» Company Background

The market research arm of Aegis Group plc, generates insights to help clients drive competitive brand, product and customer experience strategies. Synovate has offices in over 60 countries. At Synovate, clients sit at the top of organizational chart and Synovate continually develop more innovative research solutions that predict actual business outcomes.
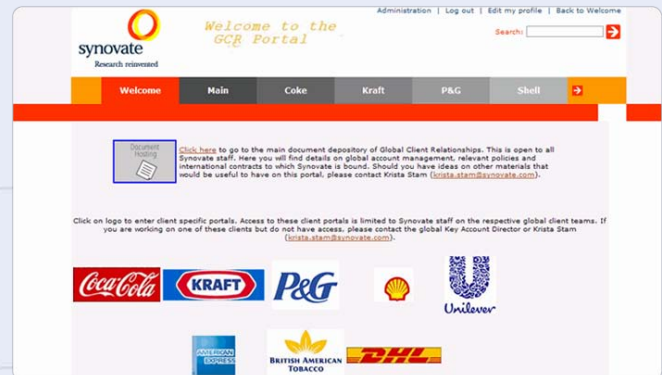
» Business Problem Case

Synovate wanted easily creatable type of portal with IBM Portal having the following features:

For Synovate Main Portal

- ❖ Enhanced tagging and rating within the theme, allowing users to easily organize and evaluate content without leaving the page they are viewing
- ❖ To have one section of dynamic announcement and news sections to update clients about their recent activities
- ❖ A site wizard that allows users to create their own portals
- ❖ A one-click site management tool
- ❖ monitoring all activities related to website development, progress tracking and maintenance
- ❖ helps creating and extracting reports according to client's/user's priority and preference
- ❖ a web reporting tool which updates itself many times a day
- ❖ To create separate dedicated sections (sub-portals) for clients where they can perform following activities
  - create and manage document libraries
  - one strong HRM tool
  - create and manage surveys for employees
  - To have sections of dynamic announcement and news to update employees about their recent activities
  - To have one Wiki/Community section where client can interact with employees easily
  - A web reporting tool

» Solution

Working with RoyalCyber Inc., an IBM Business Partner, Synovate created an online professional network dedicatedly for clients based on IBM WebSphere Portal. The new portal provides access to HRM tool, Web Reporting, document library management, email and live news feeds, instant messaging, file-sharing, forums, wikis etc. Being a market research firm, it also helped Synovate to generate insights to help clients drive competitive brand, product and customer experience strategies.

» Key Technologies

Application : WebSphere Portal

» Benefits

Synovate now can easily monitor user generated content and found a variety of easy-to-use tool and functionality by the help of IBM WebSphere Tool. They can easily create separate dedicated sections (sub-portals) for clients where clients can perform different powerful web activities like web reporting, document management, HRM, surveys etc.