

STANDARDIZING ON SHAREPOINT 2010 FOR ALL CORPORATE WEB ASSETS

“We wanted to reduce our overall vendor footprint and total costs. With the consolidated sites, the solution achieved those metrics while increasing our business productivity. ”

Gabe Nunez, Corporate Communications, Constellation Energy

National organizations trust ICC to create and extend their SharePoint footprint to increase revenues and reduce costs. Constellation Energy selected ICC to manage its website consolidation, launching its roadmap to standardize on the SharePoint Server 2010 platform for all its web assets: 30 public sites, 5,000 internal sites, the employee portal, and records management systems. ICC’s SharePoint team of experts consolidated the multiple public and internal sites to a single SharePoint driven web presence.



INDUSTRY Utilities

CUSTOMER PROFILE

Constellation Energy is a supplier of energy products and services to wholesale and retail electric and natural gas customers. The Baltimore, Maryland based company has 10,000 employees.

BUSINESS SITUATION

Constellation wanted to reduce the number of vendors and costs related to maintaining public and internal websites.

SOLUTION

ICC created a digital marketing solution in Microsoft SharePoint Server 2010 to run Constellation Energy’s 30 public sites, 5,000 internal SharePoint sites, and employee portal.

BENEFITS

- Revenue Acceleration
- Cost Reduction
- Enhance Business Productivity
- Easier Regulatory Compliance
- Increased Customer Satisfaction

ICC SERVICES

- Interactive Digital Marketing
- Microsoft SharePoint 2010 Implementation Services
- Microsoft SharePoint Site Branding
- Social Media Integration
- Application Integration

SITUATION

A Fortune 500 company headquartered in Maryland, Constellation Energy is a leading competitive supplier of power, natural gas and energy services for homes and businesses across the continental United States.

Constellation Energy looked to reduce the number of web software vendors it was managing, and consolidate its diverse web presence.

SOLUTION

The ICC SharePoint Services team was selected to standardize Constellation Energy's web presence on the SharePoint 2010 platform. The solution was to connect back-end systems with front-end user experiences to enhance each customer's ability to understand and consume Constellation Energy Services.

Constellation Energy stands as a trend-setter for enterprise clients to standardize their digital applications on SharePoint 2010, the most cost-effective solution on the market today.

RESULTS

Constellation Energy is looking for results in the following areas:

Revenue Acceleration. The consolidated platform allows Constellation to easily link its website to business applications, improving its speed to market when offering new services to customers, and integrates all of their social computing features such as blogs, wikis, YouTube, LinkedIn, Twitter and Facebook. In addition the platform can track key conversion rate metrics on web banners, SEO and social marketing allowing greater insight into lead generation and ultimately revenue acceleration.

Cost Reduction. Constellation Energy estimates the move to SharePoint Server 2010 will reduce their software licensing costs by more than a million dollars over the next 5 years.

Business Productivity. The solution includes business productivity enhancers that will improve agility and ensure a consistent experience across all the content, corporate branding, and social and digital assets.



Regulatory Compliance: The new web governance, auditing and reporting features will ease regulatory compliance for Constellation Energy.

Customer Satisfaction. The consolidated web presence provides web search, digital asset management, easy authoring experience, increased website performance, with robust data mining possibilities. This functionality enhances the customer service and provides an overall great business agility through easier information sharing.

INFORMATION CONTROL CORPORATION:
SHAREPOINT SERVICES

Led by nationally recognized experts, ICC SharePoint Services features Microsoft certified professionals who excel in the architecture, design, development, governance, branding and delivery of SharePoint solutions, such as intranets, secure extranets, and custom solutions that enhance collaboration, productivity and efficiency in organizations of all sizes.

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