

Client



Company:
DELTA NV

Headquarters:
Middelburg, The Netherlands

Industry:
Utilities

Solution:
Alterian Content Manager
(ASP.NET Delivery)

Results:

1. Rationalization on multiple disparate websites into unified brand.
2. 100% ASP.NET delivery with connectivity to SharePoint
3. Introduction of the web as an integral factor in their sales and marketing strategy has helped DELTA achieve their goals.

“For a company with multiple activities and customer groups it is crucial that DELTA presents a unified brand. Our website had originally been a corporate site that had become surrounded by a proliferation of separate websites. These sites were commonly ad hoc creations and not coherent with the corporate brand. The goal for the website was to unify and tie in all services under the single corporate DELTA brand and develop the web as a full marketing and sales channel. Using the web for the delivery of targeted campaigns will help us extract greater value from the web and deliver significant returns for our business.”

Arjan van Schaik, Content Manager,
DELTA NV

DELTA NV Launches Customer Focused Websites with Alterian Content Manager

Synopsis

Multi-utility company DELTA NV launched new brand strategy that required the rationalization of its numerous service delivery websites into a single corporate branded online environment. To achieve this, DELTA chose Alterian Content Manager to launch a new integrated online service web platform to host its energy, infrastructure and environmental and digital services online under the umbrella of the corporate DELTA brand. The new www.DELTA.nl website is a central element in the promotion of the brand, online marketing and sales strategy and provides an essential hub for customers, prospects as well as DELTA NV employees. DELTA also required a solution that was Microsoft compatible, worked with .NET environment and could provide a link with Microsoft SharePoint.

The Challenge

DELTA NV supplies energy, infrastructure, environmental and digital services that include internet, telephone, radio and TV services. DELTA has a prominent position in Zeeland (a region of the Netherlands), with a growing presence abroad with its sanitation and energy services.

Implementing a new brand strategy at DELTA required a drastic revision of its internet landscape. The changing role of the brand within the business played an important role in the evolution of the websites as Van Schaik explains:

“Initially, the websites were purely informational but as the relevance of the internet has grown so too has the opportunity for marketing and sales to leverage the scope and immediacy of the web to gain consumer, business and prospects’ attention. The DELTA websites needed to become an integral part of our communications strategy. To this end we developed a stronger customer-oriented web environment with the ability to quickly produce, manage, present and serve content, thereby broadening our offering to corporate customers and consumers.”

The evolution of the online marketplace requires business to find a totally different way to manage websites at the front and back end. As a key element in DELTA’s new marketing strategy, the new website had to be attractive. It had to offer content via a clear and simple navigational structure and present the right information within the framework of the corporate brand. Equally, it was essential that no matter which service web pages were visited, that every page carried the correct elements of the DELTA brand.

Behind the scenes, DELTA wanted to ensure the new platform had the technical facilities to store its vast quantities of essential content. It must be sufficiently powerful to impose authorial control over the development and publication of the content and ensure regulatory compliance but still provide a usable interface for content contribution.



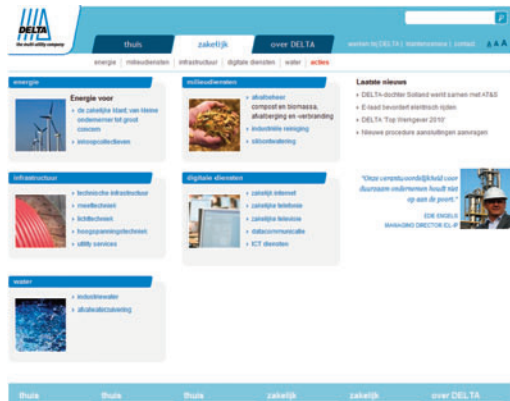
“Our fundamental goal was that visitors must be able to move from the homepage to the information they wanted within a couple of clicks. On top of this the new website needed to offer greater functionality - for example, online ordering” explained Van Schaik. Besides the strategic requirements, DELTA had some more general requirements for its content management system. Van Schaik explains,

“User friendliness, openness and scalability were key attributes for the platform. In the selection process we also looked for a solution that operated without being overly complex for our employees to use. They need to develop sites fast within workflows and organizational initiatives that can be brought to life online quickly within the corporate control.”

The Solution

“The selection process involved the requirements of a diverse group from IT, data analysis, communications, marketing and web management. Content Manager appeared, at various demonstrations, to be able to meet the demands from the various user groups” commented Van Schaik.

Answering the technical needs of DELTA at the back end, Alterian Content Manager offered DELTA the flexibility to launch the website with an intuitive and attractive editorial environment for content contributors, all based round its proven ASP.NET delivery.



"Customers are at the heart of the website. We can respond to their requirements quickly and in a targeted way as never before. Data from visits feeds back into our internal processes for analysis so we are always working to improve the speed and accuracy of our online interactions" explained Van Schaik.

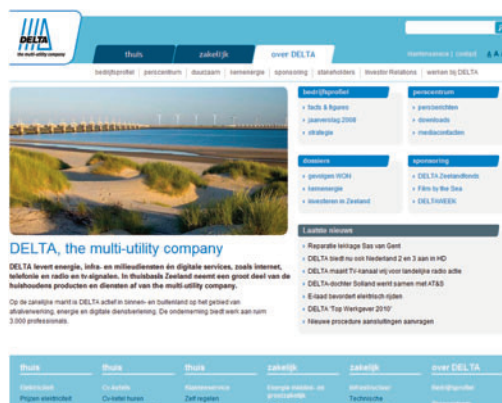
The implementation of the website was delivered within the prescribed timeframe. The development and design of the web environment was conducted with Alterian partner Indivirtual.

The Future

Building on the hard link between the back office systems and its online environment DELTA is looking to strengthen the relevance of the web as an integral part of its marketing and sales strategy, as Van Schaik explains,

"We have currently realized 60 to 70% of our online wishes. The future will incorporate several new pieces of functionality for the further optimization of the website to gain even greater returns for marketing and sales. These include the addition of web video with previews and trailers for digital TV."

DELTA is also keen to tighten processes and create new sales opportunities online with the use of data analysis. Working with Content Manager, DELTA intend to leverage the technical flexibility of the solution to build and link with statistical programs to monitor site traffic and research of online customer behaviors to enable DELTA to even more responsive to customer needs. "Alterian Content Manager is a stable and flexible foundation that has been effective in helping DELTA achieve our goals and online ambitions" concluded Van Schaik.



Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

UK & European Headquarters

Alterian
The Spectrum Building
Bond Street
Bristol
BS1 3LG
UK
T +44 (0) 117 970 3200
F +44 (0) 117 970 3301

North American Headquarters

Alterian Inc.
35 East Wacker Drive
Suite 200
Chicago, IL 60601
USA
T +1 312 704 1700
F +1 312 704 1701

