Web Content Management at Halliburton
2001 - Present

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Outline
- Background
- Documentum® Web Publisher
- Interwoven TeamSite®
- Plumtree® customer portal
- Carwash
- New web strategy and Web Display Application (WDA)
- Next steps
- Lessons learned
- Q&A

Background
- Halliburton – founded in 1919
- Corporate headquarters in Houston, Texas and Dubai, UAE
- Provides products and services to the energy industry for oil and gas exploration, development and production
- 2007 revenue – $15.3 billion
- 2007 – More than 50,000 employees, operating in over 70 countries worldwide
- WCM goal – Easy-to-find, accurate and current information on the web for employees and customers
**2001 Documentum Web Publisher**
- First attempt at WCM by Communications department
- No executive or business sponsorships
- Immature technology
- No taxonomy
- Project ceased due to restructuring and lack of resources

**2003 Interwoven TeamSite**
- KM initiative sponsored by CTO and division president
- Owned by newly formed KM group
- Target users – technical employees
- Engaged IBM Consulting in product selection, proof-of-concept and implementation
- Developed taxonomy with Taxonomy Strategies LLC
- Display tool – Plumtree portal
- In-house-developed collaboration tool
- Result – Industry-leading KM communities of practice

**2003-2004 Customer Portal**
- myHalliburton.com® – Separate extranet web site from Halliburton.com
- Provides registered customers with additional technical content on products and services
- Same platform – TeamSite, taxonomy and Plumtree
- Developed dynamic, faceted navigation in-house based on taxonomy structure and tags
- Also allowed e-commerce transactions, well-data access and custom applications
2004 Carwash

- Attempt to migrate intranet content to WCM (CMS) system (over 500,000 pages)
- Also displayed via Plumtree portal
- Pilot sites – Finance, Health, Safety and Environment (HSE) and IT
- Did not progress due to:
  - Lack of executive sponsorship
  - Lack of robust web display application for complex technical information
  - Poor portal software performance

2005-2006 New Web Strategy

- Goal – Consistent web interface for the public, customers and employees
- Received executive and business sponsorship
- Project headed by Marketing, Communications and IT
- Pilot – Display myHalliburton.com managed content in Halliburton.com
- Investigated Interwoven LiveSite®
  - Did not support dynamic display of managed content

2006-2007 WDA

- Developed in-house – Web Display Application (WDA)
  - Dynamically displays CMS content based on taxonomy tags
- Dedicated taxonomy manager
- Launched in Halliburton.com and intranet
- Continued enhancements
Taxonomy-Driven Pages

- Navigation – manually built and linked to tagged product group pages
- Page Content
  - dynamic links to product pages
  - dynamically displayed showcase(s)
- Related Information – dynamic list of content types based on taxonomy tags

Next Steps

- Site redesign with alternate navigations to fully leverage managed content
- Digital media management – Interwoven MediaBin®
- Simplified user registration and Oracle Identity Management
- Search engine optimization
- Enhanced tools to facilitate search, tracking and reporting

Lessons Learned – WCM

- Must have executive and business sponsorships to dedicate resources:
  - Planning and execution
  - Infrastructure
  - Continued improvements and maintenance
- Web display tool is as important as content management tool
- Start small and expand with successes
- Taxonomy – important for larger sites
Lessons Learned – Taxonomy

- Involve librarians or information professionals from the beginning
- Start with a simple and flat structure
- Do not import terms directly from ERP (SAP®, PeopleSoft®, etc.)
- Taxonomy vs. navigation
- Continued education of content owners and taggers
- Resource for maintenance and upkeep

Questions?

http://search