

QinetiQ, one of the world’s leading defence technology and security companies, needed a comprehensive publishing solution to streamline their internet, intranet and extranet systems.

Day’s Communiqué was the clear choice for QinetiQ, providing a cost effective, user friendly and time saving solution – with the flexibility to grow and adapt with QinetiQ’s future needs.

QinetiQ

QinetiQ is at the forefront of Defence and Security research, delivering innovative research-based technology solutions and support services to governmental organisations. Additionally, it services aerospace, defence and security OEMs.



Goals

In undergoing a transition from government department to enterprise, QinetiQ needed an on-going, effective internal and external brand positioning and communication strategy. The efficient publishing of content for internet, intranet and extranet applications was vital to achieve this objective, ensuring quality and consistency of design, branding and the speed at which content can be published. The key was to improve the reliability of the publishing process, distributing authoring, whilst maintaining centralised control over design and branding practices.

Challenges

QinetiQ realised that to achieve the most efficient and effective web publishing solution, they would need to implement a content management system. Consistent template design and layout were crucial to branding strategy. The publishing of content would need to be easy and efficient, progressing from a time-consuming, labour-intensive process to a simple, efficient and user friendly process. The content management system needed to be compatible with MS and Linux, and have the ability to publish through a rigorous, government-accredited firewall; future-proofing was also a top priority, complying with and supporting industry standards (J2EE), as well as the scalability and breadth of functionality to grow and adapt with the company.

Communiqué Solution

In evaluating the offering of over 30 content management vendors, Day's Communiqué was the clear choice for QinetiQ. Communiqué was the only content management solution to meet all specified requirements, with standards compliance, full functionality, and compatibility with existing infrastructure. The decision was further reinforced because of Communiqué's flexibility to respond quickly to any future changes within QinetiQ.

Communiqué ensures the consistency of brand communication and message, with standardised template design, disseminated across all business units. The templates are adaptable to any specific microsite requirements, and across QinetiQ's entire web presence.

The screenshot displays the QinetiQ website interface. At the top, there is a navigation bar with the QinetiQ logo, a search bar, and links for 'QinetiQ US', 'Site A-Z', and 'Contact us'. Below the navigation bar, there are several content sections:

- Small wonder Big breakthrough:** A section featuring images of nanomaterials and a link to 'More about Nanomaterials'.
- Introductory video:** A section with a video player and a 'Find out more' link.
- Latest News:** A section with a news item about 'Shoeburyness Conservation Group celebrates 100th meeting in 30 year period' and a 'Todays share price: GBP 198.75 - Last Trade' link.
- Defence:** A large section with a header 'Defence' and a sub-header 'The winning edge'. It includes a large image of soldiers and a description: 'Whether you are a government looking to enhance your defence capabilities or a supplier working to win a complex defence project, we can help give you the edge across all fields - land, air and maritime'.
- Security:** A section with a header 'Security' and a description: 'Securing organisations against the A-Z of threats, from control to zero-tolerance policing.' with a 'more' link.
- Commercial:** A section with a header 'Commercial' and a description: 'Our groundbreaking technologies are now being put to commercial use in both terrestrial and space applications.' with a 'more' link.
- United States:** A section with a header 'United States' and a description: 'Providing unique, high-engineering and consult services to the government DoD and commercial customers.' with a 'more' link.
- Air:** A section with a header 'Air' and a description: 'We bring years of experience, acknowledged world-class facilities and unmatched expertise to our work with systems, architectures and people.' with a 'more' link.
- Land:** A section with a header 'Land' and a description: 'We have been specialising in integrated systems for many years - designing the systems and the software needed to deliver operational requirements on time, and on budget.' with a 'more' link.
- Maritime:** A section with a header 'Maritime' and a description: 'With our experience and facilities, we're ideally placed to provide a comprehensive service for maritime development.' with a 'more' link.
- Interoperability & Network Enabled Capability:** A section with a header 'Interoperability & Network Enabled Capability' and a description: 'We have the experience and facilities needed for all aspects of interoperability and network centric...' with a 'more' link.
- DCSA Catalogue:** A section with a header 'DCSA Catalogue' and a description: 'We now offer services to MoD customers under the DCSA Catalogue.' with a 'more' link.
- Contact us:** A section with a header 'Contact us' and a description: 'Click here to email us call us on +44(0)8700 100942' with a 'more' link.

At the bottom of the page, there is a footer with links for 'What's new in Executive Perspectives', 'Email us', '4+4 (0)8700 100 942', 'Postal address', 'Stay Informed News', 'QinetiQ Ltd 2006', 'Privacy statement', 'Cookie Policy', 'Conditions of use', and 'Copyright information'.

The overall ease of use of Communiqué enables decentralised authoring and streamlined processes. The intuitiveness and simplicity of design means that web pages can be created and edited by any authorised user, without the need to utilise IT staff, enabling huge time savings and a significant reduction in IT costs. The focus of accountability and ownership has moved away from the processes, to the individual user. In other words, QinetiQ controls the content, and not vice versa.

Using Communiqué has also meant that QinetiQ enjoys a closer relationship with target audiences and the general public. Up-to-the-minute information is available for potential clients, media and stakeholders. Newsletters and email alerts are available to subscribers on a central database system. The intranet system hosts a comprehensive internal communications network, while project-specific extranet sites provide secure information sharing forums for members.