

Client

Wells Fargo

Website

www.wellsfargo.com

Industry

Financial Services

Challenge

Shortage of technical and creative internal resources to design, develop and keep contents up-to-date. Necessity of seamless integration with third party e-learning platform.

Results

Successfully designed and developed a Intranet with a strong organizational brand, CMS, and integrated the Intranet with the E-Learning platform.

Services Provided

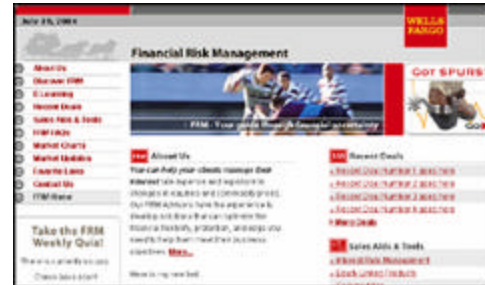
- Web Site Design
- Web Site Development
- Database Development
- CMS Implementation



Intranet Design & Development

The amount of debt that many businesses must incur in order to achieve their objectives often produces large interest payments, exposing them to varying levels of risk. The products that the Wells Fargo Financial Risk Management offer employ an array of complex, risk-reducing methodologies.

In their effort to increase sales for the FRM product line, the FRM marketing team's objectives were two-fold. First, to thoroughly educate their target audience (the primary Wells Fargo sales team, called Relationship Mangers) about the FRM products. The second objective was the creation of an identity for the FRM organization. To achieve these goals, Marker Seven was brought in to create a new FRM intranet site.



Challenge

The FRM organization was faced with several challenges. Their technical resources were scarce, which meant that the development of a new intranet site would not happen as quickly as they needed it to. The task of ongoing maintenance would also become an issue. Frequent updates to the site to keep it fresh and interesting was a primary concern, and the scarcity of technical resources for site maintenance posed a significant challenge to the FRM team.

Secondly, creative resources with expertise in web technologies were scarce. Because their new identity would be most visible via the new intranet site, the FRM team needed a highly creative resource that possessed expertise in creating online identities for organizations. The FRM team wanted a professional caliber design for their new site as well a creative resource that had expertise in creating more dynamic creative collateral, such as Flash by Macromedia.

The new FRM intranet would serve as the single point of access to the Digital Think E-Learning platform. To address the complex security, billing, and auditing issues that existed between Wells Fargo and Digital Think and still provide an excellent user experience for the FRM target audience, a highly technical team with expertise in a wide array of web technologies would be needed to ensure the seamless integration of the new FRM intranet with the Digital Think E-Learning platform.

“ With the Intranet, Marker Seven has greatly improved our ability to share business critical information across the enterprise ”

About Wells Fargo

Wells Fargo (NYSE: WFC) is a diversified financial services company — providing banking, insurance, investments, mortgage and consumer finance from 6,000+ stores, the internet and other distribution channels across North America and elsewhere internationally.

Headquartered in San Francisco, but decentralized so every local Wells Fargo store is a headquarters for satisfying all customers' financial needs and helping them succeed financially. Wells Fargo has \$420 billion in assets and 146,000 team members.

For more information, see www.wellsfargo.com

About Marker Seven

Headquartered in San Francisco, Marker Seven is a leading provider of Web-based creative and technology solutions that are designed to maximize business communications efforts.

Marker Seven's skilled, cross-disciplinary team tackles virtually every facet of Web development including public Web sites, extranets, intranets, e-commerce, content management and online marketing.

For more information, see www.markerseven.com

Approach

To address the site maintenance challenges, Marker Seven implemented a Content Management System (CMS). A CMS offers non-technical users the ability to easily administer and publish content on a website via a simple web browser. An administrator of the CMS has the ability to add editors and to specify various permission levels for each editor. HTML templates and Cascading Style Sheets (CSS) are typically utilized by the CMS to maintain a consistent look and feel. Workflows can optionally be defined so that new content would need to be authorized prior to being published on the FRM intranet.

To integrate the E-Learning platform, the Marker Seven and Digital Think engineering teams worked closely together to design and implement a solution that would meet the complex requirements of both organizations while at the same time creating a superior user experience.

Impact

Enrollment in the E-Learning Platform spiked upon launch, and each week the number of return users to various online courses remains steady. User login and registration functionality from the FRM intranet to the E-Learning platform has been implemented with approximately 99.99% success rate. Exhaustive testing of security, billing, and auditing measures between both systems has proven that the implemented systems are achieving the expected results.

The power of the Content Management System has saved the FRM a significant amount of time and money. With several non-technical team members now able to update content on the site, FRM's technical resources have more available time and the FRM team can utilize their technical expertise in more efficient ways. "With the Intranet, Marker Seven has greatly improved our ability to share business critical information across the enterprise," said Larry Roadcap, Vice President of Marketing.

The FRM intranet site has become a model within Wells Fargo. Many other organizations within the company have been enthusiastic about creating an identity of their own and have inquired about how the FRM team "did it". The sites' clean look and feel coupled with the fun theme and engaging content and features has resulted in higher traffic to the site than ever before.

Feedback from the FRM target audience (the Relationship Managers) has been consistently positive. Marketing collateral and product information is easy to find and help them understand the products and market them effectively. As a result, the FRM team expects to see significant increases in sales of their products.