



## Why Vodafone?

Get the coverage, services and value your business needs

“Specialist WebCenter knowledge is essential for our complex consumer website”

said Peter Parfitt, Development Manager.



### Oracle Products:

- WebCenter Portal
- WebCenter Content
- WebLogic
- ATG
- Database

[www.ether-solutions.co.uk](http://www.ether-solutions.co.uk)

*The Enterprise Portal, Document Management, Content Management and Document Capture Specialists*

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In the dynamic competitive world of mobile phones, quality web functionality is a business imperative.

Vodafone UK has a market leading web site delivering quality information to consumers on its mobile phones and services. Part of the site is an online shop and another part is a portal for existing customers to manage their Vodafone account.

Vodafone originally built the web site with the Stellent content management system. Ether Solutions staff as technical specialists were engaged to migrate the web site firstly onto Oracle UCM and subsequently to Oracle WebCenter Content.

In parallel with the web site changes, HP and their offshore team upgraded the BEA portal to WebCenter Portal.

As part of the upgrade process, Ether Solutions identify the potential to incorporate the Site Studio for External Applications (SSXA) into the design. By implementing this functionality Vodafone has been to enhance its many “Micro sites” which had been operating autonomously so that they could share the use of the main Vodafone branding elements (e.g. logo, css, header menu, footer). This change has delivered the consistency for user journeys which span the main site and the micro sites.

Ether Solutions consultants continue to deliver support and advice on the use of WebCenter Content, as well as developing with Site Studio to deliver web page content through the WebCenter Portal.



Tel: 0845 643 4410