

CASE STUDY

Catering to business needs


Revamping Vodafone's
Enterprise Online Portal

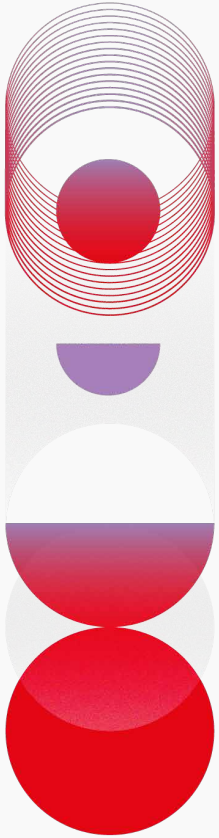


"Celfocus' approach to this project gave us the confidence that the results would mirror our vision. The combination of business and technical knowledge, along with an Agile delivery model and a strong commitment from all stakeholders, including the IT and business teams, were pivotal in delivering the project on time."

Edward Small
Vodafone Head of Digital
- Enterprise Channel Delivery

CELFOCUS

 **vodafone**



About **Vodafone Enterprise**

Vodafone is one of the largest communication service providers in the world with a footprint in over 150 countries.

Focusing on a wide range of mobile, fixed, hosting, cloud and other business services, Vodafone Group Enterprise provides solutions that are easy to use and add value to businesses regardless of their size and sector.

