

CASE STUDY

# ChannelNet<sup>®</sup> builds an innovative internal communications vehicle for General Motors.

Highlights

- Standardizes the look, feel and navigation of all intranet websites in 22 countries around the globe.
- Provides simple, self-service capabilities for non-technical end users to create and manage sites without IT resources.
- Reduces the time to build internal sites by 75%, and reduces technical support time for GM's Information Systems and Services by 80%.
- Has saved GM approximately \$45 million over the past four years.
- Currently running over 500 internal sites in 22 countries.

Founded in 1908, General Motors is the largest and one of the most successful vehicle manufacturers in the world. Its marketing department has done a brilliant job of making GM brands—including Buick, Chevy and Cadillac—household names from Indiana to India. But the Internet is a whole different animal for the automobile industry, and its roads can be harder to navigate. Which is why, in 2002, GM found itself running into a traffic jam of major proportions with its internal websites.

The problem: after years of letting its individual departments, divisions, brands and groups create their own custom websites as part of a company intranet, GM found itself with the time-consuming, budget-breaking task of supporting almost 1,000 sites. Their IT department was allocating far too many resources to building and maintaining them, and needed to focus more on GM's core business. A radical re-design of the whole system was definitely in order.

Luckily, that same year, a director of GM's Information Systems and Services saw a

demonstration of ChannelNet's SiteBuilder<sup>™</sup> software, and the light went on at GM's IT department. Not long after that, ChannelNet was chosen to create a turnkey program for GM, and new websites were soon rolling off the "assembly line".

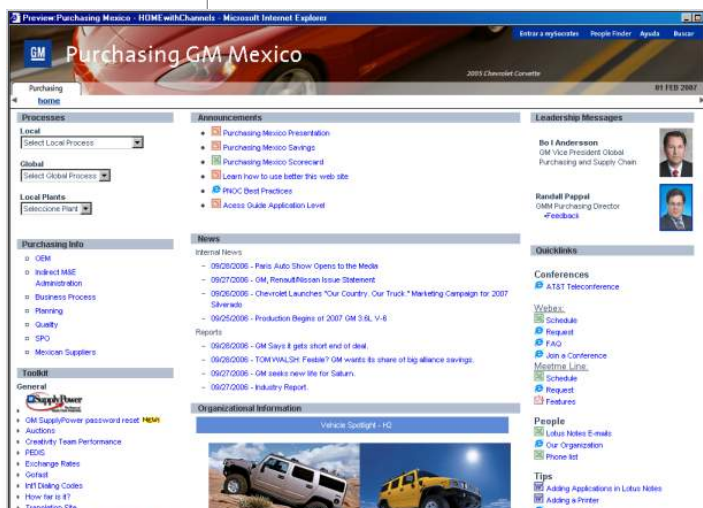
**Changing content is now as easy as writing emails.**

To meet GM's need for a standardized system of internal websites with centralized control of the hosting and software platform—and global education and support for end users—ChannelNet employed its unique combination of strategic thinking, creativity and technology.

At GM's request, we re-purposed existing content and systems wherever possible. At the same time, we standardized the look, feel and navigation of the sites so that anyone accustomed to using GM's intranet in Mexico would have no problem using the ones in Sweden, New Zealand or China.

The sites are so easy to build that each GM end user only has to spend one day

in a hands-on workshop to have a live site by the end of the class. This is quite a contrast to the previous average of six weeks that it used to take to develop an individual GM site.



- Technical site development time is now just 5% of total development time—the rest goes into organizing, writing and updating content.
- Since the SiteBuilder™ solution was implemented in 2002, GM has saved approximately \$45 million.

As an added bonus, SiteBuilder's™ architecture easily integrates with GM's existing business applications, saving the company even more time and money.

Thanks to ChannelNet, GM's internal web-sites are now on cruise control. And no one could be happier than the drivers.

## About ChannelNet

For 25 years ChannelNet has created multichannel solutions that help companies sell complex products and services through traditional sales channels. Each solution is developed with its patent-pending software product, ChannelNet SiteBuilder, which significantly reduces the costs and development time of custom solutions. As a full-service company, ChannelNet also offers expert professional services for everything from multichannel sales strategies and best practices to dedicated solution support. The privately-held company is based outside San Francisco in Mill Valley, California, with offices in Detroit, Michigan.

And the process of updating sites is so simple that one user compared it to writing emails.

But just in case anyone has questions or problems, ChannelNet provides three levels of help desk support for GM's entire end user community in 22 countries around the world.

### Four years, \$45 million in savings.

With a payback period of less than 6.2 months, the time and cost savings for GM have been enormous:

- Ongoing costs have been reduced by as much as 46%, and technical internal site maintenance time has been reduced by 80%.
- It now takes 75% less time to build a new internal website as it did in the past.

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