

## CASE STUDY



### Sceneric migrates Legal & General to the latest version of the Percussion CMS

The Legal & General Group, established in 1836, is one of the UK's leading financial services companies. Over 6.5 million people rely on them for life assurance, pensions, investments and general insurance plans. Legal & General is regarded as a leader in online services and faced a challenge – how to migrate legalandgeneral.com to an Enterprise Content Management System with minimal disruption. Sceneric were chosen to ensure a smooth transition.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

## THE CHALLENGE

In 2007 Legal & General selected Percussion as its strategic content management system and in 2008, Legal & General selected Sceneric as its web development partner of choice.

Legal & General needed to replace Adobe Contribute, the content management solution which underpinned their consumer website [www.legalandgeneral.com](http://www.legalandgeneral.com).

The existing system was to be replaced by Percussion, which is Legal & General's strategic platform of choice. The challenge was to rebuild the site in a limited timeframe and ensure a smooth, error free switchover for this FTSE100 company.

## THE SOLUTION

As partners of Percussion, Sceneric deployed the site onto the Percussion CM system using their tested methodology. A Joint Architectural Analysis and Design consultancy was completed by Percussion Professional Services and Sceneric consultants working side by side. Post this, the development was completed using Sceneric's '**CM Design**', '**CM Deliver**' and '**CM Support**' methodology.

The tested methodology involved:

- New Percussion templates to allow Legal & General staff to change all aspects of the site in real time

- Workflow capability to ensure the quality of online content is high and compliant with the FSA
- Multi-user capability to allow Legal & General to delegate content entry to business teams, saving time and money
- Content entry services to ensure a value for money site deployment
- Technical expertise including virtual server and cloud hosting expertise to minimize development costs

The project was controlled through a SCRUM methodology, configuration management tools and a combined business and technical team.

Richard Nunn, Head of Brand and Web for Legal & General said: "The migration of legalandgeneral.com to Percussion Rhythmyx lays the foundations for future improvements to Legal & General's online capabilities. Sceneric's expert resources, structured methodology and web experience were instrumental in ensuring we achieved this project on-time and within budget."

Peter Webster Senior Vice President of Percussion Software said "From day one, Sceneric understood the need to deliver for one of our most important clients. They brought energy and insight into the project."

A major consideration in choosing to deploy Percussion CM throughout

Legal & General was the platform's ease-of-use for business users and content managers. Percussion's WYSIWYG Ephox editor greatly facilitates the management of the site for non-technical users and enforces design consistency. The content editor has simple to use editing capabilities, making it very easy for non-technical people to use. In addition to standard WYSIWYG capabilities (bold, bullets, images, etc.) the editor is easily customised to allow for pre-set text styles which ensure that each and every page is on brand. In this way a consistent look-and-feel for the site is enforced.



## THE RESULT

The result has been a robust implementation of the Percussion CM for the the customer facing Legal & General site.

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Peter Webster  
SVP Percussion Software

The site now allows Legal & General staff to change all aspects of the site in real time whilst Percussion workflows and L&G staff ensure online content is compliant with FSA regulations.

## About Sceneric

Sceneric is an IT Services Company that specialises in designing and building innovative software for the Financial Services industry. Sceneric delivers a seamless, compelling and valuable straight through processing experience to product providers using a broker distribution model. The Company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit [www.sceneric.com](http://www.sceneric.com) or call +44(0)8445 678 720