

**IVEY BUSINESS SCHOOL AT
WESTERN UNIVERSITY
CLIENT VIEW**



“Sitemorse is helping us maintain the quality of our website, despite having thousands of pages and at least 30 different contributors.”

INTRODUCTION

Ivey Business School at Western University is widely regarded as Canada's most prestigious business school and among the top in the world. Drawing on extensive research and business experience, Ivey equips students with the knowledge and capabilities that they need to confidently take on business leadership challenges and opportunities.

The school's MBA program is ranked #1 in Canada by Bloomberg Businessweek (2014-2016). Its alumni, meanwhile, go on to the top ranks of industry – with over half placed in the C-suite or currently holding the position of vice president, managing director or partner.

THE ISSUE

With over 200 faculty staff and nearly 28,000 alumni, Ivey Business School's key digital challenge is that of scale. With dozens of editors and contributors and an archive going back decades, ensuring consistency is a monumental task to achieve manually.

Ivey's Manager of Digital Services is only too aware of this issue.

"One of the big challenges with maintaining a large university faculty website is how many editors are collaborating on the site at any given time... We want to ensure that they are being consistent and adhere to our brand, content and accessibility guidelines."

"Our institution also produces a lot of quality content, from research papers to articles about our programmes and alumni... Because this content spans back years, decades sometimes, it can be a challenge making sure links are still functioning."

At the same time, the institution's Digital Services department is keen to ensure that it is implementing best practices. *"Our primary governance concern is making sure our site meets all accessibility guidelines."*

Ivey had previously used Siteimprove but found that Sitemorse provided a better offer and that Sitemorse's product had the edge.

SERVICE & BENEFITS OF USING SITEMORSE

“Sitemorse has been a real asset in helping us keep everything up to date.”

“The code quality report in Sitemorse has been helpful in making sure we are developing our site with code that meets web standards.”

Monitoring accessibility and user experience at scale is a challenge – but Sitemorse makes it easy to pinpoint where issues lie and to identify the most urgent items to change via a shortlist of the most viewed pages. By providing powerful digital governance tools, Sitemorse helps managers to raise the standard of their sites across the board.

“Our main benefit to using Sitemorse is helping us maintain the quality of our website, despite having thousands of pages and at least 30 different contributors.”

Perhaps Sitemorse’s most useful feature is that it provides comprehensive reporting that remains easy to understand and that comes with immediately actionable recommendations for managers, for developers and for content editors.

“We want to use Sitemorse to help us provide the best user experience for all of our website visitors... Producing an accessible site with high quality, up-to-date content helps us achieve this goal.”

“Although some [accessibility] guidelines are subjective, it’s great to have a tool like Sitemorse that can help us evaluate which quantifiable criteria we are meeting... I am also a fan of how it helps us prioritise the most important pages.”

“We also work very closely with our IT team... The code quality report in Sitemorse has been helpful in making sure we are developing our site with code that meets web standards.”

“Sitemorse has been a real asset in helping us keep everything up to date.” Of course, that applies just as much to brand new content as to pieces that are many years old.

Sitemorse has also helped Ivey’s Digital Services team to overcome the challenges of their significant online presence and substantial archive with only a handful of individuals. “Because we are a small team at our school, Sitemorse fits in as a great tool for helping us delegate tasks to our various collaborators across different departments, centres, and institutes.”

Sitemorse’s tools can also help managers to take control of the most important factors to surface their content online. “The ability to track problem areas from a search optimisation perspective is a cherry on top.”

And how does Sitemorse compare to the competition? “I will say that a couple of the Sitemorse reports are more robust, like the code quality one mentioned above.” Indeed, when evaluated, Sitemorse provides a better offer.

HOW HAS SITEMORSE FITTED IN AND HELPED IVEY FURTHER IMPROVE?

Ivey is currently in the process of optimising its properties and rolling out Sitemorse's tools and recommendations across its userbase. Sitemorse can quickly identify the most important items to prioritise, but there may still be a long tail of pages and properties that can be developed, whether that means improving code quality or ensuring that content follows brand guidelines.

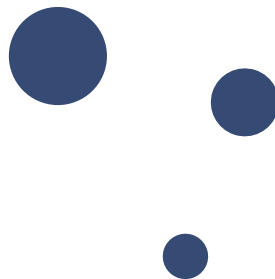
"Right now, we are focusing on the power users and helping them navigate Sitemorse reports... One of our biggest challenges is finding time to monitor and update the older content. The ability to prioritise what items to focus on has been really helpful."

"I think the best feature of Sitemorse is the accessibility testing... Making sure your website is accessible is such an important part of web development, particularly here in Ontario, [which is why] the comprehensiveness of this report has been so valuable."

WHAT DOES IVEY WANT TO ACHIEVE GOING FORWARD?

Ivey's Digital Services department is still implementing a programme of change and has much more work planned.

"We are constantly working towards improving scoring across our [properties]... We know what we need to focus on. We just need to keep plugging away on the outstanding items that Sitemorse keeps identifying for us."



RESULT

CEO of Sitemorse notes:

“Our objective at Sitemorse is to provide digital governance solutions that work at scale. It’s great to have such a prestigious name as Ivey Business School moving to Sitemorse, having previously used Siteimprove. We are seeing a lot of clients upgrading and benefiting from the more granular level of detail that we provide.”

“We often see use cases where small teams are responsible for scores of contributors and hundreds of thousands of pages. We supply automation tools to ensure that these individuals can have the most impact possible, as fast and as painlessly as possible.”

“Meanwhile, our new Prioritisation Intelligence™ functionality is transforming governance from being an endless series of reports to having a shortlist of actions that can be straightforwardly managed and monitored.”

“We pride ourselves on building tools that are comprehensive and robust and that provide the insights that developers, managers and content editors need – and which are nevertheless easy to read and to digest.”

“Ivey Business School has one of the top international MBA programmes in the world and we’re excited to be helping them to become leaders in digital governance.”

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