

The background image shows a person's hands using a laptop. A semi-transparent, futuristic user interface is overlaid on the scene, featuring a grid of icons and labels. The labels 'B', 'C', and 'D' are visible above the icons. The overall aesthetic is clean and modern, with a focus on digital technology and user experience.

# 2021

## CASE STUDY

WEBSITE CONVERGENCE WITH MULTI-SITES

## THE SITUATION



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**Nation's leading competitive energy provider awarded "Expanding Excellence Award for Innovation in Digital Customer Engagement" due to the website convergence project.**

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Nation's leading competitive energy provider needed project management in the creation and selection of the website redesign that converged their three operating companies' (OpCo) websites into modern websites that ran independently but used a single design. This project managed over 400 content webpages with three OpCo's into one-cohesive website design; including updates to certify the pages converged properly with the OpCo's phone, tablet, and desktop devices.

## THE SOLUTION



### Management



The project implemented new websites built using the Microsoft SharePoint platform that integrated with two independent company billing systems and numerous content management systems. This included integrating the Operating Companies' (OpCo) public websites as well as their customer private websites for usage, billing, outage tracking, and other private identification.

In order for a successful website convergence to occur, there was a need for specific skills and ability to lead not just one but several business managers through a complex and sometimes contentious process of change from the 'normal' way of doing business and also a new set of methods that were converged across the three different OpCo's in three different geologically separated regions.



**This required meeting regulatory requirements and approvals from four states:**

- **Pennsylvania**
- **Delaware**
- **Maryland**
- **Illinois**
- **and meeting Federal Regulations.**

## RESULTS & BENEFITS

**\$25M**

managed across a 1 year  
project

**400**

webpages migrated to new  
website

**3**

newly Operating Companies  
effectively added in  
expansion after project



### New Processes and Optimization!

Nation's Leading Competitive Energy Provider now has new and improved processes and procedures for their management. The new processes were implemented and shared with management and spread across all OpCo's across the region. Optimization of new converged websites increased brand unity.

### Expansion into new Operating Companies' (OpCo's)!

The converged website platform and business processes were effectively able to expand into **three new OpCos** when **Nation's Leading Competitive Energy Provider** merged with another leading energy provider.



# COMPANY PROFILE

**Greencastle Consulting is 100% Veteran-Owned and operated implementation consulting firm that is unique in its approach to mission-critical projects. We combine the best practices of change management, process improvement and project management with Greencastle's 6 rights of implementation into one methodology.**

**Using our implementation management methodology as the foundational approach to each project has enabled our clients to successfully meet the challenges of an ever-changing business landscape.**



**Military Precision:** Founded on a strong military background, Greencastle has been providing customized, metric-driven results to Fortune 500 companies for over 20 years.



**Data Driven:** We have completed well over 350 projects since 1997; most are large scale and complex—keeping people and the process top of mind. We consider every project a data project.



**We love challenges.** We turn our client's mission-critical strategic initiatives into outcome focused projects. The fun projects are the ones that have never been attempted.



## EXECUTIVE SUMMARY

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