



Success Story - Project Management Oversight & Delivery

RiverPoint's best-in-class IT project management solutions have enabled our clients to build high-value PMOs and deliver critical projects on time, on budget and of value. Read on to learn how we've helped clients develop enterprise-aligned project management solutions that yield measurable results.

General Motors Corporation

General Motors Corporation (GM), the world's largest automaker, has been the global industry sales leader for 76 years. Founded in 1908, GM today employs about 284,000 people around the world. With global headquarters in Detroit, GM manufactures its cars and trucks in 33 countries.

Challenge

With GM announcing the initiative to build the GMBUYPOWER portal and revamp the brand Web sites to serve their millions of customers and automotive enthusiasts around the world, GM needed a CMS that would meet their needs and those of the GM brands. The CMS would be required to manage not only the Web pages, but millions of images, information content and multi-lingual releases of the brand sites throughout the world.

Prior to selecting a new CMS, GM relied on multiple vendors and applications to build, maintain and deliver the brand Web sites. GM's goal was to select one CMS application to manage and deliver the efforts between agencies and vendors.

Solution

GM initiated the selection process by defining the requirements, conducting interviews with the content owners, authors and contributing members. The technical and architectural requirements were reviewed by a panel which generated the RFI. Several CMS vendors completed the RFI and the panel then met to determine which three companies to invite to participate in the RFP process.

The chosen CMS vendors were required to build a Proof of Concept to demonstrate that their product would meet the major selection criteria measurements which would manage GM's content on a global scale. The POC included the following:

- Centralization of corporate digital assets, content and promotional materials
- Organization of content and information by site and by company
- Customized workflow, approval and tasking capabilities
- Web site version control of content and assets
- Agency development and support through a simple user interface
- Social computing environment that involves the user community
- Personalization of the content being delivered to the visitor
- Enhanced search capabilities to the agency as well as the site visitor
- Customized deployment capabilities to support promotional campaigns
- Digital repository accessible by the brand dealer

Results

The selection team prepared the final recommendations based upon the capabilities, features, personalization, social computing and cost of implementation. GM chose Interwoven as its CMS application for local and global Web sites. As a benefit of the CMS application, GM was able to use the CMS application and custom workflow features to receive, approve and store digital assets not previously possible through the manual process. Today, all digital content goes through the CMS application to the legal department for approval and is then made available to the brand marketing departments and GM dealers worldwide.