



## Cancer Research UK Deploys Public Information Web Sites 70% Faster, Cuts Event Support Costs by 20%

Cancer Research UK is a world-leading charity dedicated to beating cancer through research. Its work has resulted in a significant number of discoveries that have fundamentally changed the way cancer is prevented, diagnosed, and treated.

*“The infoMENTUM team moved us to a new web content management system with huge expertise and skill.”*

### Challenges:

- Cut development time and cost of creating, updating, and managing informational and event Web sites, such as CancerHelp and News & Resources that inform the public about cancer and encourage participation in fundraising
- Consolidate Web technology onto a single strategic platform
- Share knowledge seamlessly, across departments; streamline searches by scientists, researchers, fundraisers, and planners; and enforce document control in a highly regulated industry
- Define information classification for structured and unstructured content across business functions
- Establish best practices for information management

### What the client says...



Liz Woolf  
*Head of Cancer Help UK*

Working with infoMENTUM was a very positive experience. They were incredibly thorough and patient throughout a very large and complex project. InfoMENTUM introduced a completely new web management system to my team - none of whom are IT professionals. They took a great deal of trouble to find out about our business area - and understand the implications that the new system would have on our team. I'd certainly recommend them.

Nicola O'Connor  
*Senior Online Manager, News & Resources Cancer Research UK*

The infoMENTUM team moved us to a new web content management system with huge expertise and skill. Not only were they extremely capable in terms of their technical lead on the project and attention to detail, they are very enjoyable to work with - and really became part of the team here at Cancer Research UK. Challenges were always met with a can-do attitude, and they showed great patience with those of us who weren't IT professionals. We would recommend infoMENTUM without hesitation.



Specialized  
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Specialized  
Oracle Enterprise Content  
Management

## Solutions:

- Replaced multiple legacy content management and Web site development tools with Oracle Universal Content Management to gain an enterprisewide content management platform
- Migrated 20,000 Web pages from 18 flagship sites receiving 3.5 million hits each month from United Kingdom and overseas
- Leveraged Oracle Universal Content Management Site Studio to drive further efficiency in integrated Web site creation
- Leveraged intuitive, automated content creation tools in Site Studio to streamline updating of public information Web pages and enforce adherence to corporate branding across all sites
- Benefited from standardized, reusable templates in Site Studio to cut time and cost of launching new online content by 70%
- Consolidated structured and unstructured information from all sources in a single repository with built-in access security and version control, which simplified auditing and compliance
- Used advanced search, taxonomy, and faceted navigation tools developed by Oracle Partner infoMENTUM to cut search times for users of Cancer Research UK's knowledge repositories
- Generated substantial cost savings by in-sourcing the creation, deployment, and management of event Web sites supporting annual fundraising activities, such as Race for Life
- Set to cut cost of organizing Race for Life 2012 by 20%, using Oracle WebCenter Suite's collaborative portal platform to build Enterprise 2.0-enabled sites to streamline handling of contact center queries and merchandising fulfillment for online shop

“Oracle Universal Content Management mobilizes full value of our data assets.”

## A word from Cancer Research UK

“Oracle Universal Content Management mobilizes full value of our data assets to equip our scientists, researchers, fundraisers, and the general public with the knowledge and resources they need to join us in the fight to beat cancer.” – Srdjan Bakovic, *Product Manager*, Cancer Research UK



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infoMENTUM Ltd  
MWB Business Exchange Centre  
107-111 Fleet Street  
London EC4A 2AB  
Registered in England No. 6306839

You can also find us at:

 [twitter.com/infomentum](https://twitter.com/infomentum)

 [linkedin.com/infomentum](https://linkedin.com/infomentum)

Call 0844 736 5625  
Email [info@infomentum.co.uk](mailto:info@infomentum.co.uk)  
URL [www.infomentum.co.uk](http://www.infomentum.co.uk)