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– Hansel Larson, Web Developer, Citrix Online

Customer:
Citrix Online

Industry:
Software

Business Challenge:
Create an easily searchable, central storage repository for current projects.

Results:
Using Movable Type, Citrix Online:

- Facilitates company growth and collaboration with several intra-department blogs
- Notifies users of changes with real-time RSS feeds
- Protects company information with strict security policies
- Maintains multiple levels of user permissions and access

For more information, visit:

Citrix Online
www.citrixonline.com

Movable Type
www.movabletype.com

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Movable Type Helps Collaboration Software Company Improve Productivity and Growth

The Citrix Online eCommerce marketing department adopts Movable Type to share business metrics and knowledge among its growing number of employees.

Customer Profile

Citrix Online is a leading provider of on-demand applications for remote desktop access, web conferencing and collaboration. Its award-winning services, used by more than 20,000 businesses and hundreds of thousands of individual subscribers, include Citrix® GoToMyPC® for remote PC access, Citrix® GoToAssist™ for remote support, Citrix® GoToMeeting® for online meetings, and Citrix® GoToWebinar™, the industry’s first do-it-yourself solution for Web events.

The Challenge

Citrix Online has enjoyed record growth in the last few years. As the company grew, it became increasingly difficult to store and quickly distribute internal knowledge. Web Developer, Hansel Larson, puts it this way, “The more pipes you have in the system, the more potential there is for stopping up the drain.”

The Citrix Online eCommerce marketing department continually runs campaigns to increase awareness about its products and tracks multiple success metrics related to each campaign. As the department hired more employees, its leaders quickly realized they needed a better way to consolidate and organize this business intelligence, and began a search for an appropriate tool. “We were looking for a solution that would provide a central repository where we could store information,” says Larson. “One that would be easily searchable, so we’d be able to find what we needed quickly.” They wanted something that would support continued growth, while maintaining the same high level of understanding of their business metrics.



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The Solution

The Citrix Online marketing team investigated a few different solutions, including wiki technology, intranet content management systems, and blog software.

“We wanted to find a web-based solution so that it wouldn’t be tied to a single platform, and would have the ability to integrate into our security policies,” says Larson. “When we learned that Movable Type was LDAP-aware, that really piqued our interest.”

After significant research, Citrix Online decided that Movable Type Enterprise was the right solution to use for its internal blogs, in large part due to the availability of LDAP integration, which provides user authentication and group lookup features.

Business Benefits

The Citrix Online eCommerce marketing department has created a robust knowledge bank for its business intelligence with a Movable Type blog, and designated several different categories to organize all of the information they regularly track.

To keep everyone in the department informed about updates to the blog, Citrix Online used Movable Type content syndication to set up RSS feeds. Employees can subscribe to a feed for the blog, which notifies them when anyone updates it. “The RSS feeds provide users with the kind of real-time information they always wanted,” says Larson.

The LDAP user management allows Citrix Online system administrators to easily manage multiple levels of access for different groups within the company. It also enables employees to use their existing Windows logins for the blog. They don’t need to maintain (and remember) an additional login and password. “LDAP has made our life easier,” says Larson. Additionally, Larson appreciates that the company can set up unlimited blogs, which has allowed the company to provide the Movable Type solution to other departments.

The Bottom Line

“Movable Type has saved us time, money, and has helped us protect the intellectual capital of our company,” says Larson.

The eCommerce marketing team can now easily search its Movable Type blog to analyze and quickly identify the key factors contributing to its business results. The ready availability of this critical information in turn helps the department make sound decisions based on solid facts.