

Fortune 500 Financial Services Company Standardizes on Interwoven for Web Change Management

The Challenge:

Offering a full line of consumer and commercial banking services to more than 5.5 million customers across six states -- Alabama, Florida, Georgia, Maryland, Tennessee and Virginia as well as the District of Columbia -- this company is one of the nation's largest commercial banking organizations. In 2002, the bank kick-started a systems consolidation initiative with the goal of enhancing consistency in customer service, improving efficiency, and preparing the bank operationally for new growth. As an extension of this initiative, the bank sought to streamline the way it processed application change requests and created and edited content for its external Website.

The organization supports a total of 124 online applications on its sites targeted to commercial as well as consumer customers. Prior to 2002, the company relied on a team of six members within the company's E-Business group to manually process dozens of change requests submitted daily by more than 50 different application groups. The processes employed to implement these changes were extremely time consuming, involving the "FTPing" of files, copying and pasting scripts, and manually testing changes to ensure their proper deployment. A typical code and content deployment consisted of distributing 20-100 files to over 30 application servers, and took an average of eight hours to complete. Further adding to the time required was the fact that each deployment and server configuration job had to be developed completely from scratch. Perhaps most burdensome of all, E-business group members often had to stay overnight to manage the company's deployment process. The end result was that it took a minimum of a week to process a single change request. Given that the group was receiving dozens of change requests each day, this turnaround was bogging the company down, preventing it from adequately responding to internal and external customer needs. Moreover, it limited the group's ability to conduct maintenance on various projects to once per quarter.

The Solution:

The Fortune 100 bank turned to Interwoven to provide an integrated solution that provided critical capabilities necessary to streamline application change processes. Now the bank's line of business users can quickly make online content changes themselves.

Leveraging key version control capabilities of Control Hub, in combination with content distribution capabilities provided by OpenDeploy, the company was able to transform a tedious manual process fraught with human error into a fast, error-free automated web change management system. The team was able to ensure its application updates were error-free through the creation of "snapshot target server states" before deploying changes to the servers. Meanwhile, OpenDeploy allowed the group to securely deliver and synchronize incremental updates to multiple targets -- meaning that with a single action, the group could deploy a single change to multiple destinations as opposed to having to deploy this update multiple times. And in the event a deployed change introduced a problem in production, the Interwoven solution provided peace of mind by enabling the instant rollback of target servers to any previous known error-free state.

Ultimately, Interwoven dramatically enhanced change processes in a number of ways:

- **Eliminated manual process:** No longer hindered by manual processes, the bank can now automatically distribute code and content changes throughout the day, as many as 15 times per day.
- **Guaranteed application accuracy:** By having the ability to stage application changes to multiple servers in parallel as well as make changes in unison, the company has eliminated manual errors and has ensured that all of its code and content updates are consistent and accurate.
- **Improved Efficiency:** By enabling the reuse of deployment templates, OpenDeploy has eliminated the need to create unique deployment configurations for each application update, and has significantly improved efficiencies for the IT group. As a result, the group has been able to increase the number of jobs it is able to process by 22 percent.
- **Established Tighter Control:** The rollback capabilities provided by Control Hub, which enable the bank to quickly undo changes on targeted servers, has provided the company with a far more controlled application environment enhancing the bank's ability to respond to internal and external customer needs.

With Interwoven's help, the bank has dramatically increased internal and external customer satisfaction. As a testament of this, the EIS group is now seeing significantly higher rate of activity among its line of business customers who are responding to the increased turn-around, speed and ability to move content more efficiently. This has resulted in a 25 percent increase in submission of maintenance requests since the Interwoven implementation. In a similar fashion, the company estimates that having the ability to deploy changes and updates quicker than ever before has resulted in a 200 percent increase in online sales by its external customers in the last year alone.

Highlights:

- **Reduced number of E-Business resources required to manage web applications by 54%, totaling \$262,500 per year**
- **Increased change capacity by 10X**
- **Accelerated deployment has contributed to a 200 percent increase in online sales over 2003**
- **Increased internal customer satisfaction**

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