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Welcome



EMC Software  
User Conference



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# Leveraging Web Content Management to Enforce Your Master Brand

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# Agenda

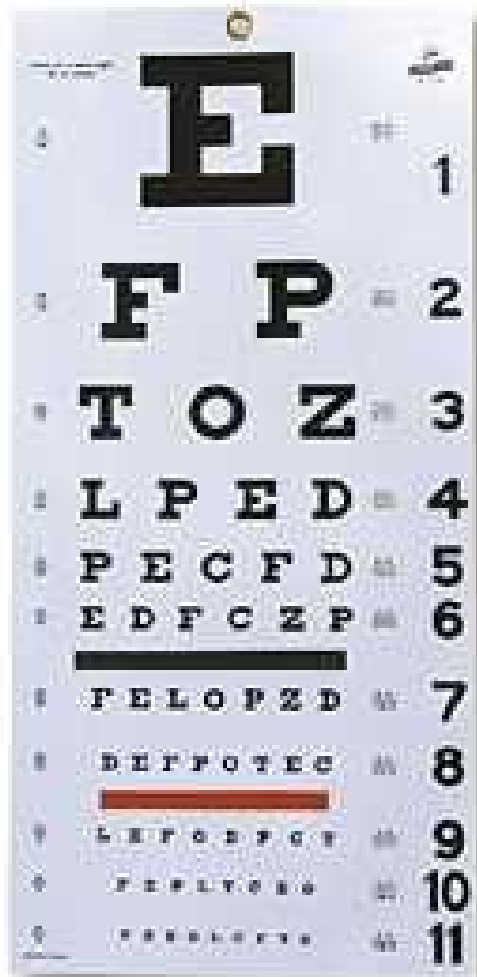


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- Problem Introduction
  - Business Drivers
  - Key Challenges
- Attacking the Challenges
- Resulting Solution
- Business Results / Impact of Solution
- Future Direction

# Eye Contest

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## About Bausch & Lomb

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- Bausch & Lomb is the eye health company, dedicated to perfecting vision and enhancing life
- Founded in 1853 in Rochester, New York
- A multi-billion dollar corporation with nearly 14,000 employees worldwide
- Products are available in more than 100 countries





# Problem Introduction



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- Key Business Drivers & Challenges

- Drivers

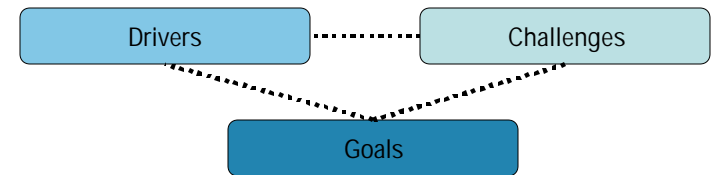
- Enable the building of a global master brand
    - More easily communicate marketing messages to distinct customer segments
    - Needed to refresh the web site (it was time for a change)

- Challenges

- Too many inconsistent websites in the footprint
    - Site serves discrete user groups
    - No owner of [www.bausch.com](http://www.bausch.com)

- Project Goals

- Enforce the [bausch.com](http://bausch.com) global brand strategy
  - Adhere to corporate risk tolerance
  - Create a great site



# Attacking the Challenges



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1. Took ownership of the problem
2. Defined the project scope, goals, and business requirements
3. Established the project team and picked the right solution set
4. Conducted kick-off meeting and took off!
5. Obstacles that were overcome
  - Roles and responsibilities
  - Internal team members lack of "web savvy" skills
  - Continuously managed and evaluated scope



# The Resulting Solution

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- Segmented
- Fairly large
- Utilized work
- Leveraged
- users to ad
- Reused con
- Enabled 118

The screenshot shows the Bausch & Lomb website with a segmented navigation menu. The menu includes 'Consumer', 'Eye Care Professional', and 'Corporate'. Below the menu are three main content blocks: 'For Consumers', 'For Eye Care Professionals', and 'Corporate Information'. Each block has a description, a 'Learn More' link, and a dropdown menu. At the bottom, there are three smaller sections: 'PureVision® Contact Lenses', 'ReNu MultiPlus® Solution', and 'Join our Vision'. The footer contains copyright information and links for 'FAQ', 'MSDS', 'Contact Us', 'Site Map', 'Legal', and 'Privacy'.