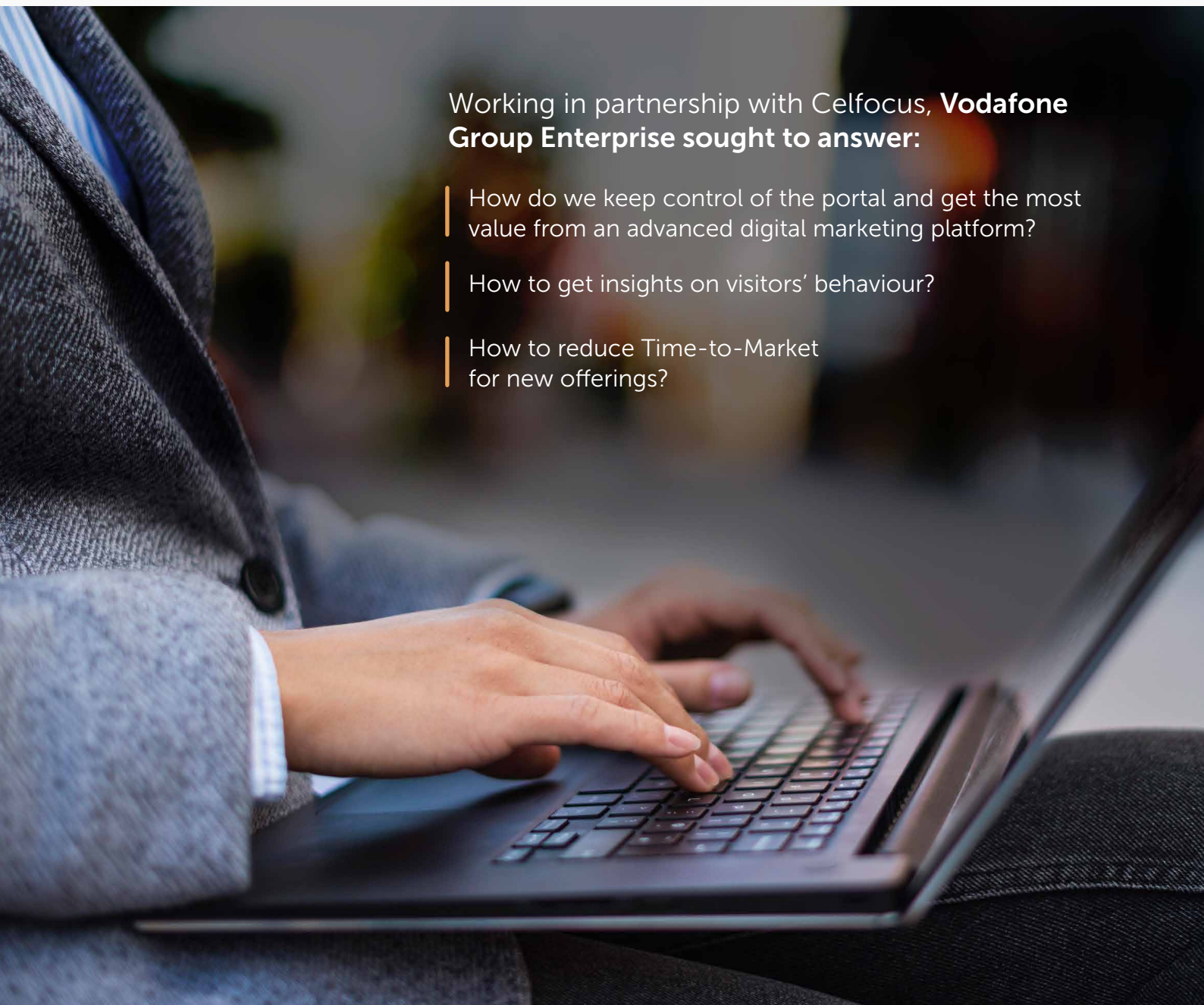
The **Challenge**

Very few organizations fully understand the value of digitalization like Vodafone Group Enterprise. Anchored on a strong commitment to their customers, Vodafone Group Enterprise embraces digitalization to recognise customers' needs and behaviours, thus improving their experience and bringing innovative solutions to the market.

Aimed at attracting and engaging enterprise customers using thought leadership content, Vodafone Group Enterprise refined its objectives to improve the corporate website. This initiative primarily focussed on content but also took advantage of advanced digital marketing best practices, especially those concerning SEO, personalization, A/B testing, analytics and integration with the latest technologies in marketing automation.

Using personas to help create customer journeys, Vodafone Group Enterprise” catered for their customers’ needs and laid the foundations for a truly omnichannel experience, allowing customers to interact using their preferred touchpoints mix.

This initiative was also driven by the need to incorporate the new Vodafone brand guidelines and establish a set of templates that could also be adopted by Vodafone Group operating companies to target their enterprise segments.



Working in partnership with Celfocus, **Vodafone Group Enterprise** sought to answer:

- | How do we keep control of the portal and get the most value from an advanced digital marketing platform?
- | How to get insights on visitors’ behaviour?
- | How to reduce Time-to-Market for new offerings?

