

Organization Profile

Gleacher & Company is an independent investment bank located in New York City. It is a public company with over 400 employees and numerous offices throughout the United States. Gleacher & Company provides corporate and institutional clients with independent advice and execution in the areas of advisory services, capital raising, and research, sales, and trading.

Situation

The company's website was outdated and did not accurately reflect the organizational changes that had occurred. In addition, the company's IT staff was stretched thin managing the company's core infrastructure and keeping up with all of the updates requested by the business users. A new website with a fresh design, reorganized structure and easily updated was needed.

Solution

Gleacher & Company chose to work with 6th Street Consulting's experienced team to develop their new website on the MOSS 2007 framework.

Benefits

- ▶ Leveraged existing Microsoft licensing
- ▶ Reduced website update cycle
- ▶ Allowed IT staff to focus on core infrastructure

Technologies Used

- ▶ MOSS 2007

Public Internet Site Built on Microsoft Office SharePoint Server 2007

Gleacher & Company, an investment bank located in New York City, was in need of a new public-facing Internet site that would replace their current, outdated website. The company wanted the new website to have a contemporary design in-line with competitor websites as well as make it easier for their business users' updates to be posted to the website. While its internal IT staff had been maintaining and updating the current website, the company wanted to bring in an outside vendor so that its IT staff could focus primarily on the company's core infrastructure.

Due to their proven track record, Gleacher & Company chose 6th Street Consulting (6SC) to be their vendor for the new project. 6SC is a recognized Microsoft Certified Partner that holds multiple Microsoft competencies, including a Gold Competency in Digital Marketing. Together, they decided to develop the new website using Microsoft Office SharePoint Server 2007 (MOSS 2007). MOSS 2007 contained all of the features that would enable 6SC to effectively build Gleacher & Company a modern website that would meet all of their requirements.

MOSS 2007 was chosen to be the platform for this project based on an assessment of the company's existing IT infrastructure. It was already deployed internally as a collaborative platform, and its capabilities would best fit the company's business requirements. After an extensive design and website architecture planning process, the 6SC team was able to develop a new website that met the company's needs and had a very modern appearance.

Situation

Gleacher & Company's previous website, developed on a common open-source platform many years ago, was not meeting its current needs. The company was in the process of a name change and wanted to take the opportunity to improve its website at the same time. The company wanted the new website to be in the same class as its competitors in design and function, reflect the organizational changes that were in progress, and relieve the dependence on IT staff to update the website.

The previous website was very text heavy and difficult to navigate. In order to update the website, business users had to rely solely on the availability of their IT department to make changes. Often, the IT staff would be preoccupied with core infrastructure duties, and would not be able to make the changes as quickly as the business users would have liked. The company wanted the ability for business users to update the website if needed or have an available resource to make the updates for them in a timely fashion.

After a interviewing various vendors, the company chose 6SC to develop the new website. By working closely with 6SC, Gleacher & Company decided to use MOSS 2007 as their platform. MOSS 2007 would enable the company to build a new, modern website and also contained key features such as user empowerment which would give users the ability to manage content.

Solution

After working closely with the company's management, 6SC discovered that Gleacher & Company was currently using MOSS 2007 internally for collaboration and document management. Furthermore, the company had already purchased the necessary licensing to use MOSS 2007 on a public facing website though its software agreements with Microsoft. Initially, MOSS 2007 was dismissed as a possible platform for the new website due to the preconceived thought that it would not be robust enough to be designed as a visually attractive and modern website. However, 6SC's depth of experience in MOSS 2007 and consumer facing websites along with their proven ability to brand SharePoint websites overcame these objections. MOSS 2007 was chosen as the technical platform for the new website as it could meet the company's requirements and could be transformed into the visually appealing website that the company had been longing for.

Benefits

Leveraged Existing Software Licenses

Gleacher & Company had already purchased the MOSS 2007 Internet Connector License as part of their Microsoft software licensing agreement. The company, however, had not fully utilized the subscription. Since the company had decided on MOSS 2007 as the platform for their new Internet site, they would now be able to fully utilize their enterprise agreement. As a result, the company did not have to expend additional capital on purchasing a brand new Content Management Solution (CMS).

Reduced Website Update Cycle

Leveraging the MOSS 2007 platform, Gleacher & Company's business users are able to edit sections of the website that they are permissioned for. In addition, due to the website's architecture, staff can perform edits in a secure development environment behind the company's firewall that allows Gleacher & Company's business users seamless access via their existing Active Directory credentials. Website changes are sent through an approval process managed by MOSS 2007 workflows and does not require IT staff.

Due to the relationship between Gleacher & Company and 6SC, the company's staff also has the additional option to leverage 6SC resources to make future website changes if the need arises.

Allowed IT Staff to Focus on Core Infrastructure

Since business users now have the ability to edit the website directly, Gleacher & Company's IT staff was freed from updating the website and could focus on core infrastructure. Any changes that business users needed assistance could be performed by 6SC staff instead.

Conclusion

With the assistance of 6SC, Gleacher & Company was able to effectively launch its newly branded website with minimal involvement from their IT staff. The new website is sleek in design, easy to navigate, and compares favorably with their competitors. In addition, the company's business users are able to update the website easily to post the latest transactions and updates. Overall, Gleacher & Company's new website launch resulted in a success for the company, and today they are enjoying all of the new capabilities the site has to offer as well as its modern design.

About 6th Street Consulting

6th Street Consulting is a strategy and technology consulting company providing expert SharePoint solutions. Our expertise ranges from the setup of the most basic SharePoint sites to custom sites that match the brand of your business. We also provide strategic assessments/planning, proof of concepts and implementation of value-added portals (Intranets, Extranets and Corporate). With our SharePoint Deployment Planning Services (SDPS), we can work with you to assess your business goals, identify and mitigate project risk, and develop an effective roadmap for implementing a SharePoint solution that meets the needs of your end users. More than 50,000 users have effectively adopted our SharePoint solutions.

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