



“The difference in search is like night and day. Now it actually does what you expect it to.”

*—Jeff Cowan, Interwoven
Director of MarCom*

CASE STUDY: How DevNet Strengthens Community Loyalty

PROBLEM

- Content quickly become buried
- No highlighting of relevant information
- No multiple-platform federation

SOLUTION

- Baynote Recommendations
- Baynote Social Search
- Instant Federation

RESULTS

- Faster information discovery
- Lower support costs and greater satisfaction
- Stronger community loyalty

Who is Interwoven?

Interwoven is acknowledged as a global leader in content management solutions. They built their reputation by tackling content in its toughest form, pioneering solutions for Web and document collaboration that have since become the gold standards of the industry.

Today, Interwoven’s software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. More than 4,200 organizations worldwide have trusted their content to Interwoven, including Adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha, and thousands more.

What is DevNet?

The Interwoven Developers’ Network, DevNet, is an online community—a place where content management professionals come together to share expertise and find answers for implementing content management solutions across Interwoven’s comprehensive platform. DevNet’s 23,000+ members include web architects, web managers, IT decision-makers, and many others involved in developing and deploying content management solutions throughout their respective enterprises.

The Problem

What approaches were tried? What were the alternatives?

Interwoven examined several approaches to solve this problem. A successful migration to new forums software gave more capability to users to participate in discussions, but the problem of buried content remained. Switching search vendors or upgrading search software versions would have a marginal impact because users would still have to guess which keywords and phrases would match the answers they are looking for, and wade through the hundreds of results that are returned. Finally, the DevNet team would still have significant development, integration, and maintenance ahead to build a single, consolidated search experience across multiple sources.

Why Consider Baynote?

Baynote's Social Search and Recommendations gave Interwoven a way to solve three major problems at once.

Interwoven saw that:

- Instead of using a search engine alone, a community-driven approach could actually surface the most useful information from tens of thousands of discussion threads, articles, and rich-content pages
- Baynote's Instant Federation allowed different content sources to be included in results with no integration work or maintenance
- Baynote's community-guided approach meant that the community itself would continuously improve the experience for all visitors, simply by using the site

Staying true to its community-centric DNA, Interwoven allowed DevNet members to try Baynote Recommendation capabilities before going live. Nearly 90% of members reported a more effective experience with Baynote! Members overwhelmingly approved Baynote and recommended that it be used permanently. Finally, Baynote's solution was inexpensive. Baynote offered a solution that reduced cost of support and strengthened loyalty within the Interwoven developer community, and increased the capability for members to resolve issues and educate one another on Interwoven's products and solutions.

Successful communities have problems, too. With a combination of over 120,000 discussions, thousands of articles including code samples and scripts connecting to Interwoven APIs, and hundreds of navigational pages, members were at the mercy of basic keyword search to find the information they needed to get their jobs done. The right technical article or discussion thread, perhaps only days or weeks old, was often quickly buried under an ever-increasing avalanche of content and discussion posts. The answer a developer needed might also be difficult to find because it was located in other parts of the site, such as the technical library or rich-content pages that had to be searched separately from the forums. Members needed an efficient way to get the information that was most useful in addressing their needs.

"Interwoven DevNet is a vibrant community where developers leverage each other's expertise. We found that the most useful information is often contained in older posts where members have debated the issues and reached a consensus, but this content was quickly buried and difficult to locate. Baynote is now guiding our members, whether new or seasoned, to the most useful information that was created last week or last year."

*—Will Anglin,
Interwoven DevNet Moderator*

Baynote increased the quality and speed of product implementations by enabling members to guide other members.

The Solution

Interwoven DevNet is now harnessing the community to direct its search and navigation. Interwoven configured three key capabilities of Baynote Recommendation Services:

“With more than 120,000 discussions, thousands of knowledge base articles with code samples, documents, and procedures, and hundreds of navigational pages to date, Baynote’s technology has been extremely helpful to the community.

In fact, the ‘search page’ ranks among the top five most visited pages month after month.”

—Will Anglin,
Interwoven DevNet Moderator

Product Line	Visitors
TeamSite - Interwoven - TeamSite	244 of 270 visitor
ucts	641 of 5344 visitor
Interwoven - Web Content Management Solution	164 of 284 visitor
Library	38 of 359 visitor

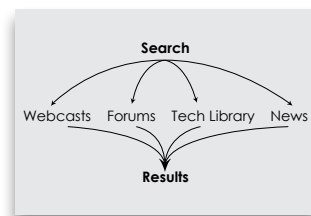
Social Search

Users are now presented with results that the community has found to be the most useful, automatically uncovering jewels of content that had been quickly buried by DevNet’s active community.

Product Line	Most Popular OpenDeploy Product Line
Starts	DevNet Forums - Deployments Help
Edition fails (1 1 2)	DevNet Forums - Non-zero return code w
on 2.1 Now Available	DevNet Forums - Realtime in CMS server
oding OpenDeploy	DevNet Forums - DataDeploy Deployment
deployment and multiple axes DeploymentFast	DevNet Forums - 100 meg log files? 1 hou
restrictions in opandeploy	DevNet Forums - Are you using the OperC
oyment fails	DevNet Forums - Fileset deployment
fault log location of OD base server	DevNet Forums - Daily EA and SCR Del

Recommendations

Developers are now presented a menu of the most useful posts for within product- or technology-specific forums. This auto-generated “FAQ” list cuts through the clutter of posts by returning only the posts that have delivered the most value to members over time.



Instant Federation

Developers can now query from any page on the DevNet website and get the answers they need. Users are presented with discussion posts, articles, and other information that spans multiple content sources, but emphasizes content the community has found to be the most useful, instead of showing a long list of poor content matches.

The Results

Interwoven delivered a fresh, new member experience with Baynote. The move to a community-driven approach is delivering impressive results that directly benefit members:

- 81% of DevNet members find information faster
- 83% of members are guided to useful information
- 90% of members prefer Baynote over the previous solution

The bottom line for Interwoven is that Baynote has improved developer satisfaction, which in turn continues to strengthen the broader Interwoven community. Interwoven also uses Baynote on its public website www.interwoven.com and its customer support site.

Learn more about Interwoven DevNet by registering and logging in today. devnet.interwoven.com

“Interwoven is obsessed with customer experience. Baynote Recommendations is a core part of how we deliver that to our own site visitors.”

—Jeff Cowan, Interwoven
Director of MarCom