

## Case Study: Institutional Investor

Institutional Investor not only strengthened their brand, but can now quickly post information and articles in batches, making it easier to provide timely information to subscribers and non-scribers in the financial community.

### SOLUTION OVERVIEW

#### PROBLEM

Institutional Investor wanted to attract and maintain readers by efficiently delivering, med-rich information via their on-line magazine, [IImagazine.com](http://IImagazine.com)

#### DELL SERVICE PROVIDED

#### Dell Professional Services

#### SOLUTION

Used Microsoft solutions to re-design their website, making it more scalable and faster to post content.

### Background

Institutional Investor brings the voice of authority to financial journalism. Provocative and compelling, Institutional Investor's lively features analyze the trends and their implications, and profile the personalities who are the driving force behind finance. Investors worldwide have read the well-known journal for over thirty years. Institutional Investor intends to provide timely information by enhancing their current website with interactive cutting edge products and features.

### Challenges

Institutional Investor wanted to redesign the Institutional Investor Magazine ([IImagazine.com](http://IImagazine.com)) to promote the magazine's brand of high-quality financial journalism and capitalize on the ability to deliver information quickly within a scalable, media rich, environment, so that a high quality audience is attracted and maintained.

### Solution

Experts from Dell Professional Services redesigned and rebranded the website by providing a new look and feel that engages readers. By integrating Microsoft® Content Management Server with Microsoft Site Server, Microsoft IIS and Microsoft SQL Server, DPS provided Institutional Investor with an extensible solution exceeding their online publishing requirements, safeguarding their electronic assets, and empowering the financial community with intuitive access to information.

DPS reengineered Institutional Investor's [IImagazine.com](http://IImagazine.com) site to extend its brand and make its high quality financial journalism and benchmark research ranking data available to the global financial community. Taking advantage of unique delivery mechanisms allows for more timely delivery of content to Institutional Investor's customers. Institutional Investor is better equipped to deliver premium content to its paid subscriber base and cross-sell between the print and web versions.

## Results

Immagazine.com extends the reach of Institutional Investor magazine, making its news and insights accessible to both subscribers and non-subscribers in the financial community. Using the new content management system, Institutional Investor is now able to deliver premium content to its paid subscriber base, cross-sell between the print and web versions of the publication, and optimize the use of both web and print content.

Institutional Investor posts information and articles quickly in batches, using a workflow that ensures that content is posted as quickly as possible once the appropriate reviews and approvals have taken place.

## Technologies Used

- Content Management Server 2000
- Site Server
- IIS
- SQL Server

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