used widely to extend the university’s web presence going forward.

“Getting content publishers and editors in our various faculties and service divisions on board with the project was identified as a critical factor in this project’s success and for future web projects,” says Donna Griffiths, change manager of the web content management system replacement project. “We wanted to work in collaboration so that people didn’t feel change was being imposed on them.”

“We developed a library of training documentation and put our efforts into computer-based training workshops for all those using the new system,” adds Griffiths. “We also created a sandbox environment using a real-life university website framework so that people can practice the new skills they have taken away from the training in a safe environment, before going live on their own website.”

The effort put into communication and training around the new system for people from all parts of the university has paid off. Users are excited to be involved in the project and are enthusiastic about using Adobe Experience Manager to load content and manage their websites.

“We’ve had a lot of positive comments about how easy Adobe Experience Manager is to use,” says Wootton. “The interface is intuitive and Adobe Experience Manager has many smart approaches to doing things with drag-and-drop functionality and shortcuts compared to our previous system, which had more manual processes. It’s easy to navigate the websites, move content around, make changes, and submit them for publishing.”
For publishers, workflow is improved with a central inbox that notifies them of pages that need publishing, as well as email notifications. All of the university sites are now linked, which helps ensure consistency when reused content is updated; it also minimizes broken links. In addition, version control is now good, which makes it easy to roll back to the last updated version, or to check what information was online on a particular day.

"Feedback indicates that people are impressed by the system and are pleased with the smooth migration of their content to the new CMS," says Wootton.

**Getting personal**

While the university’s websites are in the process of being transferred to the new platform, business cases are being developed for several areas including approaches to personalization, mobile experiences, and social media integration.

"When it comes to personalization, the vision is for people to land on the website and be presented with tailored, relevant content based on what they are studying and whether they are undergraduate, postgraduate, international, staff, or alumni," says Wootton. "It’s about creating a better personal experience for our visitors and making our websites simpler to navigate and the right content easier to find."

"With the proliferation of mobile devices, we also recognize the need to move to fully responsive design that displays optimally across all devices," explains Wootton. "Our aim is to use the mobile functionality of Adobe Experience Manager to help ensure our site looks great and functions effectively no matter how users access it."

**Connecting the dots**

Teams across The University of Auckland are recognizing the benefits of integrating a number of additional Adobe Marketing Cloud solutions, including Adobe Social and Adobe Analytics, with Adobe Experience Manager to provide deeper insights and increase engagement.

Helen Whitehead, marketing manager at the university, is looking forward to being able to use Adobe Analytics to analyze online behaviors in real time and react immediately, as well as combine this data with offline brand and market research.

"We currently use several microsites for our marketing campaigns, and track our results with Google Analytics," says Whitehead. "Once prospective students click through to the university's main site, however, we lose our tracking. With Adobe Experience Manager we can build our marketing sites on the university web platform and use Adobe Analytics to track the customer journey as they move through the sites."
"Migrating our sites to Adobe Experience Manager has been simple, and I’m pleased with our decision to adopt Adobe solutions."

Liz Coulter, director of Information Technology Services, The University of Auckland

SOLUTION AT A GLANCE
Adobe Marketing Cloud, including Adobe Experience Manager. Capabilities used include:
- Web content management
- Digital asset management
Adobe Creative Suite
Adobe Captivate

The marketing team also sees value in using Adobe Social to centrally manage social media across the breadth of platforms. "Being able to post all of our social messaging from one place will save time and money," explains Whitehead. "The dashboard will also give us live reporting on how our communications are tracking and allow us to respond instantly."

In addition, the marketing team is developing a business case to use Adobe Digital Publishing Suite to produce a number of university publications such as prospectuses, the alumni magazine, and its business magazines. "We need to appeal to international markets and having our materials available digitally makes them accessible, current, and appealing to our different demographics," says Whitehead.

Streamlined adoption
Overall, The University of Auckland team has been impressed with the ease of transferring its sites to Adobe Experience Manager, and teams are looking forward to getting the most from new functionality and additional Adobe solutions.

"Migrating our sites to Adobe Experience Manager has been simple, and I’m pleased with our decision to adopt Adobe solutions," concludes Coulter. "The steering committee, senior managers, and faculty managers have looked forward to the change and have commented on how easy and smooth the process has been. The IT team couldn’t ask for anything more."