



Web Content Management at Halliburton

2001 - Present

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Web Marketing

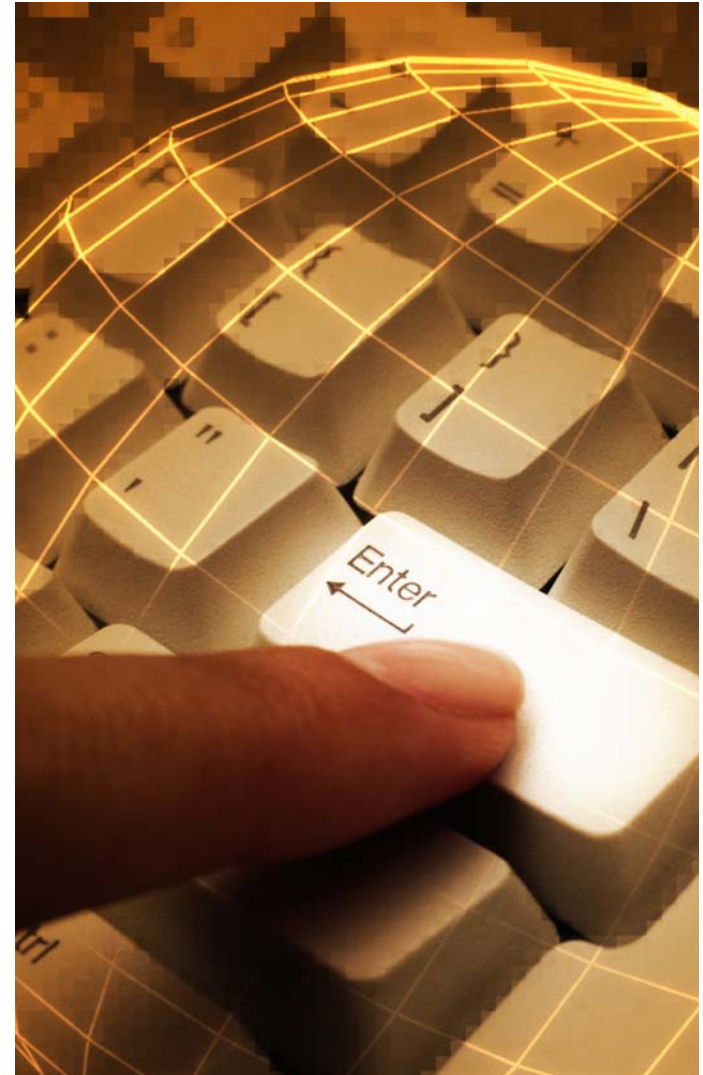
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HALLIBURTON

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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



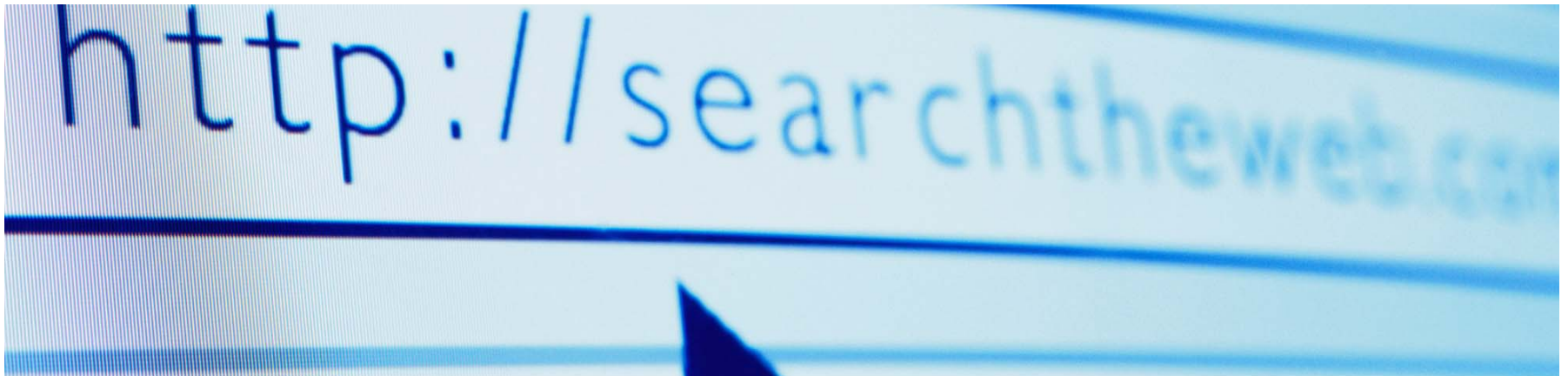
Background

- 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

The screenshot displays the Halliburton website interface. At the top, there is a navigation bar with links for Home, Products & Services, Divisions, Press Room, Events, Investors, and Careers. The main content area is divided into three columns:

- Left Column (Navigation):** A vertical list of product categories including Cementing, Consulting and Services, Drilling, Fluid Services, Optimized Computing Solutions, Pipeline & Process Services, Project Management, Real Time Services, Reservoir Testing / Analysis, Sand Control, Service Tools, Software, and Stimulation. The 'Stimulation' category is expanded to show sub-items like Acidizing/Near-Wellbore Cleanout, Conductivity Endurance (highlighted), Proppant Diagenesis, Formation Stabilization, Proppant Flowback, Fiber Optic Monitoring, Fracturing, Pinpoint Multistage Fracturing, Unconventional Reservoirs, Water Management, Well Completions, Well Intervention, and Wireline and Perforating.
- Center Column (Main Content):** Titled 'Conductivity Endurance', it features a 'Read More >>' button and several service descriptions:
 - Expedite® Service:** Developed to improve proppant flowback control and reduce time to production flowing fracture treatments.
 - PropStop WC Service:** Combines capabilities of PropStop service and WaterWeb®, helping control proppant flowback and unwanted water production.
 - PropStop™ Service:** Utilizes resin consolidation technology, coiled tubing, and pulsing tool technology for remedial treatment.
 - SandTrap® Formation Consolidation Service:** New developments for through-tubing applications.
 - SandWedge® Conductivity Enhancement System:** Improves fracturing results and eliminates incompatibility issues.
- Right Column (Related Information):** A list of content types dynamically generated based on taxonomy tags, including Advertisements (1), Books and Catalogs (4), Brochures (2), Case Histories (2), Compliance (1), Data Sheets (6), FAQs (1), Multimedia (1), Papers and Articles (2), Presentations (1), and Webinars (1).

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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?

