Web Content Management
at
Halliburton

2001 - Present

Louis Tong

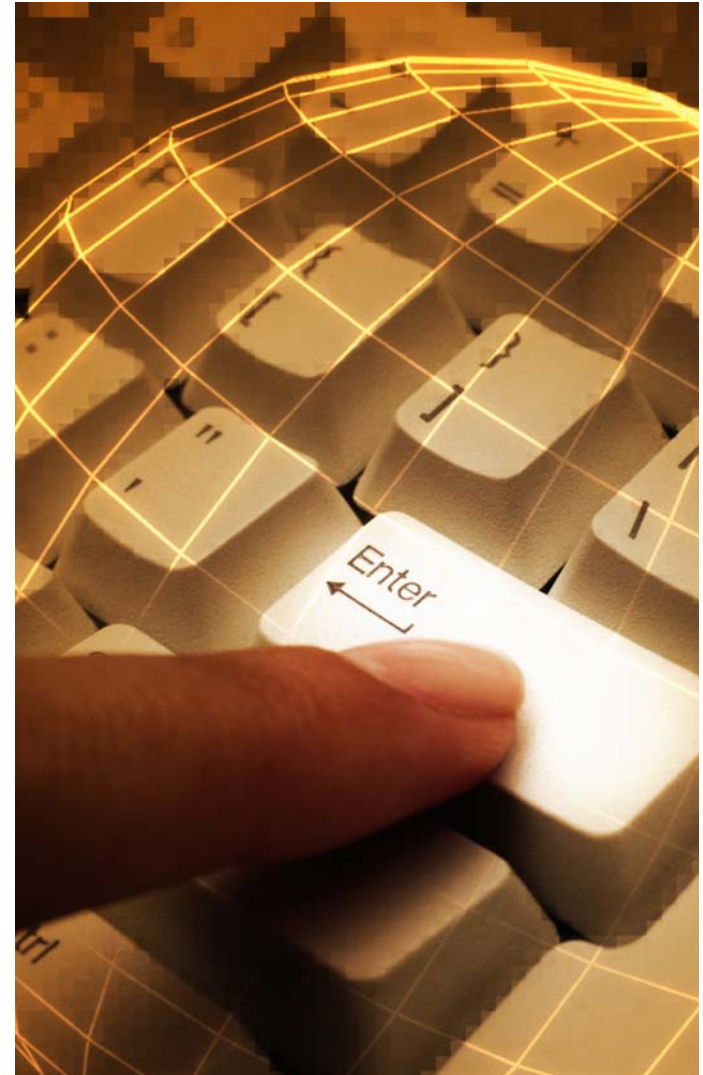Web Marketing

louis.tong@halliburton.com

HALLIBURTON

Outline

- Background
- Documentum® Web Publisher
- Interwoven TeamSite®
- Plumtree® customer portal
- Carwash
- New web strategy and Web Display Application (WDA)
- Next steps
- Lessons learned
- Q&A

Background

- Halliburton – founded in 1919

- Corporate headquarters in Houston, Texas and Dubai, UAE

- Provides products and services to the energy industry for oil and gas exploration, development and production

- 2007 revenue – $15.3 billion

- 2007 – More than 50,000 employees, operating in over 70 countries worldwide

- WCM goal – Easy-to-find, accurate and current information on the web for **employees and customers**