Solution and Project Delivery

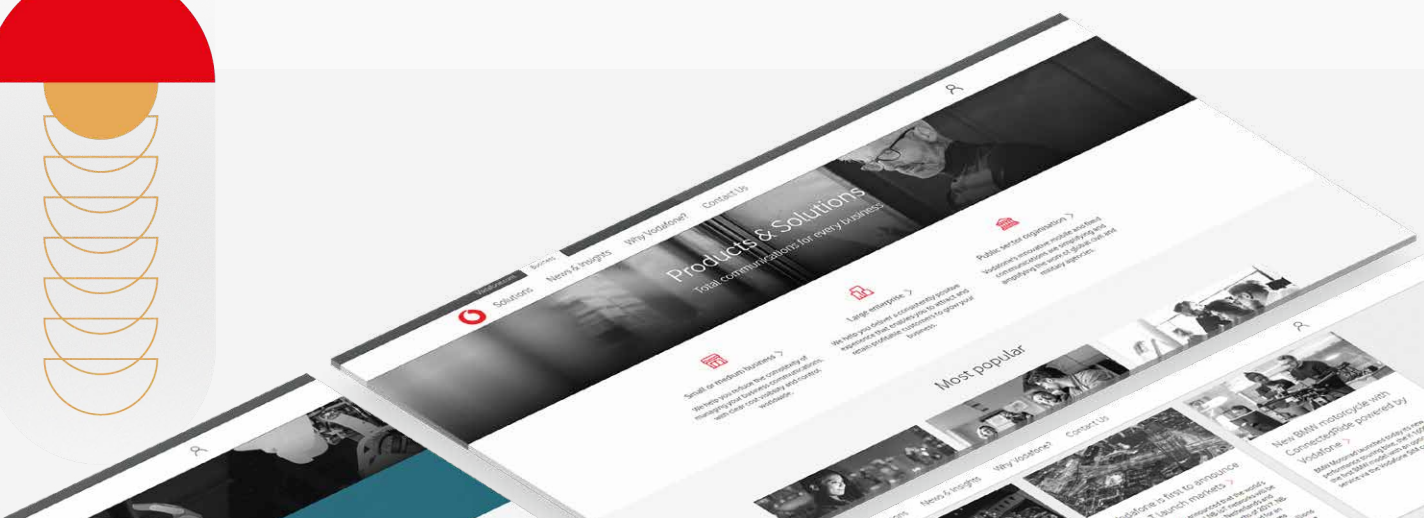
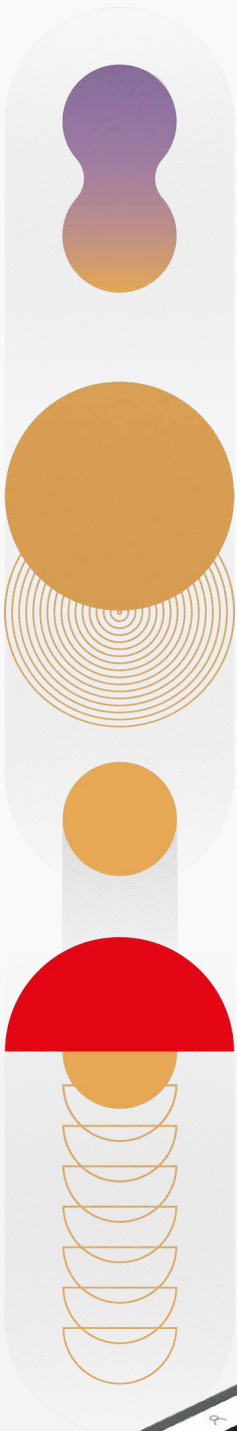
Celfocus partnered with several valued stakeholders, including Vodafone Group Enterprise IT, Group Marketing, UK Digital and other strategic partners to build a fully automated Platform as a Service (PaaS) solution utilising Oracle's cloud-based technology, to provide a new cohesive digital technology stack focussed on delivering a rich and unmatched experience.

This Enterprise portal and its features employed an Agile delivery model of incremental software releases throughout its delivery lifecycle rather than a more traditional waterfall methodology.

Using a proven DevOps approach, Celfocus delivered a continuous schedule of project sprint development cycles whilst simultaneously providing operations and maintenance for the live solution.

Business directed requirements prioritisation determined each sprints content, which was then structured into relevant story points. Finally, sprints delivery was accomplished by setting up a CI/CD approach and testing automation framework.

The Enterprise Online Portal was fully migrated into an all-cloud environment, leveraging tools for maximum automation and the scaling in/out process which provided the necessary flexibility to address (in real-time) demand peaks and seamless partners onboarding.



