

# Web and Portal Strategy

<b>Client</b>	Asset Management Firm
<b>Business Problem</b>	<p>Our client launched its first product in 2008 and has grown at a steady pace. Client centricity was key to the philosophy. Organizational strategies are designed to protect investors during the down markets while providing quality participation in the up markets. The goal is to create a strategy to grow into, that enhanced the experience across multiple site presences, is tailored more towards the several user personas/views (Public, Advisor, Internal), leverages the brand architecture into the strategy, drives ease of use (e.g., search), and is well supported by appropriate business process enhancements and business technology solutions (e.g., content management, analytics).</p>
<b>Hawkins Point Partners Solution</b>	<p>Hawkins Point partners leveraged our Assessment and Roadmap framework to perform a Current State analysis and a Future State definition. We performed fifteen individual interviews and also collected from data from ancillary sources by way of a survey. We facilitated multiple workshops to present, discuss and refine findings, identified gaps, preliminary recommendations, and industry best practices. We ultimately delivered an actionable twelve-month roadmap, incorporating supporting core building blocks. The plan was calibrated to the organization's desired pace, ability to absorb change, budget, and other dependencies, reflecting estimated rough order of magnitude cost and relative business value for each roadmap item.</p>
<b>Results</b>	<ul style="list-style-type: none"><li>• Enriched website user experience</li><li>• Ability to leverage brand architecture</li><li>• Improved search optimization</li><li>• A client focused website experience with dynamic customizations for specific users</li><li>• A strategy that can be implemented incrementally and align to company growth</li><li>• A differentiating web presence that leverages innovative techniques</li><li>• Providing essential analytics to support business decisions around content usage, development, deployment and disposition</li></ul>