

Enabling future web initiatives through a robust, scalable CMS.

Services

- Portal & Content Management

Industry

- Utilities

Website

www.progress-energy.com

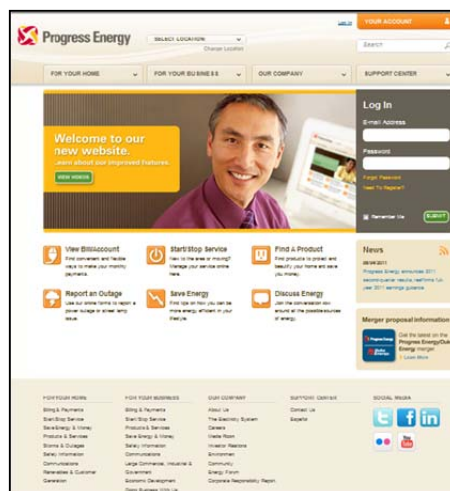
Environment

- TeamSite
- LiveSite
- Oracle

Project Included

- IA Redesign
- TeamSite & LiveSite Implementation
- Custom Component Development
- Custom Template Development
- Workflow Development
- Content Migration

Progress Energy is a Fortune 500 energy company with about 22,000 megawatts of generation capacity and approximately \$10 billion in annual revenues. Progress Energy includes two major electric utilities that serve about 3.1 million customers in the Carolinas and Florida. The company is pursuing a balanced strategy for a secure energy future, which includes aggressive energy-efficiency programs, investments in renewable energy technologies and a state-of-the-art electricity system.



Challenge

Progress Energy's website, www.progress-energy.com and their underlying Web Content Management infrastructure which supported the site had not been updated for seven years. While content updates and several cosmetic changes were made during the last seven years, the general site structure and navigational elements remained the same. Although the infrastructure met the content needs at the time it was implemented, it was now outdated and did not provide the flexibility and agility that Progress Energy needed currently and in the future. Progress Energy wanted a content management system that would allow them to enable future

web initiatives. These web initiatives included: increasing customer satisfaction, empowering customers to make energy-management choices, enhancing the company's image, and acting as a key messaging platform to all of Progress Energy's constituents.

Solution

- **Content Management System.** Ironworks built a core CMS that provided a robust, scalable platform for Progress Energy staff members to make updates to their website, enabling future website initiatives.
- **Information Architecture Redesign.** Ironworks redesigned the information architecture of the site to improve customer satisfaction by enhancing usability.

Results

Ironworks, together with Progress Energy, implemented a new CMS that would provide the scalable framework required to meet Progress Energy's remaining goals and objectives. The new content management system was successfully launched under an aggressive timeline with seamless migrations and vastly improved solution framework.