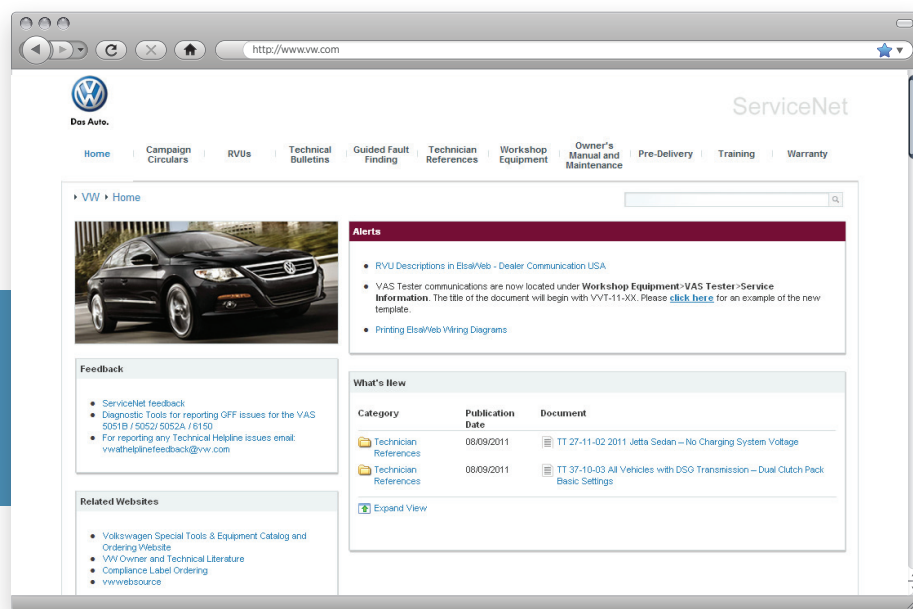


# Volkswagen Group of America



## FACTS

Learn how Liferay Portal helped Volkswagen:

- Complete portal implementation in 10 months
- Reduce content release time from days to minutes
- Significantly reduce costs and time-to-publish
- Deliver long-awaited user interface
- Automate content publishing process

## ORGANIZATION

Volkswagen Group of America (VWGoA) is a subsidiary of Volkswagen AG, the third largest automaker in the world and the largest in Europe. The Group is made up of nine brands: Volkswagen, Audi, Bentley, Bugatti, Lamborghini, SEAT, Škoda, Scania and Volkswagen Commercial Vehicles. Each brand has its own character and operates as an independent entity on the market. In 2010, the Group sold more than 7 million vehicles in more than 153 countries, corresponding to an 11.3 percent share of the world passenger car market. The company employs approximately 370,000 people who produce more than 26,000 vehicles or are involved in vehicle-related services.

## CHALLENGE

As VWGoA expanded its business in its various units, it became apparent that a major web revision was needed. Namely, the Service Net application connecting dealers and field users with documentation pertaining to the Service & Quality business was presenting several issues: the look and feel was outdated, the publishing process for new content was not automatic, and the search functionality did not work properly. As maintenance on the Service Net application became a drain on time and human resources, VWGoA began to evaluate new options that would streamline processes, better manage content, and allow its staff to communicate and collaborate.

After some assessment of their needs, VWGoA evaluated nine portal products, most of which seemed to provide the desired functionality. Among others, a well-known enterprise WCM solution was proposed, but the project was ultimately canceled due to difficult technical issues and costly attempts to fix the problems.

**“The project was able to meet all business requirements. The usability, look and feel of the interface were dramatically improved and incited renewed interest in the site.”**

**SEAN KRAMER**  
IT Manager, VWGoA

## RESOLUTION

In response, the VWGoA team turned to Liferay Portal, choosing it for its flexibility and diverse capabilities as a packaged solution, which included both social collaboration and content management on top of an enterprise portal framework. While previously evaluated products provided similar capabilities, the product was broken down into different fragments. Liferay Portal was procured as a singular product and installed as a single package. Users were impressed that a full suite of cutting-edge capabilities could still function as such a light and quick solution that did not depend too heavily on other infrastructure components.

In fact, this allowed the new Service Net application to be designed and deployed in just three short months (including integration with IBM Webseal/Tivoli Access Manager (TAM) for single sign-on), a major success for the VWGoA team. “The project was able to meet all business requirements,” said Sean Kramer, IT Manager at VWGoA. “The usability, look and feel of the interface were dramatically improved and incited renewed interest in the site.”

Notably, Liferay Portal’s configuration of content and collaboration tools had a direct influence on how the Service Net application would be redesigned, with its new user interface and functionality now aligned with Liferay’s. This made an immediate impact on usability, allowing users to navigate through the site with ease and improved taxonomy of information.

There were also significant improvements in process: publishing times for new content were reduced from hours to minutes, and business users were able to publish documents on their own using Liferay’s built-in workflow. The new search also allowed users to locate documents with greater efficiency and identify newly posted documents thanks to a “What’s New?” feed displayed in the interface.

What’s more, since Liferay automated much of the workflow and other processes, VWGoA was able to save majorly on its spendings. “Liferay Portal 6.0 EE has been a great success for us,” added Kramer. “We plan on taking advantage of the many capabilities that Liferay will have to offer in the future.”