



## CASE STUDY:

### Agilent Web Publishing Project

<b>Client</b>	Agilent – Life Sciences & Chemical Analysis (LSCA) <a href="http://www.chem.agilent.com">http://www.chem.agilent.com</a>
<b>Client Profile</b>	Agilent LSCA is a leading global provider of instrumentation, supplies, software and services to the life science and chemical analysis markets. With revenue of \$1.42 billion, the group accounted for approximately 28% of Agilent's \$5.1 billion of total revenue in 2006. Agilent LSCA has 4,000 employees serving more than 25,000 customers in more than 100 countries.
<b>Industry</b>	Life Sciences – Technology
<b>Region</b>	Santa Clara, California, USA
<b>Work Scope</b>	<p><b>Web Publishing</b></p> <ul style="list-style-type: none"> <li>• Create/Edit web pages in the LSCA web publishing environment following LSCA design standards and procedures</li> <li>• Utilize the Web Publishing Work Request Process to identify and claim new projects submitted by business representatives</li> <li>• Create/Edit web pages for all of Agilent's business units and regional divisions according to Agilent's corporate standards in branding, legal and privacy policies.</li> <li>• Collaborate with the Web Publishing Supervisor and Engagement Leads to resolve any web publishing issue.</li> <li>• Complete development of web pages within the defined Content Development Turnaround Times (normal TAT - 2 business days).</li> <li>• Use the proper workflows to make sure that business representatives review the web page content before it goes online</li> <li>• Update the Work Request site once a page has been approved to remove a completed task from the queue</li> </ul>
<b>Objectives</b>	<p>A. Improve and keep up the quality of the Agilent LSCA website</p> <p>B. Ensure that the site's content is accurate and "promotes a consistent look and feel for customers"</p> <p>C. Provide Agilent LSCA customers an efficient user experience, thus, producing improved user satisfaction</p>



<p><b>Manpower Skill Set</b></p>	<p><b>Web Publisher:</b></p> <ul style="list-style-type: none"> <li>• Basic knowledge and experience in HTML coding</li> <li>• Basic knowledge and experience in using graphic editing and web development applications like Photoshop and Dreamweaver</li> <li>• Strong English communication skills</li> <li>• Ability to learn quickly and work with minimal supervision</li> <li>• Ability to prioritize assignments and multi-task</li> <li>• Excellent attention to detail</li> </ul>
<p><b>Challenges</b></p>	<ul style="list-style-type: none"> <li>• Sudden resignation of one publisher</li> <li>• Poor web conferencing technology (headsets and mic) that affected communication during training</li> <li>• Migration of LSCA website from legacy to SharePoint environment</li> <li>• Philippine holidays which create a six-hour gap in the shifts when no publisher would be available</li> </ul>
<p><b>Implementation Strategies</b></p>	<ul style="list-style-type: none"> <li>• Immediate recruitment of replacement. To secure client approval, the prospect replacement was prepped through shadowing, sit-ins during remote training, and one-on-one discussions</li> <li>• Top-quality headsets with mic were purchased for the team's use.</li> <li>• Training was conducted daily through web conferences; The publishers had access to page creation guides and a test environment where they were able to simulate actual web page development</li> <li>• The web publishers agreed to take turns working during holidays to provide the client the coverage they need</li> </ul>



<p><b>Team Organization &amp; Workflow</b></p>	
<p><b>Sample Work Requests</b></p>	<p><b>Urgent Requests:</b> The page has been expired, but a customer just noticed called us. Could you please put it back ASAP?</p> <p><b>Page Edit:</b> Please update the top part of the events page with the latest events upcoming.</p> <p><b>New Page Creation:</b> Please create localized version of the following English page in the China site.</p> <p><b>Projects:</b></p> <ol style="list-style-type: none"> <li>1.) Please create 5 Product Detail pages that will be released as part of our new product launch.</li> <li>2.) Cleanup project initiated by Engagement Lead for Korea site: Please update page metadata and contact names of the pages in this directory. Number of pages – 72</li> </ol>
<p><b>Results</b></p>	<ul style="list-style-type: none"> <li>• Work requests are completed within pre-determined turnaround times (i.e. 24 hrs for urgent/same day requests; 48 hrs for 1-2 regular page edits).</li> <li>• Target: No daily quota; work volume dependent on the requests coming in from submitters in different regions.</li> </ul>