

Modera Customer Case Study

Group for Securicor – G4S

Smooth Brand Name Transition with Modera software

Geography

Global (100+ countries)

Challenges

- Launch of new brand on all new media on the same day.
- Improve search engine listings for the related keywords.
- Get more people involved from different departments for contributing content.
- Make smooth transition without shocking the customers.

Solution

- Existing older version of ModeraWebmaster was upgraded to the latest Professional version.
- Internal teams were working with the content management tools, changing the content to fit G4S requirements.
- Design templates in accordance with new CVI were prepared and launched at the right moment, converting the websites to the new look.

Results

- The web sites were launched in time with all branding changes.
- Internal personnel had involvement in the content contribution process.
- Search engine rankings improved considerably by making use of the existing SEO tools delivered as standard with the CMS product.
- All the targets set were measurably overachieved, including budget, delivery time, and resources used.

G4S brand name and CVI change related challenges

With operations in over 100 countries, G4S is the world's leading provider of security solutions. They assign security guards to individuals, businesses, governments and sporting events. They install and maintain security equipment transporting cash (notes and coins) and valuables between businesses, banks and ATMs. And they provide security consultancy and training to help people reduce their risk.

G4S was formed in 2004 from the merger between Securicor PLC and Group 4 Falck A/S's security business. That raised the challenge of migrating the corporate CVI to new standards. As Falck Baltic's was already utilizing Modera products for some of its media, it was a great chance to unify the web presence standards and smoothly move to a new corporate visual identity.

Smooth brands transition with Modera

Falck Baltic's corporate portal was sales-focused and utilized Modera Webmaster as its underlying architecture. All the search engine optimization tools were not in use, because the version in use had not been upgraded.

The initial decision for Falck was to use Modera because the CMS they had used previously was slow and difficult to use. Falck was losing customers before the homepage was even loaded, and a total reimplementation was therefore needed.

For G4S, the transition was smooth and easy. The content already in the content management system (in all the various languages) was for the most part usable, since all the services remained the same. However, since search engine optimization now carried more importance than at the time of first implementation, the SEO tools had to be enabled. Once all the smaller hurdles had been overcome, making the transition for staff as smooth as possible was the #1 priority.

Transformation of the content and design

All the content migration tasks were done by G4S internal employees. For example, the search and replace function was used to replace "Falck" to "G4S" in the content where needed. New design templates were created by Modera's internal design team. At the day of brand

change, the new designs replaced the old stock templates, and the revised site was available to the public.

Along with the design changes came an upgrade to the newest version of Modera Webmaster. The professional upgrade version was chosen due to workflow requirements, since different departments were managing their own content. For example, if a secretary is inserting or changing content, it is possible for a supervisor to review the changes before it is published, thus creating a more consistent means of balancing the responsibility.

Search engine optimization

SEO was easily attained due to the fact that many tools are delivered as standard with the CMS product. Since user friendly (so-called 'nice') URLs were not formerly in use, they were now enabled. Since the sites already enjoyed high traffic and were well-indexed, the old URLs remained in operation. This helped to ensure that customers arriving on the refreshed site through outside links would still be forwarded to the information they were looking for.

G4S content editors were provided with guidelines on how to use Modera Webmaster to enhance the visibility among search engines.

Summary

In less than a month all the web environments were using G4S branding. On top of the corporate sales-focused website, the community website for the G4S youth club was transferred to Modera Webmaster software. The transformation was smooth and cost-effective due to the fact that the main standards remained the same. Their search engine rankings improved without extensive need for consultation. Technical SEO tools accompanied by some instructions to the content editors proved enough.

The G4S example is good for illustrating how standardized content management systems can be a prudent investment for the future. Re-implementation of the site need not require starting from scratch and brings in more value with the new features that the new versions include.

Silver Lume

“We were not satisfied with our old CMS system (inflexible and had scalability problems). The system was so slow, that we were losing clients before the front page had even loaded.

In contrast we find Modera Webmaster is flexible, fast and easy to use.

We were satisfied with the budget, delivery time and possibility to extend the solution to other countries where we operate.”

Marketing and Innovation Manager
G4S