



## » Company Background

Odette School of Business is one of the Business Portal of Windsor Essex.

Windsor Essex is a community that has made a conscious effort to use information technology to transform life and work within its region in significant and fundamental, rather than incremental, ways.

Odette School of Business facilitate students in following areas;

- Experiential Learning - Working with community organizations to encourage innovation and entrepreneurship
- Financial Markets Lab - North America's most sophisticated campus stock trading floor
- Career Services - Career advising, job searching, resume and cover letter development, interview preparation, etc



## » Business Problem Case

Odette School of business required plug and play type of port lets with IBM WCM having the following features:

- A university portal with enhanced tagging and rating within the theme, allowing users to easily organize and evaluate content without leaving the page they are viewing
- Recent news and updates section for students ease
- Separate Job portal
- A one-click site management tool
- A tool monitoring all activities related to website development, progress tracking and maintenance
- helps creating and extracting reports according to user's priority and preference
- which keeps a history and tracks the published and expired content
- a web reporting tool which updates itself many times a day and runs with DB2

## » Benefits

Odette School of business now can easily monitor user generated content and found a variety of easy-to-use tool and functionality by the help of Web Content Management tool. Recent news and updates section help students and associates to get ion touch with upcoming activities. Also the main job portal feature helped students to update their resumes in one single click and easily enroll for internship program in various renowned companies. Website Managers also can track web projects by specifying tasks and dependencies, and assigning tasks and requests to their team members, which helps to make website up-to-date.

## » Solution

Odette School of Business launched a comprehensive self-service portal solution with the help of Royal Cyber developers. Royal Cyber Inc. subcontracted by Resonant Solutions implemented Online University Portal solution, based on WCM/IBM WebSphere Portal software that resulted in significant savings, increased productivity, access to more concise data, ability to make more intelligent decisions and improved service.

## » Key Technologies

Applications : WebSphere Portal & WCM  
Servers :6  
Clusters : 1  
Platform : AIX

IBM® Web Content Management™ can help organizations increase the efficiency and accuracy of website deployments by placing content creation in the hands of content experts - while IT can retain control. And, through advanced personalization, Web Content Management can deliver the right information to the right audience exactly when they need it.



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