

## CASE STUDY

Energy and Utilities

# Enterprise content management solution for a B2B SaaS firm

## About the client

Founded in 2003, the firm has grown to become a global leader in supply chain risk management with operations in North America, Europe, Asia-Pacific, and the Middle East. It offers supplier prequalification and document management, auditing, and insurance monitoring.



Founded in  
**2003**



Headquarters  
California,  
United States



Employees  
**816**



Revenue  
**USD 263.2 Mn**

## Objectives and challenges

Being a supply chain management solutions provider, the firm acquired a top cloud-based workforce management organization in the APAC region. Since both companies maintained their own websites, the cost of maintaining data for both websites necessitated the consolidation of data onto the acquirer's website. Moreover, the target company had also created separate websites for their contractors, which required regular maintenance and updates.

## Approach and solution

- Our team's recommendation involved the creation of an integrated global website by consolidating the content from both companies and the target company's websites.
- This approach aimed to provide a centralized platform for users to access all the relevant information in a unified manner.
- The consolidation of content involved the migration of over 250 pages and assets, which included various types of content such as text, images, and multimedia files.

As a part of the migration process, we:

- Added new training pages related to the target company and skill training modules to enhance the website's educational value.
- Implemented new press release pages to showcase the latest updates and announcements from the companies.
- Created new app-related pages to provide information about the various applications and services offered by the companies.
- Updated existing pages with new blog posts to keep the content fresh and relevant.

- Modified the content, logo, and images on the contractor websites to highlight the unified communication across geographies. This modification aimed to create a consistent brand image across all the websites and reinforce the companies' commitment to providing high-quality services.
- Upgraded the WordPress plugins and fixed any vulnerabilities to ensure the website's security and prevent any potential cyber threats.

## Results delivered



## Benefits

By consolidating the content, all the relevant information about both companies, as well as the target companies' contractor websites, became easily accessible from one place. The company was able to quickly launch the merger with the help of upgrades and improvements to the existing solutions within a limited timeline.

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