

Liferay Portal adoption by United Business Media Information

Company Overview

United Business Media Information (UBMi) is a part of United Business Media (UBM), a global leader in Media and Publishing. UBMi, formerly CMPi, incorporates UBM Live, UBM Built Environment, UBM Connect, UBM Conferences and UBM International Media. They deliver integrated media solutions to around 20 international industry sectors. UBMi has over 6,000 employees across 30 countries. Their business interests include magazines, exhibitions, conferences, awards, information products and websites. UBMi has over 100 brands that have their own websites to share information with their end-customers as well as to generate revenue.



Business Challenges faced

UBMi was using multiple website platforms including Webvision, Contribute, Miramedia, Emojo, ASP, etc. across the 100+ brands. In addition to the lack of a uniform platform, UBMi was facing the following challenges:

- Difficulty to support due to the shortage of skilled resources for tools like Webvision, Contribute, Emojo. This resulted in the inability of business groups to accommodate last minute changes to campaigns as everything had to be planned well in advance.
- Expensive licensing, maintenance and support model. This affected upgrades and made it difficult to source resources due to the wide variety of knowledge needed to understand all the different systems.
- Heavy dependency on external suppliers. Without access to the source code, in the event of the platform provider filing for bankruptcy, this created a great deal of risk UBMi. For example, Emojo went out of business leaving all the customers with no future upgrade path as well as support.
- Limited control of content / site structure. UBMi was being forced to adapt to the limitations of the platform provider.
- Distribution and functionality of content sharing across multiple website platforms was restrictive, time-consuming and expensive.

CIGNEX Datamatics Solution

CIGNEX Datamatics recommended the adoption of Liferay Portal solution that addressed the business challenges and provided the following benefits:

- No upfront licence fee
 - Liferay charges their Enterprise Edition customers a flexible annual support fee based on the level of support
- Flexibility with freedom to develop
 - Liferay customers have access to the complete code base to customize and develop modules around the core functionality
- Liferay Community
 - Contribution to the Liferay code base by sharing functionality developed by Liferay customers helps with troubleshooting and ensures reduction in time and cost to deploy Liferay Portals
 - Over 60 functional portlets which help reduce customization costs
- Rich enterprise features
 - Service oriented architecture, security, page caching, SSO, Multi tier limitless clustering, dynamic virtual hosting and many more
- Access to Developers
 - Developed on Java technologies, Liferay customers do not need to invest into expensive platform specialists to deploy their solution.
- Out Of Box (OOB) functionality
- Highly Scalable able to replicate across multiple brands and businesses
- Reduction in Total Cost of Ownership (TCO) – 76% over traditional, proprietary portal solutions

UBMi conducted an extensive evaluation comparing Liferay, Episerver, Sitecore, Miramedia, Squizz and ASP. UBMi chose Liferay Portal 5.2 as its preferred Portal and Web Content Management System for developing the next generation websites with CIGNEX Datamatics as the System Integration Partner. During a 20 month time frame, UBMi rolled out over 70 websites across multiple business units using Liferay.





Key advantages UBMI achieved during the course of deployment include:

- Enhanced CMS functionality resulting in segregating web content, communities, document / image library, roles
- Multi image uploading
- Content tagging with RSS generators
- Flash display
- FCK editor
- CSS styles on Web Content
- Customization to Liferay CMS tools including the following elements:
 - o Theme Admin Tool
 - o Web Content Migration Tool
 - o SEO friendly page URLs / HTML Title / Article URLs
 - o Product Directory
 - o New filterable search / Google site search
 - o User Registration / Shared registration
 - o Shared / Related / Most-read content / Gated content
 - o Data feeds to and from 3rd party systems
 - o Enhanced Article Display Lists / Commenting



Key Benefits to UBMI

The Liferay Portal and CMS solution allowed UBMI to significantly reduce time to roll out new websites. This was accomplished through collaboration and replication functionality across multiple websites that included sharing of content, onsite management of information on common platform and business line control of content. Changes were able to be tracked and the time to make updates and modifications was decreased significantly. Cost reduction was another benefit since they no longer had to maintain the budget outlay for licenses, maintenance and support. The ease of duplication for deploying new sites based on centralized content and functionality paired with the savings in infrastructure costs allowed for significant reduction in TCO.



“The CIGNEX Datamatics team has been extremely professional in their approach and has an excellent understanding of Liferay. We have been very happy with our decision to partner CIGNEX Datamatics and would recommend them strongly.”

Steve Johnston
Head of IT
UBM Information, London

About CIGNEX Datamatics

About CIGNEX Datamatics (www.cignex.com): CIGNEX Datamatics (subsidiary of Datamatics Global Services Ltd.) is the global leader in Commercial Open Source & SAP Connect solutions. For over 10 years, CIGNEX Datamatics has provided Open Source solutions addressing enterprise requirements across Content Management, Portals & Social Collaboration, e-Commerce, Document Management, Records Management, Digital Asset Management, Business Process Management, Business Intelligence & Analytics, ERP, CRM, Enterprise Mobility and SOA. The company has expertise in applications and tools such as Alfresco, Liferay, SAP, Magento, Sybase, Adobe, Pentaho, Compiere, Drupal, Intalio, JBoss, Mulesource, etc.

CIGNEX Datamatics focuses on addressing key challenges faced by CIOs today including:

- integrating Open Source solutions with existing line of business solutions
- managing the contradictory demands of reducing IT spend while rolling out new solutions

Over the years, CIGNEX Datamatics has helped in improving client profitability by delivering solutions to over 200 global customers using Onsite, Offsite and Offshore delivery models. Headquartered in Santa Clara, CA, CIGNEX Datamatics has offices in Colorado, Michigan, Massachusetts, New Jersey, Texas, United Kingdom, Germany, Switzerland, Bosnia, India, Singapore and Australia.

Contact us

USA

2350 Mission College Boulevard,
Suite 490
Santa Clara, CA 95054, USA

Tel: +1 (408) 327-9900 (Extn 302)

UK

8 The Square, Stockley Park,
Uxbridge, UB11 1FW,
UK

Tel: +44 208 610 6105

Singapore

#08-03, SGX Centre 2,
4 Shentonway,
Singapore 068807

Tel: (65) 6492-8762

India

2nd Floor, President Plaza
Opp. Muktidham Derasar
Thaltej Cross Roads, S G Highway
Ahmedabad - 380 054 Gujarat, India
Tel: +91 (79) 4020-7999 (Extn 100)