2001 Documentum Web Publisher

- First attempt at WCM by Communications department

- No executive or business sponsorships

- Immature technology

- No taxonomy

- Project ceased due to restructuring and lack of resources
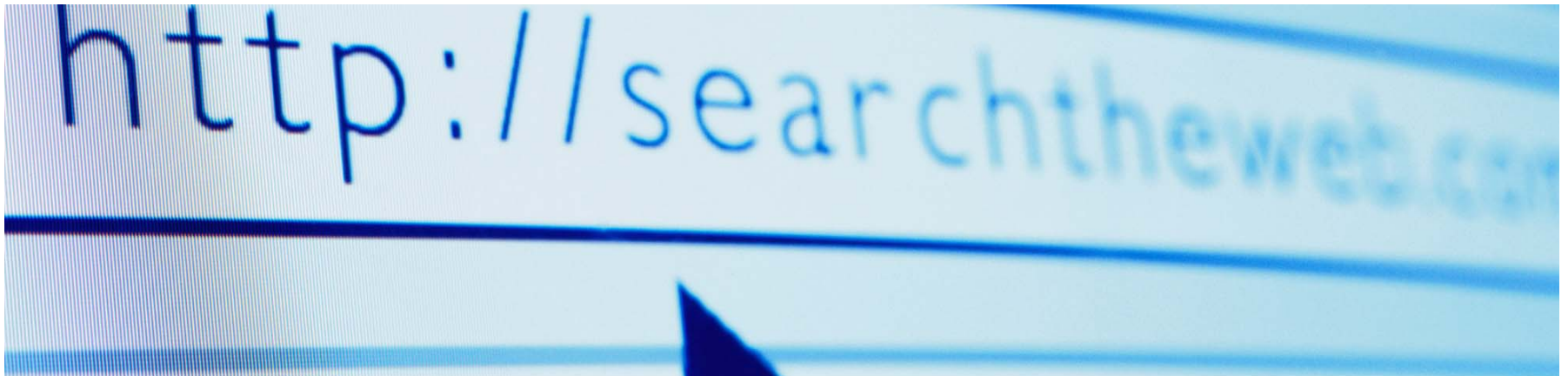
2003 Interwoven TeamSite

- KM initiative sponsored by CTO and division president

- Owned by newly formed KM group

- Target users – technical employees

- Engaged IBM Consulting in product selection, proof-of-concept and implementation

- Developed taxonomy with Taxonomy Strategies LLC

- Display tool – Plumtree portal

- In-house-developed collaboration tool

- Result – Industry-leading KM communities of practice

2003-2004 Customer Portal

- myHalliburton.com® – Separate extranet web site from Halliburton.com

- Provides registered customers with additional technical content on products and services

- Same platform – TeamSite, taxonomy and Plumtree

- Developed dynamic, faceted navigation in-house based on taxonomy structure and tags

- Also allowed e-commerce transactions, well-data access and custom applications

2004 Carwash

- Attempt to migrate intranet content to WCM (CMS) system (over 500,000 pages)

- Also displayed via Plumtree portal

- Pilot sites – Finance, Health, Safety and Environment (HSE) and IT

- Did not progress due to:
  - Lack of executive sponsorship
  - Lack of robust web display application for complex technical information
  - Poor portal software performance

2005-2006 New Web Strategy

- Goal – Consistent web interface for the public, customers and employees

- Received executive and business sponsorship

- Project headed by Marketing, Communications and IT

- Pilot – Display myHalliburton.com managed content in Halliburton.com

- Investigated Interwoven LiveSite® – Did not support dynamic display of managed content

2006-2007 WDA

- Developed in-house – Web Display Application (WDA)

  – Dynamically displays CMS content based on taxonomy tags

- Dedicated taxonomy manager

- Launched in Halliburton.com and intranet

- Continued enhancements

Taxonomy-Driven Pages

- Navigation – manually built and linked to tagged product group pages

- Page Content
  - dynamic links to product pages
  - dynamically displayed showcase(s)

- Related Information – dynamic list of content types based on taxonomy tags

Next Steps

- Site redesign with alternate navigations to fully leverage managed content

- Digital media management – Interwoven MediaBin®

- Simplified user registration and Oracle Identity Management

- Search engine optimization

- Enhanced tools to facilitate search, tracking and reporting

Lessons Learned – WCM

- Must have executive and business sponsorships to dedicate resources:
  - Planning and execution
  - Infrastructure
  - Continued improvements and maintenance

- Web display tool is as important as content management tool

- Start small and expand with successes

- Taxonomy – important for larger sites

Lessons Learned – Taxonomy

- Involve librarians or information professionals from the beginning

- Start with a simple and flat structure

- Do not import terms directly from ERP (SAP®, PeopleSoft®, etc.)

- Taxonomy vs. navigation

- Continued education of content owners and taggers

- Resource for maintenance and upkeep

Questions?