



## Royal Shakespeare Company

OpenText Content Management System performs for the Royal Shakespeare Company

### Industry

Not-for-Profit

### Customer



### Business Challenges

- Bringing Shakespeare to life to a global audience
- Over-stretched in-house technical team
- Need to empower non-technical staff to maintain content on the site

### Business Solution

- OpenText Web Site Management

### Business Benefits

- Intuitive SmartEdit technology facilitates content management with minimal training
- Content management placed firmly in the hands of non-technical staff; all staff can take responsibility for uploading content onto site
- Information can be uploaded to the site from any location
- Integration with e-commerce applications
- Fifty percent increase in productivity; information can be uploaded to the site in half the time
- IT support reduced to a day a week

The Royal Shakespeare Company (RSC) is one of the world's best-known theatre companies, performing every year to a million theatre goers across the world. The RSC aims to keep audiences in touch with William Shakespeare as a contemporary influence—underlining the importance of his work in the modern world through today's artists, actors, and writers. In the last ten years, the Company has mounted 171 new productions, given 19,000 performances, sold 11 million tickets, and played in 150 towns and cities in the UK and around the globe. The RSC is one of the UK's premier national theatre companies turning over £32 million per annum.

Like many not-for-profit organisations, the RSC had a limited budget to invest in technology. When it decided to redevelop its website to include an online shop, educational resource, and box office, the RSC needed a way for everyone within the Company to assist in the running of the site, removing the content management burden from its technical team.

### Business Challenge

The RSC's ultimate mission is to bring the works of Shakespeare to life for audiences in the 21st Century. The Company was quick to recognise that an engaging, dynamic website would be the most effective way to communicate and interact with its growing worldwide audience. The site was already considered to be at the heart of the Company, however keeping it up to date with the latest information was proving to be an arduous and time-intensive project. Traditionally, the RSC's eight-strong technical team was solely responsible for handling everything from advance bookings and online gift shopping to managing the 500-plus pages of content on the site, which include 3,500 images.

As part of a review of the website to improve its usability, functionality, and overall user experience, RSC managers decided to explore content management solutions that would enable the Company's already stretched technical teams to focus on other areas, such as extending its online box office and gift shops.

### Solution

The RSC turned to OpenText Web Site Management to underpin its world-renowned website and help reverse this imbalance. The intuitive technology enables content management to be placed firmly in the hands of the many experts, writers, and editors who are now in charge of developing new material for the site—with minimal training. As a result, the RSC can continue to be the first point of online contact for anything related to Shakespeare in performance for millions of aficionados around the world.





*“Our website is a very important part of our work to keep Shakespeare relevant to the modern world. Making sure that new stories, initiatives, and projects are posted to the site—quickly— means that our audiences continue to see us as innovative, vital, and above all valuable. Having received sound recommendations from OpenText’s customers, we were confident in approaching them to help us achieve our objectives.”*

Liz Thompson, Director of Communications, Royal Shakespeare Company

What’s more, OpenText’s flexible platform can easily integrate with the RSC’s existing website structure. The robustness of the OpenText solution was demonstrated when the RSC exported OpenText’s intuitive navigation tools to link seamlessly with the Company’s Box Office, improving the online shopping functionality on the site. Having contributed over £27,000 during the last financial year, the online shop is a valuable source of additional revenue for the Company, and this integration was a key concern for its team.

## Results

Following the rapid implementation of OpenText’s Web Site Management technology, the technical team has dramatically reduced its support to the website as a result of devolving content maintenance responsibilities. Programming time needed from

the IT department is down to around a day a week. The move has dramatically reduced the time taken to publish new material: content can be uploaded to the site in a fraction of the time.

As a result, day-to-day content management can be devolved to the Company’s non-technical staff and coordinated by the Web Editor, a predominantly editorial post. This enables the real Shakespeare experts to easily impart their knowledge via the site—irrespective of their technical savvy.

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