

**Customer:**

AAM

Industry:

Manufacturing

Worldwide Employees:

10,000+

Website:www.aam.com**Fishbowl Products and Services**

Oracle WebCenter Content and Portal Consulting Services
Portal Solution Accelerator

Oracle Products

Oracle WebCenter Suite 11g

- Oracle WebCenter Content
- Oracle WebCenter Portal



AAM LEVERAGES FISHBOWL SOLUTIONS' PORTAL SOLUTION ACCELERATOR TO LAUNCH A NEW WEBCENTER CONTENT AND PORTAL-BASED INTRANET IN LESS THAN 60 DAYS

AAM is a Tier-One global automotive supplier of driveline and drivetrain systems and related components for light trucks, SUVs, passenger cars, crossover vehicles and commercial vehicles. AAM credits their recognition as the world leader for such products to their overall commitment to quality. This commitment extends to AAM's internal information systems as well, making sure such systems empower and inform employees. AAM worked with another WebCenter partner to deploy Oracle WebCenter Portal and leveraged it to build its corporate Intranet. They intended their Intranet to be a one-stop, personalized location for employees to view and share news, brand assets, as well as policies and procedures. The first version of their Intranet failed to meet expectations due to a cumbersome process to contribute and edit content, a poor navigation structure, and too much dependence on IT for widespread roll out. AAM implemented Fishbowl Solutions Portal Solution Accelerator to improve overall Intranet usability and navigation, as well as provide a repeatable framework for new sites and sub-sites going forward.

CHALLENGES

- Difficult content contribution model and overall ease of use
- Rigid and cumbersome Intranet navigation updating
- Inability to quickly roll-out new sites

SOLUTION

- Oracle WebCenter Content used as core repository for assets of Intranet including images, navigation structure, layout, and content
- Oracle WebCenter Spaces simplified architecture design through 'public' space templates that incorporate branding styles, logos, images and other web assets
- Fishbowl's Portal Solution Accelerator framework eased content contribution through pre-packaged configuration of fields, profiles and rules within Oracle WebCenter Content
- Portal Solution Accelerator portlets and taskflows are deployed within the WebCenter Resource Catalog enabling their reuse across page templates and websites
- Portal Solution Accelerator mega menu feature eased navigation and facilitated classification of menu items for use across all sites
- Fishbowl's Portal Integration Suite provided JSR-compliant portlets facilitating business user contribution and personalized presentation