



Customer Testimonial: Cadillac Fairview SharePoint WCM Project for Retail Websites

Background:

Cadillac Fairview has over 50 production websites operating on different web content management (WCM) platforms, hosted by various 3rd party organizations. In order to simplify our external website environment, improve WCM functionality & security, leverage CF expertise & knowledge and substantially reduce operating costs, Cadillac Fairview made the decision to re-develop its website platform based on the Microsoft Office SharePoint Server (MOSS) 2007 as our new standard WCM platform and host the solution internally (currently all fully managed externally hosted solution).

Solution:

The MOSS 2007 platform was chosen as the technology for all client facing and internal Cadillac Fairview websites. The initial WCM project focused on Cadillac Fairview's 26 Retail Websites bringing together many technologies to meet CF requirements: Silverlight to deliver a richer end-user experience, custom .Net programming to provide value-add marketing tools for our Retailers, and seamless integration with various CF corporate applications to keep dynamic website content up-to-date.

Players:

- Cadillac Fairview staff from
 - Business Innovation & Technology Services
 - National Research & Marketing
- Property Representatives
- Select Retailers
- Primary Vendors:
 - Envision IT (MOSS developer & Consulting Services)
 - CMS (Environment Lockdown & Security)
 - Bell/Q9 (cost hosted facilities)

Tangible Benefits:

ROI is approximately 3 years with hard savings of at least \$500k/year as follows:

1. No additional staff required to transition and maintain the WCM platform. These website costs were being indirectly funded by the CF Properties.
2. Operational cost comparisons between the 3rd party fully managed service versus the CF co-hosted facility model were cost neutral, but security, performance and availability were dramatically increased for the same monthly cost.
3. New website refresh and/or development requests will be significantly lower given the standard MOSS 2007 platform. CF will no longer require 3rd party vendors to do these changes on our behalf. Additionally the extra time IT staff had to get involved due to data feed integration issues & requirements have been significantly reduced.



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4. The old WCM solution allowed Retailers to post promotions on the appropriate CF Retail website, however the process was cumbersome and often involved assistance from CF Property & head office staff. The "Retail Promo Tool" custom .Net solution (fully integrated into the MOSS WCM solution) was redesigned to be more user-friendly and enables the Retailers to be more self sufficient. It also included new functionality that allows Retailers to post for open positions at their stores. The new Retail Promo Tool module saved between 5%-10% of staff (who assisted Retailers) time across all properties.

Soft Benefits:

There were many tangible benefits that, in themselves, were equally important in the decision to proceed with MOSS as our platform of choice. They can be grouped as follows:

1. **Accountability:** audit features that track changes at various levels and workflow approvals to ensure website content accountability at appropriate management levels of the organization
2. **Security:** granular reader, editor and approver rights integrated with our Microsoft Active Directory structure
3. **Leveraged Solution:** with the MOSS 2007 technology in place, acquired MOSS IT skills & knowledge and end-user familiarity with the platform, MOSS 2007 can now be leveraged for other 2009 key projects such as Document Management, Corporate Portal and Certification projects using Microsoft's IRM offering. This means quick ramp-up for new MOSS 2007-based projects and overall lower project costs.
4. **Enterprise Repository:** with MOSS 2007 and SQL2005/SQL2008 we now have an ideal Enterprise Repository for WCM, Document and Records Management and other unstructured corporate data.

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