

# Content Management System for a Customer Portal

## Situation

One of the largest food and drug retailers in North America needed to improve its portal content management processes to:

- Leverage automated processes to increase Efficiency, Scalability and Time To Market;
- Integrate separate content management processes;
- Simplify workflows while increasing accountability and flexibility (in resources);
- Improve process visibility to track and verify job completion. This impacts: Time-to-Market, On-Time Publications, Job Duration, Website Content Errors and Total Job Effort.

## Role of Cliff Muhammad

Cliff Muhammad managed the delivery of business requirements between the business and its system developer and provided subject matter expertise for a new portal Content Management System. We delivered requirements for: Metadata, Escalation Rules, Reporting, E-Mail Notifications, System Data Elements and System Workflow Roles; with documentation of As-Is and To-Be Content Management Business Processes, System Activity Diagrams and System Use Cases.

## Results

- Leveraged automated processes to improve which improved Safeway's portal content management processes
- Re-engineered business processes and developed business requirements for content management on the on-line shopping portal of retail 1,738 stores
- Integrate separate content management processes
- Simplified workflows while improving accountability and flexibility (in resources)
- Improved process visibility to track and verify job completion
- Developed requirements for an Interwoven TeamSite Content Management System and IBM Websphere Commerce system, including:
  - Business Requirements Document (BRD)
  - Use Case Documents (for Interwoven TeamSite)
  - To-Be Business Process Flow Diagrams