



## Top US Cable Company: Commercial Division

### ■ Company Overview

The client for this solution is a Commercial Customer Division of a Top Cable Company, offering a full complement of business communications tools to small- and medium-sized businesses and enterprise-sized companies. Its data, voice, video and security solutions are enhanced by award-winning customer service and local support teams. Founded in 1998, the client offered simply high-speed Internet service. Today, it serves more than 280,000 business customers in 23 divisions.

### ■ Business Challenge

The client required a new Sales & Marketing intranet site to communicate the latest marketing and technical information to users throughout the company. The existing solution was implemented on a platform that would no longer be supported due to system maintenance complexity and expense. The existing solution was not user friendly, was difficult for non-technical users to update, and provided a poor search experience for end users. In addition the existing solution provided very little ability for users to collaborate interactively.

The client required a solution that could be easily managed by non-technical users and which provided advanced features such as Content Management, Document Management, Enterprise Search, and Collaboration. In addition, the client desired that the new solution be extensible to accommodate future development efforts.

### ■ Solution Approach

The client selected Northridge to design, build, and deploy its new Sales & Marketing portal solution. After a thorough analysis of the business and functional requirements, Northridge recommended Microsoft Office SharePoint Server as a solid platform on which to build the new Sales & Marketing portal. The client's solution primarily leveraged the Content Management, Document Management, and Enterprise Search capabilities of the Microsoft Office SharePoint Server platform. In addition Northridge extended the capabilities of the Microsoft SharePoint platform through the creation of Custom Web Parts specific to the client needs.

### ■ Results Delivered

Northridge successfully delivered the new Sales & Marketing portal, allowing the client to decentralize content management roles and responsibilities, giving more responsibility to non-technical users. The solution has dramatically improved the user's search experience, providing more relevant search results through an intuitive interface. The solution has also significantly improved group collaboration through the ability to create workspaces for communicating and working on documents. The solution has already proven itself as an extensible platform on which other business applications can be built. The client, in partnership with Northridge, continues to expand the capabilities offered through the Sales & Marketing portal.

Microsoft®  
**SharePoint®**

### Contact Information

tel: 678.587.9900

fax: 678.587.9903

[www.northridge.com](http://www.northridge.com)

[www.northridgeinteractive.com](http://www.northridgeinteractive.com)