

Client



Content Manager enables British Home Office to manage multiple websites without compromising security

Organization:

The Home Office

Website:

www.homeoffice.gov.uk

Headquarters:

London, England

Industry:

Central Government

Solution:

Alterian Content Manager

Results:

1. Devolved publishing to multiple users has resulted in efficiency savings for editors and freedom for IT to develop other strategic priorities and projects
2. The creation of a secure hosting infrastructure, which is the first of its kind in the UK, was developed through the use of Content Manager for the Home Office websites
3. The Home Office is now able to provide citizens, partners and other Government departments and stakeholders with the information they need, at the time they need it – all on a reliable, resilient and accessible platform.

“The Home Office has developed a secure hosting platform onto which websites have begun to move. There is nothing else that comes close to this in UK government and we appreciate that we couldn’t be moving on without Alterian Content Manager behind us.”

Emma Charles
Project Management and Technical
Team Leader, Home Office

Synopsis

The Home Office works to protect the public through counter-terrorism, crime prevention, policing, border security and protection of personal identity. The Home Office is responsible for protection strategy enacted by its stakeholders, local, national and international partners and practitioners for the benefit of the British public.

www.homeoffice.gov.uk is the primary interface for the dissemination of information on all areas of Home Office policy. A centralized hand coded website had left the Home Office with a web team overburdened by content maintenance. Looking for a solution which could devolve content publication responsibilities to policy departments, the Home Office chose Alterian Content Manager.

Emma Charles, Project Management and Technical Team Leader at the Home office says, “The Home Office website publishes a vast array of policy content to a variety of essential audiences including the public. Over time the volumes of content on www.homeoffice.gov.uk had become too much for the web team to continue managing. To reduce frustrations internally and improve the efficiencies of our publication process we looked for a solution which would be simple enough for our non-technical policy content authors to use but retain the levels of scalability and technical security required by the sensitive nature of Home Office documentation.”

The challenge

www.homeoffice.gov.uk provides the singular, most widely used interface for the public to access Home Office policies, guidelines and research. An immediate channel for the publication of government information, the website was an amalgamation of bespoke hand-coded flat files that were kept up-to-date by a central web services team.

“The Home Office deals with the security of home communities, crime, terrorism, citizenship and justice. As the focal point of Home Office communications, our web pages number in their thousands for the fast and unmediated disseminating Home Office messaging and policies. www.homeoffice.gov.uk required improvement to its performance, functionality, usability and security. In short, it needed a whole new way of working,” explained Emma.

The reliance on bespoke hand-built coding put the pressure of updating content solely on the resources of the web team. Increasingly overworked, the team became an unintentional bottleneck for communications

teams trying to publish essential policies and information. Keen to eliminate obstructions and improve the efficient flow of information, the Home Office began looking for content management solutions that would support the volumes of content, free up the central web team and devolve publishing rights to the responsibility of specific policy departments.

The solution

Emma goes on to explain, “The Home Office had to increase the efficiency of its publication process however there were other considerations in looking for a solution. With so many different departments, we had to implement a system that was simple enough to be used by policy research departments who had little or no IT training. On the other hand the software had to provide a secure platform that had the scalability to manage vast quantities of data without compromising its integrity. The Home Office chose to implement Alterian Content Manager.”

www.homeoffice.gov.uk was moved onto Content Manager to coincide with an overall rebrand for the government department. Performance remained at the heart of the project with a primary concentration on the speed of content delivery, page load times and resilience, significant improvements which ensured the efficiency across the web infrastructure.

By devolving control to the publishers of content, the Home Office was able to refocus its resources for greater impact and efficiency. As the individual policy departments are now capable of safely publishing content themselves, the web team are free to go out to interview policy areas and drive technology towards fulfilling their objectives. As Emma comments, “With the introduction of Content Manager, the website now has lots of contributors keeping all areas of information as fresh and up-to-date as possible. Internally, we have pushed to encourage and appreciate new ideas and in doing so, we have created a balance between instilling high levels of security and retaining our open-mindedness for content contributors. We have used Content Manager to marry the needs of our publishers with our requirement for safe and secure access to content. It is Content Manager’s capacity for combined openness and functionality which has enabled us to focus on the creation of a secure hosting infrastructure which will be the first of its kind in UK government.”

Visitors to www.homeoffice.gov.uk can access information through a variety of communication

Alterian Case Study

The Home Office

options, registering for newsletters, taking part in forums, using intelligent searching and through transactional ordering of publications.

The future

Building on the foundation of the Content Manager platform, the Home Office continues its long-term goal to develop a secure hosting infrastructure that marks something new in UK government. As Emma explains, "The Home Office has begun its latest big push towards even greater security. As trailblazers in this regard, the Home Office has developed a secure hosting platform onto which websites have begun to move. There is nothing else that comes close to this in UK government and we appreciate that we couldn't be moving on without Alterian Content Manager behind us."

The Home Office puts users at the heart of all its developments. In the plans for the news website solution, the Home Office continues its endeavors to balance security against the needs of its internal users and external audiences.

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engagingtimes.com.

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