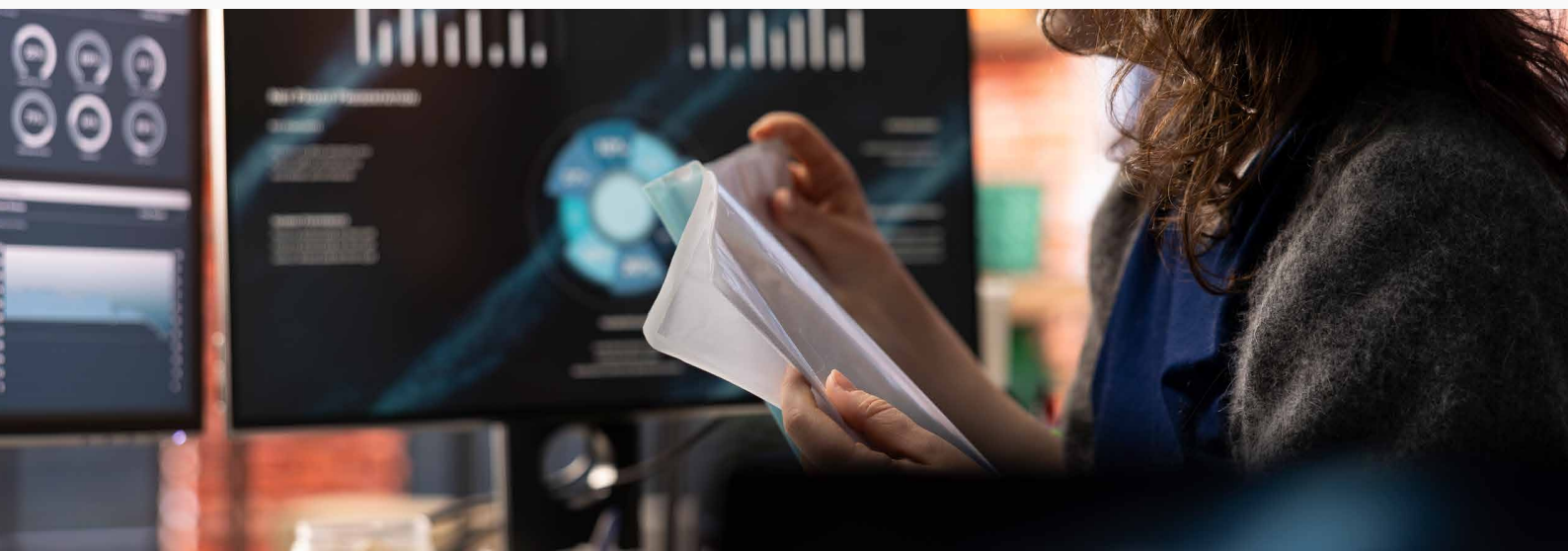
Benefits

The new and improved portal is rapidly becoming a valuable resource for Vodafone Group Enterprise to showcase its global products, solutions and service propositions thus positioning the portfolio, creating awareness and generating new leads.

The holistic management of the content lifecycle has already proven to show a significant improvement, increasing the control of the message and ability to manage complex content into an easy and transparent way, for all stakeholders.

One of the key benefits provided by the platform is Personalization and the possibility to provide customers with the correct amount of information based on their profiles and needs, which will prove pivotal to support the Customer Excellency Experience promise.

Using analytical information and data to gain insight into its customers' behaviour, Vodafone Group Enterprise was able to gather valuable awareness of what customers are doing, and which content provides better traction.





Furthermore, the solution's modularity and templates allow for content authors to create and publish new content without requiring any IT changes. The architecture allows replication of both content and modular components supporting the ability to expand the solution to other Vodafone Group Operating Companies.

Finally, the Agile delivery framework and subsequent shorter delivery timescales allowed the project to address requirement reprioritisation, add new functionalities and react to any changes, leading to a quicker time to market for the project.

Why Celfocus?


Vodafone wanted a partner that combined a deep business knowledge with a strong technological experience and an innovative delivery approach.

Celfocus was chosen based on a successful track record and the ability to understand and deliver the revamped Enterprise Online Portal. By using an Agile approach, Celfocus was able to engage with the different stakeholders, building collaborative bridges between business and the technical teams.

The result? A new platform that facilitates the end-to-end management of the content cycle, incorporates the latest improvements in digital marketing and serves as a showcase for the different Enterprise offers as well as providing a powerful leads generation tool.

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