

Susan G. Komen Breast Cancer Foundation Expands Online Content with Self Publishing



Susan G. Komen Breast Cancer Foundation
Dallas, TX
www.komen.org

Industry:
Healthcare

Annual Revenue:
\$238 million

Employees:
Fewer than 500

Oracle Products & Services:
Oracle Universal Content Management

“Thanks to Oracle’s content management platform, our public Web site and affiliate extranet are now more dynamic and engaging, easier to maintain, and current. The system empowers the foundation to become a powerful voice in communicating—via the Web—our mission of eradicating breast cancer.” – Amir Tabei, Director of Technology, Susan G. Komen Breast Cancer Foundation

For 25 years, the Susan G. Komen Breast Cancer Foundation has been a global leader in the fight against breast cancer through its support of innovative research, community-based outreach programs, and events like the Komen Race for the Cure. As a rapidly growing organization with more than 110 affiliates and more than 75,000 volunteers, the foundation is widely considered one of the most recognizable, action-oriented, and influential non-profits in the world.

With such a broad reach, the foundation relies heavily on the Web to communicate with the general public, volunteers, and affiliates. In 2003, the foundation decided its public Web site and affiliate extranet needed to be more dynamic and engaging, with all education and outreach materials easily accessible, up-to-date, and personalized.

In addition, the foundation wanted to give each of its 10 departments responsibility for publishing, managing, and updating Web site and extranet content while still maintaining a consistent corporate message and brand—with little or no involvement from the information technology (IT) staff.

The organization also wanted to provide syndicated information via its Web site, so visitors could easily find the latest news on breast cancer research, as well as information on how to sign up for Race for the Cure events. But above all, the foundation needed a solution that could withstand the millions of hits its Web site and extranet receive each month. To help achieve these goals, the foundation selected Oracle Universal Content Management, previously called Stellent Universal Content Management, over competing products from Vignette and Interwoven.

Key Benefits:

- Established a powerful platform to add new organization content and syndicated information quickly to the Web
- Empowered authorized users to publish and maintain Web and extranet content
- Simplified Web publishing by converting documents into Web-ready formats
- Reduced Web content publishing bottlenecks and IT support requirements
- Enabled dynamic content for new Web site, which generated a 285% increase in visits during its first year

Removing Web Content Publication Bottlenecks

Today, the foundation relies on the Web content management capabilities of Oracle Universal Content Management architecture. The system also includes document management, records management, digital asset management, and collaboration functionality the organization could easily deploy for future content management initiatives.

The Oracle system provides a central repository for all foundation Web site and extranet content, which the organization's employees contribute and manage easily using a Web browser. Web site content includes resources on preventing, detecting, diagnosing, and treating breast cancer, as well as information about current clinical research, grants, and events. Extranet content includes a variety of guides and forms that help affiliates run their day-to-day operations.

Oracle Universal Content Management converts this content from native files—primarily Microsoft Word documents—into Web-viewable formats, such as Hypertext Markup Language (HTML), Portable Document Format (PDF) and Extensible Markup Language (XML), and automatically publishes the content to the foundation Web site and extranet. This functionality streamlines the foundation's Web-publishing processes and eliminates bottlenecks created by previous, manual publishing techniques.

With Oracle's multisite Web content management solution, the foundation reduces its IT team's involvement in publishing and managing Web site and extranet content. Oracle's multisite Web content management solution allows the foundation's corporate team to maintain central control of the design and navigation structure and gives departments and external content contributors the freedom to keep Web site and extranet information up-to-date easily, without IT assistance.

Empowering Stakeholders to Publish, Tailor Content

The impact of Oracle Universal Content Management technology at the foundation has been significant. For example, the foundation now personalizes its Web site by tailoring content to visitors by zip code. The customized content displays information about the nearest affiliate and upcoming events in the visitor's area.

“Oracle’s platform has enabled us to take our Web site and affiliate extranet to the next level while utilizing limited internal resources. And while ‘hard-dollar savings’ are important to us as a nonprofit organization, it is more important that our affiliates and visitors receive accurate content in a timely manner.”

Amir Tabei
Director of Technology
Susan G. Komen Breast
Cancer Foundation

Up-to-date news and event content is what makes the foundation's public Web site most valuable.

“Our Oracle system helps us facilitate the timely dissemination of foundation news through its automatic publishing capabilities and ability to distribute content ownership to various foundation departments,” said Amir Tabei, director of technology for the Susan G. Komen Breast Cancer Foundation “In addition, for breast cancer news coming from outside the organization, the system integrates with a third-party, XML-based news source to deliver real-time breast cancer news to site visitors. The significance of this functionality for the foundation can’t be underestimated.”

The foundation’s affiliate extranet also generates benefits by reducing the number of calls to the services department, and eliminating printing and shipping of a 300-page affiliate guide.

“Oracle’s platform has enabled us to take our Web site and affiliate extranet to the next level while utilizing limited internal resources,” Tabei said. “These sites are now much more dynamic, and we’re beginning to see increased use. For example, in the first year after we launched the new public Web site, the number of visits increased 285%, and the number of pages viewed increased 168%. And while ‘hard-dollar savings’ are important to us as a nonprofit organization, it is more important that our affiliates and visitors receive accurate content in a timely manner.”

“Most important, with our Oracle-based system, our Web site is no longer managed and owned by IT,” Tabei said. “Rather, everyone in the foundation is now a stakeholder.”

Why Oracle?

To help achieve its content management goals, the foundation selected Oracle Universal Content Management over competing products from Vignette and Interwoven.

“Oracle Universal Content Management was an attractive choice for us due to its ability to work with common desktop applications, such as Microsoft Office, and to provide a complete spectrum of content management features and functionality,”

Tabei said. “One of our main goals in combating breast cancer is to be the online destination for individuals who want to learn more about and/or join the fight against the disease. With our Oracle system, we are confident we have the Web content management infrastructure in place to help us achieve this objective.”

Implementation Process

Oracle’s ease-of-use surprised Tabei and his team, as they were able to quickly design, build, and launch their public Web site and extranet in only a few months. The high rate of user adoption was also a welcomed relief to the IT group.

This ease-of-use ensures that the Web site and extranet deliver a consistent message and brand. Consistency is encouraged through libraries of site components—such as layouts, navigation, graphics, fragments, and code.

Using Web site fragments created in Oracle’s multisite Web content management solution, the foundation incorporates its existing third-party eAdvocacy donation and fulfillment systems through a common interface into the Oracle-powered public Web site.

In the future, the foundation plans to utilize Oracle’s multisite Web content management solution to help its 110-plus affiliates create or maintain their own Web sites using the national organization’s design templates, which will eliminate confusing brand identity issues.

The Susan G. Komen Breast Cancer Foundation supports the fight against breast cancer through its support of research, community-based outreach programs, and events. The organization has more than 110 affiliates and 75,000 volunteers worldwide.