



SharePoint for Internet Sites Digital Marketing Solution

“We needed a content management system that would enable our team to produce content on the new unitedhub.com website with speed and efficiency. Imaginet Digital Marketing delivered a SharePoint solution that met all our requirements and exceeded our expectations. We’re able to publish news, FAQs, videos and social media content quickly and easily.”

- Karin Moan, Director, eCommerce
United Airlines

Industry:

Airline/Aerospace

Customer Profile:

United Airlines is the world’s largest Airline with over 86,000 employees.

Business Situation:

United required a customized content management solution to manage hub.united.com.

Solution:

Imaginet was selected to develop an end-to-end solution with a focus on usability and integration with other social media platforms including Twitter, Facebook, and Vimeo, as well as internal systems including MileagePlus®.

Value Provided:

- Successful on time launch in less than 6 weeks
- Ability of the United Hub communications team to develop and manage content without requiring IT involvement
- Social Media integration with SharePoint 2010
- Search Engine Optimization strategy
- SharePoint Application Lifecycle Management tools and processes
- A solution for multiple screens and devices, presenting customized experiences



Overview

United Airlines (United) is the world’s largest airline with over 86,000 employees, over 700 aircrafts, and flights to 377 destinations in over 170 countries.

In advance of United’s move to a single passenger service system in early March 2012, the airline was looking for a way to prepare customers for upcoming changes to how they book and manage their travel. United envisioned creating a news and information website as the vehicle to effectively communicate travel-related changes. The company selected Imaginet to help make that vision a reality.

The goal was to develop a cutting-edge community website that leveraged social media elements of Facebook, Twitter, and Vimeo videos to increase customer awareness and engagement. Imaginet used SharePoint for Internet Sites , which made it possible to launch a website in less than 6 weeks. The resulting United Hub website (hub.united.com) is one of the primary means for United to convey to its customers timely and relevant information including changes to airport and booking procedures, new product offerings and other company-related news. The site can support more than 2 million customer visits daily.

After a successful launch on time and on budget, Imaginet was engaged to further develop and extend the solution. Please visit the United Hub at hub.united.com today to experience a truly unique web experience, built end-to-end on Microsoft technologies.

Implementation

Initial Deployment: 6 weeks

Total time: 6 months

Imaginet Team:

- Project Manager
- ALM Consultant
- Senior Solution Architects
- 3 SharePoint Developers
- User Experience Specialist

United Team:

- Communications Director
 - Program Manager
 - Information Architect
 - User Experience Specialist
 - Content Strategists
 - United Digital Agency Partner
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Environment:

- SharePoint Portal Server 2010
- Visual Studio 2010 Team Editions using C#
- SharePoint Designer
- Team Foundation Server
- Expression Studio
- FAST
- .NET 3.5 Framework
- SQL Server 2008
- Hyper-V
- ASP.Net
- CSS
- JavaScript
- JQuery

Situation

United was looking for a technology partner to develop a customer communications website for conveying integration-related changes to customers of the combined United Airlines following its merger with Continental Airlines. The solution would include a state-of-the-art content management system that allowed the United Hub communications team to update content effortlessly and without technical assistance. The goals for United included:

Efficiency

- Fast release of the website in 6 weeks or less
- Efficient functionality through intuitive design of the user interface
- Integration with MileagePlus®, Twitter, Vimeo, and Facebook
- Highly scalable reusable web parts

Flexibility

- Built to scale for large website traffic
- Easily expandable and customizable to new feature requests and business changes
- Accommodates functionality reuse and expansion for future development

Customer Satisfaction

- Search Engine Optimization to ensure easy access to information
- Allow customers to engage with United like never before
- Send feedback directly via email
- Live commenting on articles via Facebook, Twitter, or MileagePlus® accounts

Methodology

Imaginet used our award-winning SharePoint Best Practices and Methodologies to build a customized SharePoint environment complete with custom branding and the features United required. Imaginet and Microsoft showcased the solution during an Executive Briefing at the Microsoft Technology Center. At the event, representatives from United were given the opportunity to see the solution in action and try out the content management system. This hands-on approach has proven successful with many organizations, from small businesses to large enterprise customers.

Imaginet adopted a phased approach to development and deployment through 5 different releases. We were co-located with the United Hub communications team throughout the rapid prototyping process, utilizing Agile Scrum development processes.

Using our award-winning Digital Marketing methodologies, Imaginet assisted the implementation of the user experience and site design. We were also responsible for the software architecture, development, and deployment of the solution including SharePoint and SharePoint FIS, Visual Studio, Team Foundation Server, Hyper-V, and Lab Management. Based on Imaginet ALM Best Practices, hub.united.com is at the leading edge of SharePoint Application Lifecycle Management, incorporating TFS 2010 to simplify development and automate deployment and testing of newly created web parts.



Imaginet has a proven track record in providing digital marketing, application development and application lifecycle management services . As a Microsoft Gold Competency Partner, we are recognized by Microsoft as having the experience to provide its customers with an unparalleled level of expertise. Imaginet's comprehensive set of Microsoft services offerings range from strategy through implementation, adoption, training and support. The Imaginet SharePoint Digital Marketing Quickstart offers organizations a powerful, and easy opportunity to rapidly begin experiencing the power of SharePoint today.



Microsoft Partner
Gold Application Lifecycle Management
Gold Digital Marketing

2011 MICROSOFT
PARTNER OF THE YEAR
WINNER



Solution

In partnership with United's IT department, Imaginet built on the existing SharePoint for Internet Sites platform to architect and develop hub.united.com. Imaginet released a website in record time that showcases social media integration, marketing workflows, and insightful dashboard statistics – all in a custom-built SharePoint website. This communication-focused site keeps customers up-to-date on the most recent news and events and, with SharePoint's built-in template-switching capabilities, is accessible from a computer, tablet, or mobile device. The United Hub has received fantastic reviews and is assisting millions of travelers across the globe.

Imaginet worked with United to understand the specific requirements of the new system and to develop a solution which would not only meet the immediate requirements but would also allow for future growth.

The new system includes:

- Dynamic content creation that allows the United Hub communications team to communicate seamlessly with customers
- Social media integration with Twitter, Facebook, and Vimeo, allowing for dynamic content generation by customers
- Integration with MileagePlus®, allowing United's best customers to access and contribute to the website with incredible ease
- Search Engine Optimized design, allowing content to be easily crawled and categorized by search engines
- Pixel-perfect rendering on most popular web browsers including Internet Explorer, Google Chrome, Firefox, and Safari
- Detailed Real-time Analytics including who is browsing the site, location, click path, and time spent on the site
- "Ask The Hub" to allow customers to communicate directly with the United Hub communications team
- Video elements to allow United to engage customers on a whole new level
- Multi-language support for 35 countries

Benefits to United

The critical requirement for this project was the ability for the United Hub communications team to manage site content quickly and effortlessly without having to rely on technical resources. This requirement was addressed by leveraging SharePoint's content management capabilities. Usability and design experts from both the United Hub communications team and Imaginet worked in collaboration to create a flexible content publishing environment. SharePoint provides easy-to-edit templates, custom web parts, and social media controls, bringing the content management experience to the next level. The solution delivers unprecedented ease of use and speed of deployment and saves the users an incredible amount of time.

Most importantly, this project was delivered in record time and under budget.