



Rio Tinto Mines Rich Vein with OpenText Web Site Management

OpenText Web Site Management helps create a consistent brand across a global website

Industry

Mining

Customer

RioTinto

Business Challenges

- Had to communicate a consistent brand and send coherent messages to stakeholders, including investors, customers, suppliers, employees, and the media
- Requires clarity and governance over their worldwide web presence
- Needed the ability to populate web pages with locally generated content, all with consistent presentation and corporate image

Business Solution

- OpenText Web Site Management

Business Benefits

- Transformed web presence into a consistent, professional, and highly-effective global communications medium that meets both corporate and local needs
- Met Rio Tinto's corporate objectives at a low cost to develop and a very low cost to maintain
- Allowed for change in their business and the adoptions of new generations of web communication as they evolve even further
- Created ability to upload content to the page template with no requirements to worry about page design or presentation

Rio Tinto has grown enormously since smart investors purchased a local mine in southern Spain in 1873 and turned it into a profitable business. Today, Rio Tinto is one of the world's largest mining and exploration companies, mining and processing metals and minerals that include aluminum, copper, iron ore, diamonds, coal, uranium, gold, and industrial minerals.

In the natural pursuit of mineral deposits, Rio Tinto has operations in more than 50 countries. In 2008, the company employed around 65,000 people, and revenue for 2007 was more than \$30 billion.

Over the years, Rio Tinto has grown significantly, often through mergers and strategic partnerships. For a major global business, this created significant challenges in communicating a consistent brand and sending coherent messages to its many stakeholders—including investors, customers, suppliers, employees, and the media.

To address this challenge, Rio Tinto has replaced many of its locally-managed websites with a dynamic, consistent, and professional global cascade of web presence, centrally managed by a corporate team of just two people and supported by web editors in the local businesses.

"We used OpenText to engineer a high-quality, worldwide web presence that requires minimal resources but has the flexibility to combine a consistent corporate image with local content generation. All within a secure, low-cost, and easily managed environment," says Bryan Smith, Principal Adviser, Digital Media in Rio Tinto's Corporate Communications function.

Evaluating alternatives

Rio Tinto had created over 80 separate websites, which were run by separate divisions and individual mines around the world. Overall there was a lack of clarity and governance over Rio Tinto's worldwide web presence.

There were a wide variety of approaches to content management. Some locations didn't have any system and some had written a home-grown facility, and there was also a host of different systems sourced locally, each with its own contract and commercial arrangements. This led to a degree of inefficiency and challenges in governance.

To address these issues, Smith set out a clear strategy to transform Rio Tinto's global web communications. The strategy focused on building a central hub of web templates—created, populated, and managed centrally but tagged for dissemination throughout the various Rio Tinto web domains around the world.

Rio Tinto appointed Rufus Leonard to handle the technical build of the web infrastructure and work with a design agency, View Creative, on a new web design. In addition to implementing a consistent and professional presentation for Rio Tinto around the world, a key requirement was for local operations to be able to add their own content within certain page frames whilst adhering to the global design and presentation standards.





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“We conducted a thorough review of all the most appropriate web content management systems. Our evaluations revealed OpenText Web Site Management as clearly being the best for our purposes in terms of cost, governance, platforms, and outcomes,” Smith explains. “We wanted a cost-effective solution from a responsible global organisation that could be trusted to deliver. We steered away from open source solutions or products that were restricted to only a small number of high-profile, high-cost consultancy implementers.”

“OpenText Web Solutions is based on Microsoft®.NET,™ which gives us the important benefit of being able to develop our own applications and plug them into the global web cascade,” Smith adds. “OpenText Web Site Management also allows us to run multiple websites from the core software hub, in multiple languages, and that populate multiple domains. This is vital to us as a major, multi-product, global business.”

Security and control

The range of businesses and mining activities within Rio Tinto’s global business is vast, and each is required to publish information specific to its particular products and markets.

It was essential that beneath a consistent corporate image and presentation each local website should have the ability to populate pages with locally-generated content.

Rio Tinto achieved this by developing a multi-tiered template infrastructure of web pages. At the top level, corporate pages contain no flexibility to change content or restrict local content to specific frames within the page. However, further down the hierarchy, flexible frameworks are provided that allow local editors to load content that relates specifically to the local business.

This means that a local operation sees that it has ownership of its own web domain, but the entire worldwide structure adheres to the professional corporate standards for quality and design. Local editors are not permitted to breach defined boundaries when pursuing their own creative urges to add local content.

Rapid rebranding

A major advantage of creating and storing web pages within a central hub is that Rio Tinto retains control over its web presence from a single point. Not only do Smith and his team know what is being displayed on their website in places as far afield as Brisbane, Australia and Yellowknife, Canada, they are also able to change the content, image, and presentation extremely rapidly and have changes implemented instantaneously throughout the world.

Rio Tinto recently undertook a corporate rebranding that needed to be reflected across its worldwide web presence. “We simply modified templates in the central hub and were able to reflect the new brand throughout Rio Tinto web domains across the world. The exercise was particularly cost effective,” Smith enthuses. “Previously, such a project would have taken many months.”

Minute web management team

Despite the scope and scale of Rio Tinto’s business operations, the company’s London headquarters employs only two full-time people dedicated to governing the company’s entire global web presence.

In addition to normal text and images, OpenText Web Site Management enables Rio Tinto to centrally load more sophisticated content, including external data feeds and video presentations, which are then transmitted to the worldwide domain sites.

The template pages in the central hub are tagged to target downloads to appropriate divisions and countries. Not all the global websites carry the same content, and flexible templates with blank frames are provided within the OpenText Web Site Management CMS foundation for local content uploads.

“Local staff find it very easy to use Web Site Management to upload content to the page templates, and there is no requirement for them to worry about page design or presentation,” Smith adds. “We have found it easy to train people, and Web Site Management is an excellent tool for helping people with little expertise produce quality web pages.”



Rapid new site build

Rio Tinto frequently takes on new businesses that need to be brought into the corporate fold. The most recent example was the acquisition of Canadian aluminium producer, Alcan Inc., which made Rio Tinto a global leader in the aluminium industry.

Using OpenText's technology, the web team in London created a brand-new Rio Tinto Alcan website, incorporating the style and layout of the parent company.

Ongoing support/maintenance

Rufus Leonard is a premium partner of OpenText. It managed the development and implementation project, working with View Creative. Supporting implementation in Rio Tinto's locations across the world, Rufus Leonard introduced a 24-hour job ticketing system, which facilitated highly efficient follow-the-sun training and technical support.

All the code for Rio Tinto's websites is held centrally. This means that when enhancements are suggested by one area of the business, they are implemented centrally and rolled out automatically so that every other part of the company enjoys the same immediate benefits.

Impressive results

From humble beginnings as a collection of over 80 individually managed websites, Rio Tinto is transforming its web presence into a consistent, professional, and highly effective global communications medium that meets both corporate and local needs.

Unusual for a global engagement of this scale and complexity, the whole project was delivered on time and within budget.



"We have completed a successful large-enterprise web project that meets our corporate objectives at low cost to develop and very low cost to maintain," Smith concludes. "OpenText played an essential role in what we have achieved. The beauty of what we have, going forward, is control over our global web presence, intrinsic scalability, and an easy ability to deal with both change in our business and the adoption of new generations of web communication as they evolve."

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