British Airways Chooses Aptrix

Leading Airline Selects Aptrix for Intranet Content Management

British Airways plc is realising significant benefits using Presence Onlines Aptrix Multi-Platform solution, which is revolutionising content management of the airlines intranet.Presence Online is a leading global solutions group which helps enterprises to compete more effectively by maximising their return on investment in online initiatives.With potentially up to 55,000 staff across the globe accessing its intranet, the British Airways site is a very busy one, containing a great deal of frequently changing information, comments British Airways Intranet Manager Steve Armitage.Aptrix Multi-Platform, he says, has brought a total new order of efficiency and quality to the design and management of our intranet and greatly enhanced its value as an employee communications channel. Its a leading-edge solution thats getting the right information to the right employee at the right time.Not only is Aptrix Multi-Platform saving valuable time for our publishers and employees alike, but its also speeding up communication, continues Armitage. In addition, we are leveraging our investment in Lotus, as Aptrix Multi-Platform fits well into our Lotus environment.Aptrix Multi-Platforms ability to use the airlines investment in Lotus was, in fact, a key reason for Presence Onlines content management solution being chosen.Its ease of use was another major selling point. Armitage explains that previously much of the website material was developed using various tools. The overall publishing process was complex and pages were often outdated. It was also impossible to enforce design and navigation standards.Now, however, using Aptrix Multi-Platform, business managers can create content without having to worry about presentation aspects or the look and feel of the site. The Aptrix content profiling function ensures that pages are allocated to the site area where they belong. Authors, using a pre-set list of subject categories and document types, enter the appropriate information on their pages so that the pages automatically find the right shelf when published.A manager in customer services creating a customer services news page, for example, uses the departmental news page template and enters customer services news in the category box, explains Armitage. When the customer services home page checks for news items it recognises the new page and automatically adds it to the site.Ensuring quality control, the creation of a web page also goes through a workflow process before being published on the site. A web page typically goes from its author to one or several pre-selected approvers who are responsible for checking that information before it goes live.Meanwhile, the Aptrix Multi-Platform sharing functionality takes care of the site-wide look-and-feel building blocks such as navigation bars, colour of links and style list with font colours as well as content stored centrally. This means that when any of these are changed, the changes are made automatically to all databases on the web server.It is features like these that make Presence Online a leading global player in multi-platform distributed content management, application integration and personalisation solutions.About Presence OnlinePresence Online is a global Internet solutions group that leads the field of distributed content management, application integration and personalisation. With a professional web solutions team, the premier application suite Aptrix, and a growing channel of business partners, the company has achieved global success in delivering award-winning Internet, intranet, extranet and portal solutions.Presence Onlines international distribution infrastructure is supported by a network of alliances, most notably with IBM/Lotus, and offices in Boston, Los Angeles, London, Mexico and Sydney (where its R&D development arm is also based), and strategic operations in South East Asia. The companys Global 1000 client base attests to the quality of its solutions. These clients include Alcatel, AMP, Bital, British Airways, EnergyAustralia, Goodman Fielder, Linpac, McDonalds, Murdoch Media, Optus, Royal & Sun Alliance, Schering, Telstra, and Westpac.Presence Onlines award-winning Aptrix product suite has been checked by and received analyst approval from the META Groups content management and web publishing research module division, SPEX. A leading Internet authority for enterprise and web-based software technology evaluations, SPEX provides comprehensive enterprise software evaluations via the Internet to help global companies quickly select critical business applications and IT solutions.For more information, visit the companys websites at www.presence.com.au and www.aptrix.com.