**Bausch & Lomb**

Select a country site:

Consumer | Eye Care Professional | Corporate

**For Consumers**  
Explore our comprehensive product portfolio. Get helpful information about eye health and how your vision care needs change with age.  
[Learn More](#)  
Please select one:

**For Eye Care Professionals**  
The Resource Center contains information about products and services and is intended for licensed eye care professionals.  
[Learn More](#)  
Please select one:

**Corporate Information**  
The history, vision and mission of Bausch & Lomb. Search job opportunities, view news releases, and financial information that illustrate our operating philosophy.  
[Learn More](#)  
Please select one:

**PureVision® Contact Lenses**  
See all of the current PureVision® contact lens offers including a free trial lens certificate and rebate or gift card offers.  
[Learn More](#)

**ReNu MultiPlus® Solution**  
ReNu MultiPlus® Multi-Purpose Solution is a solution for all soft contact lenses – including silicone hydrogel lenses.  
[Learn More](#)

**Join our Vision**  
Our user-friendly job seeker tools help you learn about career opportunities at Bausch & Lomb.  
[Learn More](#)

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This is a smaller, thumbnail version of the Bausch & Lomb website shown in the main screenshot. It displays the same navigation menu, content blocks, and footer information in a condensed format.



# Business Results



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- Soft Results

- Made it easier to find information on the site – “go anywhere from anywhere”
- Distributed content ownership
- A more easily found web site

- Hard Results

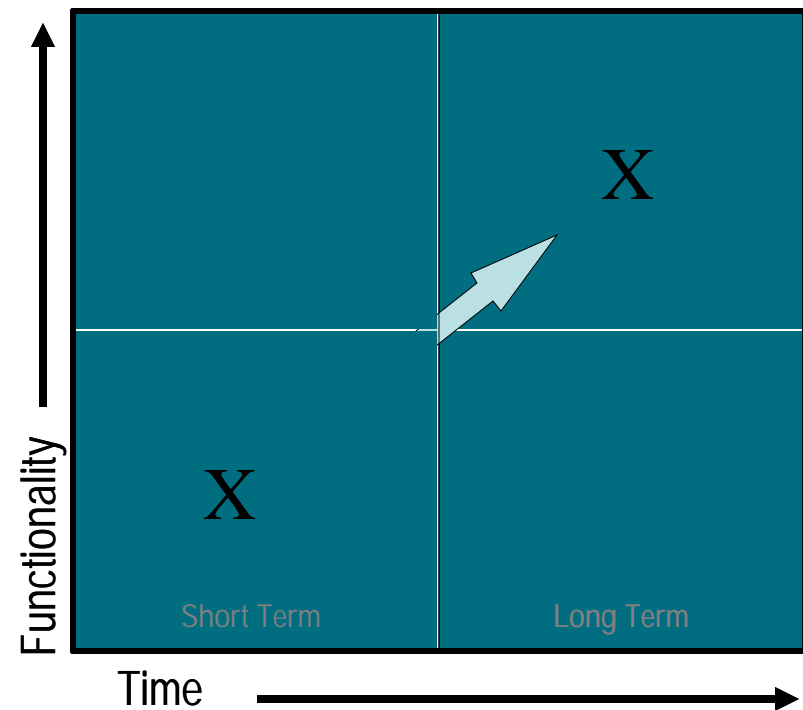
- Reduced the number of micro-sites in footprint
- Cost savings to support new web site development
- Eye health professional “stickiness”

# Future Direction



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- Short Term
  - Extend / expand the solution to international locations
  - Reevaluate existing content
  - Push the distributed content approach
- Long Term
  - Put more dimensions on pages
  - Web site personalization and customization
  - Continue to drive “micro-site” experiences into Bausch.com





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1. Upcoming Blue Fish Presentations for Tomorrow:

Lockheed Martin and Blue Fish: Power to the People - Enabling Every U.S. Citizen to Participate in Federal Rule Making

Track 3: Room 208                      11:30-12:30

**Presentations Will Be Available on  
the Momentum 2006 Website**

Allergan and Blue Fish: EMC Documentum Compliance Manager Migration Revisited - What a Difference Two Years Makes

Track 10: Room 2014B                      3:54:15  
**[www.momentumlive.com](http://www.momentumlive.com)**

2. Visit Booth 634 in the Exhibition Hall — You might just win a Blue Fish

Signature iPod Nano!  
**Password: *forum***

3. Call the Blue Fish Momentum Hotline to set up your own meeting – 512.940.5201

4. Catch us via email [bryant@bluefishgroup.com](mailto:bryant@bluefishgroup.com) or check out [www.bluefishgroup.com](http://www.bluefishgroup.com) for more information.