

7 Different Content Portals in Less than 2 years



INTRODUCTION

In the dynamic realm of content management, a leading manufacturing company embarked on a transformative journey to unify its diverse content portals, addressing the challenge of managing multiple portals without creating silos.

OBJECTIVE

With a keen eye on preventing new content silos, the company aimed to ensure assets were effortlessly searchable, findable, and downloadable. The first step was a unified Media Center integrated into the website, maintaining corporate design, and displaying DAM assets.

CHALLENGES

The journey to streamline content portals presented challenges, notably budget constraints that initially hindered collaboration with digital agencies. In March 2021, the company's pivotal decision to engage with Smint.io became a turning point.

Key Data

Industry: Manufacturing

Use Case: Media Center, Press Portal, Brand Portal, E-Learning Portal, Download Portal

Number of Portals: 7

Content Source: DAM, SharePoint

CUSTOMER FEEDBACK

"Smint.io exceeded our expectations by not only meeting our specific requirements but also consistently analyzing and developing features tailored to our needs."

Head of Corporate Branding

Results

- ✓ Achieved a professional brand presence at minimal cost
- ✓ Positive user reception and widespread acceptance
- ✓ Enhanced collaboration with stakeholders for heightened synergy