

SUMMARY

→ Needs

Expertise to migrate web content from an old content management system to newer technology.

→ Solution

Use Axe Group expertise in:

- Web technology
 - Vignette V7
 - Complex systems integration
- to deliver an easy to maintain website with deep functionality.

→ Achievements

- Delivered on time and on budget
- Easy to maintain website
- Real-time interaction and updates
- Easy to rapidly roll out changes
- Cost-effective management
- Enabled knowledge transfer

→ Technology

- Vignette V7
- Java/J2EE
- Solaris
- BEA WebLogic
- Windows 2000
- User ID management (Novell eDirectory iChain Integration)

Experts in complex web technology



BACKGROUND

MBF has been looking after the health funding needs of Australians for over fifty years and as a mutual organisation pays benefits in excess of \$1 billion each year.

MBF offers a wide range of health cover choices, holding countless relationships with medical service providers, government, and also within the community.

Axe Group maintains a long-term business relationship with MBF, offering dedication and drive to provide numerous business solutions.

BUSINESS NEEDS

MBF deliver a high-end internet user experience to capture the interest of prospective customers.

The two customer based websites that MBF maintain includes a website for retail customers and another for corporate customers. The corporate website is designed to personalise the webpage for each corporate account using the clients' logo and corporate colours.

MBF Health Provider website offers hospitals and medical clinics access to information on MBF members and insurance policy cover.

Each of these three websites has their own look and feel in terms of design. All content is also targeted to each audience.

MBF wanted to replace their ageing content management system, which managed the content and design on all three of their websites, with newer technology. This new content management system had to be easier to use with a deeper reach into the business.

MBF realised this would be a difficult project as the old content management system was deeply entangled with how their e-business systems ran. MBF Marketing wanted to redesign the retail and provider websites at the same time. Being able to quickly roll out personalised web content and design for their corporate clients was also a requirement.

All the specific functionality needed for the websites complicated the problem ten-fold.

“Axe Group brought strong technical and business understanding to ensure a well implemented Vignette system

Domenic Cuda - e-Business Implementation Manager, MBF

→ ABOUT AXE GROUP

We provide software and services to help our clients reduce costs, increase execution speed and drive revenue by optimizing processes in a new way.

Combining a fresh perspective to business issues with our experience in advanced technologies, we deliver high impact results for projects rarely achieved with traditional methods. This encompasses use of our Axelerator platform and other leading products.

Our business analysts, project managers and certified consultants are committed to fresh thinking, technical excellence and project success.

Client outcomes are underpinned by our delivery methodology and controls, proven across the spectrum of financial services, government and general business sectors.

Axe Group is headquartered in Sydney, Australia.

→ RECOGNITION

Axe's awards are a testament to our Fresh Thinking.

- Achieved 29th ranking in Deloitte Technology Fast 50 Australia
- Winner of MIS Innovation Awards, recognising excellence in the use of technology for the Insurance Council of Australia
- Winner of AIIA iAward, recognising innovative solutions
- Winner of IBM International Beacon Award for an insurance industry solution by local implementor
- Finalist in Australia and New Zealand Insurance Industry Award for Technological Innovation

THE AXE SOLUTION

Axe Group partnered with Vignette to migrate MBF from their old content management system to Vignette V7.

Axe Group has strong expertise in understanding complex systems. We had both technical skill and business knowledge to successfully complete the migration.

The new Vignette content management system enabled MBF to easily enhance website branding and made future marketing initiatives a lot easier.

ACHIEVEMENTS

As a result of our knowledge and technical expertise we delivered a number of benefits to MBF:

- Increased efficiency by rapidly rebranding websites for multiple audiences
 - Retail and provider website rebranding now cut from 3 months to a few days
 - Corporate website rebranding from 5 days to 1 day
- Lowered cost margins by enabling the marketing team to update website without IT knowledge
- Reduced risk by ensuring web content is written into the CMS approval process
- Enabled real-time interaction and updates with a customer friendly interface
- Managed costs by delivering an on time and on budget project
- Enabled knowledge transfer by working with MBF staff which has allowed them to support the system.



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FRESH THINKING