opentext™

Success story

European Society of Cardiology

Industry
• Healthcare

Solutions
• OpenText™ Web Experience Management
• OpenText™ Semantic Navigation

Results

Semantic navigation and personalization delivers content users need

Easy of integration to other core systems

Scalable to meet peaks in user demand

Content managed from creation to destruction

EUROPEAN SOCIETY OF CARDIOLOGY

European Society of Cardiology engages global audience

OpenText Web Experience Management provides quick and easy access to key information with OpenText Semantic Navigation

"OpenText Web Experience Management is a strategic platform providing a better way for us to work, helping us to manage complex content. OpenText is now a key component of our service delivery."

David Sebastiao
IT Project Manager
European Society of Cardiology

The European Society of Cardiology (ESC), founded in 1950, is a world leader in the discovery and dissemination of best practices in cardiovascular medicine. A not-for-profit medical society, the ESC unites national cardiac societies throughout Europe, as well as other organizations and individuals from across the globe.

More than 120,000 documents are made available through its websites, helping improve cardiac care through the sharing and dissemination of relevant content. Each year, the ESC hosts a congress in Europe, with more than 30,000 delegates from more than 140 countries. More than 6,000 presentations are made available to the community each year, plus a vast array of other content.

Ensuring quick and easy access to information is vital to improving cardiac care and in order to keep the cardiology community informed and engaged, the ESC must abide by rules that restrict direct contact. To overcome these challenges, the ESC turned to OpenText to assist with its efforts to provide a world-class, online service through multiple websites, including the main website, Escardio.org and the congress resources website congress365.escardio.org.

OpenText solution provides crucial research resource

The ESC set out to provide the best possible resource for its members, both individuals and national societies. With so much content and more than 1.5 million monthly page views, the solution had to provide a robust, scalable and easy to use interface for users.

"We required a solution that could help us manage not only the volume of content we have, but also provide an intuitive, semantic search capability to help community members access the content they need, quickly and easily," said David Sebastiao, IT Project Manager at the European Society of Cardiology.

Annual peaks in web activity occur around the time of the annual congress and so the solution also has to be capable of handling these spikes.

"Traffic to our sites is on a global basis. Congress attracts attendees from North and South America, Asia and Africa, in addition to Europe. With 30,000 or more attendees and numerous others wanting to access content from the congress, we have to provide a service that can cope with spikes in traffic," said Sebastiao. *"We chose OpenText™ Web Experience Management (WEM) for our websites, as it is able handle the traffic volumes. WEM is a content-centric solution, which makes managing content much easier than before. For content owners and managers, this makes it much quicker and simpler to publish content. Also WEM provides us the necessary integration we need to other of our core systems."*

Semantic navigation speeds access to content for members

The main part of the Escardio.org website, some 7,000 pages, is open to anyone. However, the ESC recently began offering additional content on a membership basis. In order to achieve this, the OpenText solution has to integrate to ESC's core Client Relationship Management (CRM) solution, Salesforce®.

"The eCommerce elements of membership management and subscription are handled by Salesforce. OpenText provides the necessary integration hooks to allow us to check user credentials against our CRM and if they have the necessary access, OpenText serves the gated content to the user," said Sebastiao.

When a cardiologist, healthcare worker, nurse or other person interested or involved in cardiac patient care, research or support accesses ESC's websites, they can now use the semantic navigation capabilities OpenText provides.

"Our content is now very structured, which means we can make changes quickly and easily throughout the entire content lifecycle, from creation to destruction."

David Sebastiao
IT Project Manager
European Society of Cardiology

"Web Experience Management is a strategic platform providing a better way for us to work, helping us to manage complex content with the tools we need to classify content, often automatically. OpenText includes Sematic Navigation, which provides users with much quicker means to find the content they are looking for," said Sebastiao. *"This speeds up the addition of new content, as well as reducing the amount of time it takes users to find what they're looking for. With OpenText, we're able to deliver content to users that in the past they may have overlooked."*

Personalization aids targeted content delivery

Content is a key element of the ESC's vision and so when selecting a new solution to manage and deliver its web content, the organization took care to assess possible solutions.

"We knew that we wanted a solution that would meet our needs today, but that also had a visionary roadmap that would allow us to move with users' needs too. Web Experience Management is focused on content and has a clear roadmap that matches our vision of providing personalized, targeted content delivery," said Sebastiao.

Managing large volumes of content is not just about the time it takes to publish it, but about the entire lifecycle. Managing updates and eventually the retirement of content is also key.

"Before we implemented OpenText, we used Microsoft® SharePoint®, which lacked the content-centricity, scalability and stability we have today. Our content is now very structured, which means we can make changes quickly and easily throughout the entire content lifecycle, from creation to destruction," added Sebastiao.

Multilingual solution helps patients too

While most of the content in the main websites is in English, the ESC also manages a patient website that receives around 200,000 page views each month.

"Using OpenText we're providing vital information to patients in about 13 languages, including English, Russian and Gaelic. OpenText makes the task of managing multilingual content as straightforward as possible," said Sebastiao.

The ESC is now looking at ways to further develop its websites to provide even better service, information dissemination and personalization through targeted content.

"We are working to further deepen the integration between OpenText and our other systems, including Salesforce®, as we've built up greater knowledge on the capabilities of the OpenText platform," said Sebastiao. *"OpenText is now a key component of our service delivery and we will continue to explore ways to further leverage the platform."*

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

Customer stories ↗

opentext.com/contact

Twitter | LinkedIn