

Digital transformations. Elcom makes these happen.
See how we transformed Austrade



The Australian Trade Commission (Austrade) is the government agency that helps Australian businesses to succeed in international trade and investment. Austrade operates in over 100 locations worldwide.

THE CHALLENGE

We needed a solution to support our complex environment and enable our main site and satellite sites to provide personalised service.

With a need for multiple sites, each with different requirements, it was important for us to have a single consolidated web platform to reduce costs. The solution had to provide flexible and efficient multi-site management, events management, map integration and multilingual capability, all of which enables Austrade to improve customer satisfaction through personalisation.

THE PROCESS

We invited Elcom to tender as they had previously worked with Austrade and successfully delivered our Business Club Australia website. With over five years experience and two previous tender wins with Austrade, Elcom's preliminary analysis focused on our existing system to identify the features we needed to integrate into the new system.

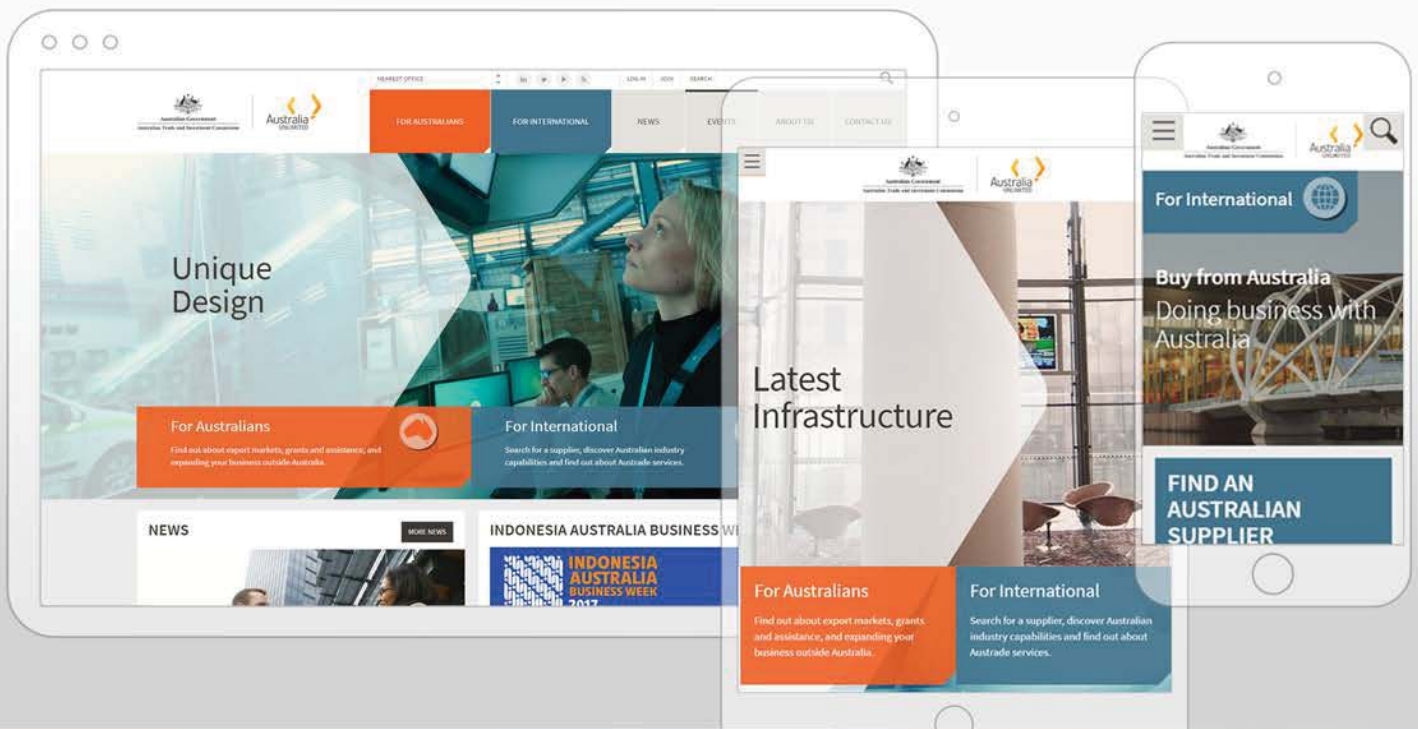
A range of usability focus sessions were conducted and the results incorporated into our full list of functional requirements. Elcom worked closely with our Web Team to implement the new WCMS and migrate over 20,000 content assets.

[TURN OVER TO LEARN MORE >](#)

"The features of Elcom have really enhanced our user experience and continue to provide many efficiencies. Elcom is easy to use and this new version has everything we need to power our website. Elcom's can-do attitude has helped us achieve our goals."

Emma Palmer, Website Manager - Ebusiness Team
Austrade





THE SOLUTION

The new Austrade Web Content Management System (WCMS) has the following capabilities:

Learning Management System (LMS) – allowing the creation of online learning modules for export market training.

Powerfully simple publishing engine – for creating content, media releases, podcasts and rich media.

Events Management - integrated with the CRM system which incorporated processes to create and promote events whilst managing the logistics, online/offline registrations and tracking.

Multi-Site Management – for numerous international websites, with the option of partially delegating responsibility for those sites whilst maintaining centralised administration and support.

Integration with Austrade's business systems – including the ability integrate with payment gateways.

Multilingual sites – involving compliance with Unicode Standard to allow multilingual content management.

Maps integration – which included a centralised database of office locations and opening times that could be easily searched and presented to end users, potential investors or exporters.

Membership Segmentation - enabling highly personalised and relevant site content.

THE BENEFITS

- / More efficient and flexible production and management of content.
- / Simple management of multiple sites with the ability to easily create new and distinctive sites.
- / Greater information accessibility.
- / Improved training and education.
- / Enhanced event management and promotion capabilities.
- / Improved customer satisfaction through personalisation.
- / A stable, scalable and secure platform which can be easily extended and integrated into internal systems.
- / Improved document management and control.
- / Reduced costs due to a single consolidated web platform for the multiple sites.
- / Ability to leverage the investment in the Elcom platform, and provide new functionality such as mobile device access and social media engagement capability.