

Website / Portals Analysis and Project Management

The web has become over the last years an important tool for companies to promote their image, their products, and their services, as well as to optimize the internal processes and the communication between defined groups of internal and/or external staff.

Business Case & Issues

- The Internet allows companies to have a global business presence and to increase visibility and branding. Typical realisations are:
 - Corporate Website as general entry point, including company presentation, history, projects, information for the media & investors.
 - Business Portal: B2B or B2C platform to enable selling of products and/or services over the Internet.
- The Intranet and Extranet realisations allow an organisation to improve business processes and work efficiency both internally as well as with external partners. Typical realisations are:
 - Intranet site: facilitates and assures efficient internal communication and information exchange.
Depending on the needs and the company size, a corporate portal can be a shared place of information including process optimization, cost efficiency, documentation and validation of work within defined processes and workflows
 - Extranet site: allows for restricted access to external partners who need regular access to proprietary company information.

Capabilities and Experiences of IBR AG

IBR AG staff has been involved in different web projects over the last years and has done web analyses and project management for web projects on behalf of its customers.

We manage web projects based on customer's requirements and guidelines. We are also able to assess and refine customer needs using techniques such as interviews, workshops and benchmarking.

Projects carried out include:

- Managing the renewal of the Internet Website on a CMS System for a tri-national Biotechnology Association, coordinating 4 external providers involved in the project development.
- Leading the development of a multilingual Internet Website with interfaces to a MySQL database and to a stock exchange site for the 5th largest international communication and advertising group

- Leading the development of a complete web platform (Internet/Intranet/Extranet) including key users coaching on the Internet culture for a major pharmaceutical group
- Leading the development of a Multilingual Internet Website with connections to different Reuters databases for a private bank
- Leading the Intranet implementation for a main logistic company

As a project management company, efficient realization of web projects is key to us and our customers.

Services and Methodology

Project management is done based on customer's standards and according to best practices.

Services we provide in this area include:

- **Assessment of current website** / portal including benchmarking against competitors (content analysis, navigation concept analysis, design analysis, site feature usability) / Second opinion
- **Definition of business and user requirements.**
- **Evaluation of external providers** offers / vendor management
- **Management of the project** during the complete lifecycle, including planning, budget definition, quality management
- **Tracking of the different resources** working on the project (Designer, Web Developer, Testing Team, Referencing Team)
- **Planning, organisation and participation in User Acceptance test**
- Organisation of and participation in **End-User Training**
- **Service Level Agreement**

Benefits of partnering with IBR AG

Project management experience in various industries, such as pharmaceutical, financial services and logistics industry

The IBR AG team brings many years of business experience combined with web project and information technology knowledge. IBR AG is able to bridge communication between business and information technology to bring projects to a successful conclusion.