



# Finally, an intuitive web content management solution that your marketing and communications team can maintain with ease!

*"Using the Launch Pad for Web (LP4W) product and professional services from Point Alliance, we were able to migrate to our new web site quickly and painlessly. LP4W provides us with the ease of use and flexibility that we were in search of for the ongoing maintenance and publishing of web site and corporate intranet content."*

Morris Di Stefano  
Director, Information Technology  
SCHENKER LOGISTICS



## Our Solution

### Web Content Management using LP4W

Point Alliance worked closely with the Schenker of Canada team to implement their new web site design using Point Alliance's web content management product, Launch Pad for Web (LP4W). By using LP4W, Point Alliance was able to deliver the solution on time and on budget. Once the approved design was implemented into Launch Pad for Web, the training on how to use it took less than two hours. Afterwards, the LP4W-savvy Schenker team was able to easily migrate all of the required data into the new site.

**Here are some of the key features that Schenker of Canada wanted their web site to have:**

- **Quick track integration**  
Ability to enter in tracking numbers (e.g., purchase or sales order number) to track status of shipments
- **Customer portal**  
Allows customers to access a secure and exclusive part of the web site
- **Carousel of images and text**  
Creative and engaging web interface which includes multiple, customizable graphics that refresh after a few intervals along with key messages

**Some of the other home page categorization included (in no particular order):**

- Company
- Services
- Industry expertise
- News
- Events
- Careers
- Links
- Standard trading conditions
- Seminars

## Opportunity

Schenker of Canada (Schenker) wanted to give their web site a fresh new look and feel to be consistent with their re-branding effort and to implement a content management system that would facilitate ongoing updates to the site. The new solution would need to be able to support their new design and site re-organization as well as integrate with other back end systems. A key success factor of the project would be to ensure that the site could be maintained by the marketing and communications department and that IT would not be required to be involved on an ongoing basis.

## Client Snapshot **SCHENKER**

Schenker of Canada started operations in 1953, in just over half a century the business has grown to include over 40 branches and 1,700 employees. Today they are one of the top Logistics Service Providers in Canada. Outside of Canada they are equally strong. Their global enterprise has annual sales of 19 billion euros, with 91,000 employees and 2,000 offices around the world, DB Schenker is one of the world's leading providers of integrated logistics services, offering land operations, air and ocean freight as well as comprehensive logistics solutions and global supply chain management from a single source. DB Schenker is a part of the Transport and Logistics Division of Deutsche Bahn.

To learn more about our valued client, please visit their web site at: [www.schenker.ca](http://www.schenker.ca)



## Outcome

Schenker's new web site reflects their new identity and is very easy and intuitive for their customers and prospective customers to navigate. Visitors are quickly able to locate service offerings, shipment tracking, as well as reviewing Schenker's corporate information.

The second phase of the project included a secure, personalized customer portal which allowed for immediate, self-service for Schenker of Canada customers.



## About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

## About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective.

### What can LP4W do for your business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding

## Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management