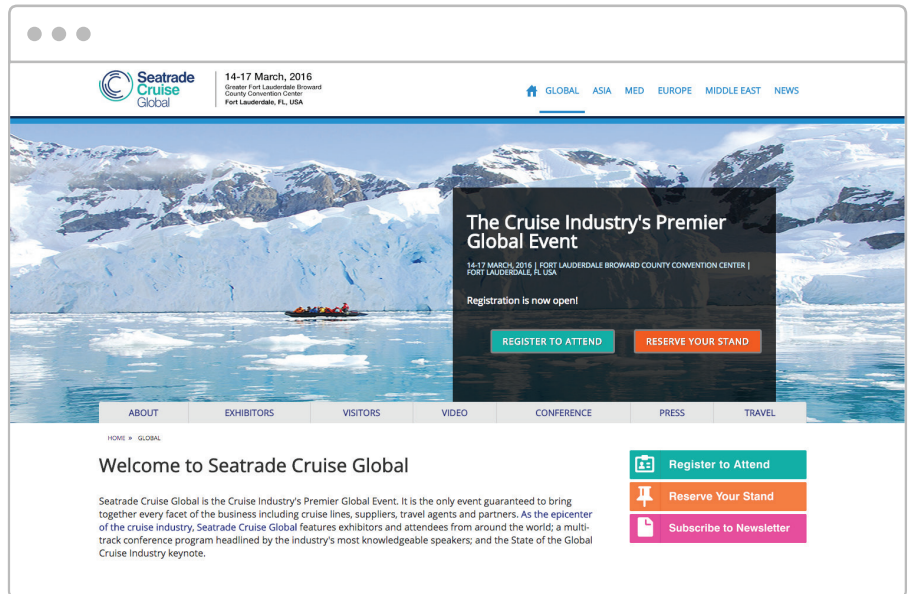


# UBMi

Multinational media giant rolls out over 70 websites with new standardized solution.



## In Brief

### Company:

UBMi

### Country/Region:

United Kingdom, Global

### Industry:

Media and Publishing

### Use Case:

Public Website,  
Content Management Solution

## Delivering Media Solutions Around the World

United Business Media Information (UBMi) is a part of United Business Media (UBM), a global leader in media and publishing. UBMi, formerly CMPi, incorporates UBM Live, UBM Built Environment, UBM Connect, UBM Conferences and UBM International Media.

With over 5,000 employees across 30 countries, UBMi delivers integrated media solutions to approximately 20 international industry sectors. Its main business interests include magazines, exhibitions, conferences, awards, information products and websites.

## Searching for Consistency Across All Brands

With over 100 brands using multiple web platforms, UBMi was suffering from a lack of coordination and communication.

The distribution of content across multiple platforms became restrictive and time-consuming. There was difficulty in supporting each platform due to the shortage of skilled resources for the various tools. As a result, business groups were unable to accommodate last minute changes to campaigns since respective items had to be planned well in advance.

Moreover, with expensive licensing, maintenance and support models, it was difficult to find proper resources due to the wide scope of knowledge needed to understand all systems. Upgrades were virtually impossible. Also, without access to the source code, in the case of the platform provider filing for bankruptcy, customers would be left with neither support nor a future upgrade path. UBMi had to lean heavily on external suppliers in order to mitigate some of the risk.

After experiencing huge losses in time, money and productivity, UBMi realized their need to employ a standardized platform across all brands.



With the Liferay and CIGNEX solution, UBMi can create websites faster and offer greater usability to our users.



Steve Johnston

Head of IT, UBM Information, London

## Over 70 Websites Launched in 20 Months

After conducting an extensive evaluation comparing various solutions, UBMi chose Liferay Portal as its preferred portal and web content management solution for developing their next generation websites. They selected CIGNEX Datamatics to serve as the main system integration partner.

With their combined efforts, CIGNEX Datamatics and Liferay delivered a solution that significantly reduced the time for UBMi to launch new websites. During a 20 month window, UBMi rolled out over 70 websites across multiple business units using Liferay. This resulted in massive cost reduction on licenses, maintenance, support and infrastructure.

The site also highlights enhanced user experience and better CMS functionality with segregated content, communities and document libraries. The solutions include the following technical features:

- Multi-image uploading for reduced publishing time
- Extended social reach through content tagging with RSS generators
- Flash display and CSS styling on web content
- Customization to Liferay CMS tools including:
  - Theme admin tool
  - Web content migration tool
  - SEO friendly page URLs/HTML title
  - Product directory
  - New filterable search
  - User registration
  - Smarter article display lists

## An Easy-to-Adapt Web Strategy

UBMi ultimately developed a solid blueprint for rolling out new sites. With collaboration and replicated functionality across multiple sites that includes sharing of content and onsite management of information, the business teams were able to take control of their content and ensure systems were up to speed. Today Liferay and CIGNEX Datamatics continue to provide support for the portal framework, hoping to ensure UBMi stays ahead of the digital experience transformation.



### The Liferay Difference

UBMi experienced:

- A rollout of 70 websites in just 20 months
- Shared/reusable functionality across multiple websites
- Reduced time to roll out new websites
- Content control for marketing teams and other business units
- In-house hosting on account of common platform

