

# American Energy Company

## STREAMLINING SYSTEM MIGRATIONS FOR ENTERPRISE ACQUISITIONS

As one of the largest American energy companies, our client is an industry leading power provider to over 3 million residential and commercial customers. As a Houston-based enterprise, they have a significant footprint in Texas, with plans to grow and diversify their portfolio throughout the country.

Since 2013, Content Bloom has been our client's key digital partner across web, mobile, content management, and digital marketing. Along the way, we have navigated the team through everything from CMS selection and complex architectures, through to campaign management and targeted personalization.

To support our client's growth as they have expanded both their service offerings and size considerably through a combination of organic development and no fewer than 12 acquisitions, we've worked to strategically unify tech platforms to ensure scalability.

Following the \$300M purchase of a leading direct selling energy retailer who operated in a different technology stack, we worked to implement a strategy to merge systems under the existing enterprise tech umbrella in order to streamline operations, mitigate any performance risks, and make future digital enhancements and maintenance easier.

## The Challenge

Our client's website sees up to 50,000 hits per hour and utilizes more than a dozen different third-party integrations and tools, so bringing hundreds of the new retailer's webpages into our client's existing mix required both a data conversion and a data migration in one.

As such, one of the key risks in any data migration is the impact on business-as-usual activities. For an enterprise retailer in the utilities sector, this means all of their core functions – meter readings, facilitating bills, online payment, customer portals, etc. – needed to be brought into the fold without the slightest hint to their 2.9M customers that there had been any adjustments.

The risk of such a disruption is ultimately lost opportunity. If there are any hiccups in the data migration or the data conversion and the transfer does not go perfectly, our client is at risk of losing \$10,000+ for every day of downtime. It was critical that we ensure this project, as well as other business-critical plans and tasks, would not be impacted by lack of resource, nor should it slow or halt progress on BAU activities.

It should also be noted that because our client operates in a largely bilingual market, we needed to guide the data migration for both English and Spanish.

## The Solution

As a data conversion and data migration, not only did we migrate the new acquisition's content, media, and user data out of their platform and into our client's content management system and databases, but the entire tech stack needed to be converted to fit within the existing architecture whilst retaining the exact same look-and-feel of our client's existing pages.

This was necessary to ensure website visitors receive that seamless, uninterrupted experience while we migrate and convert the infrastructure, coding logic, and third-party integrations.

The key components of the project included:

- a complete migration to our client's enterprise content management system
- a migration from cloud hosting to on premise hosting
- a data conversion of their coding language from .Net to Java
- a rewiring of their backend services to obtain data from new endpoints

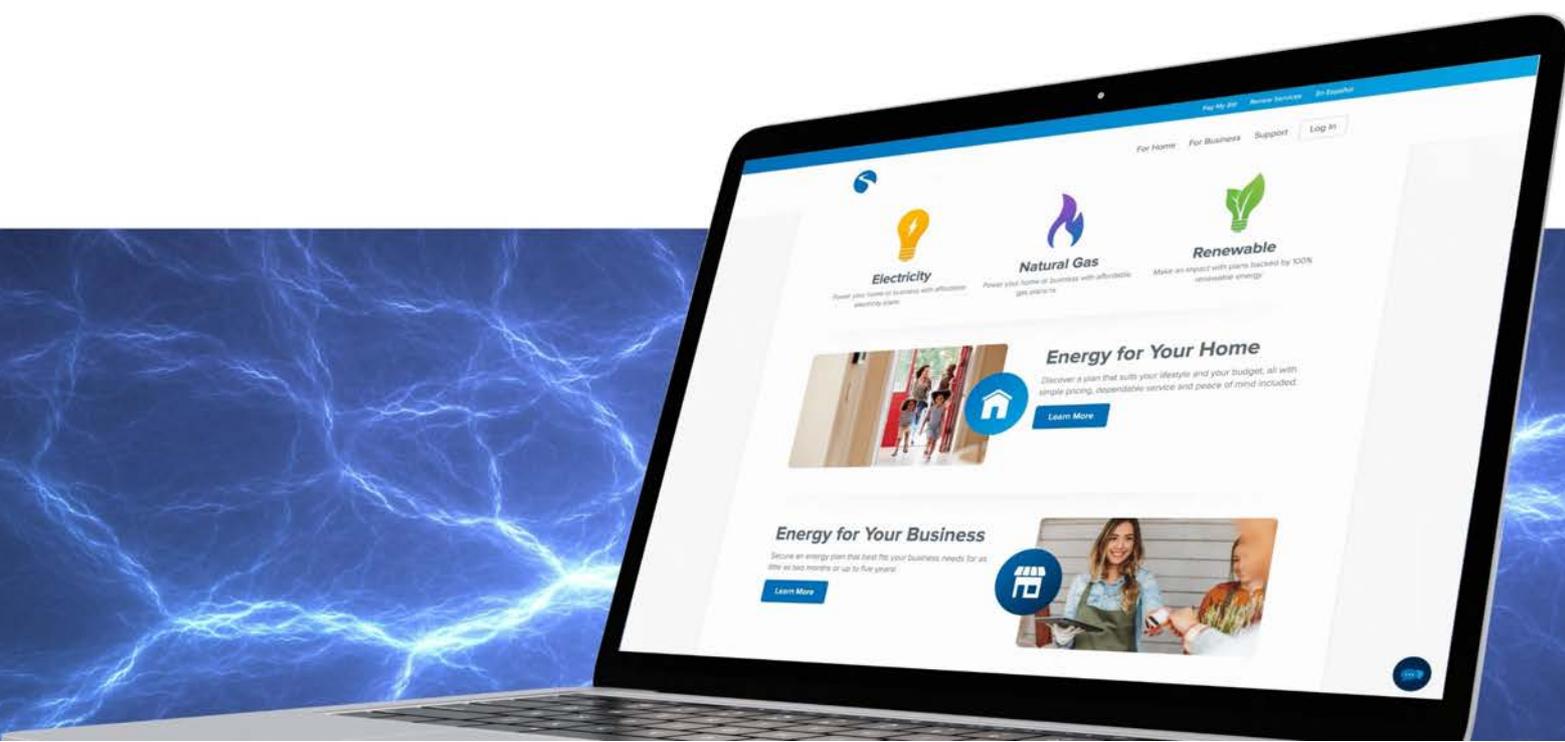
Our client provides both a responsive desktop website to engage with customers, as well as a native phone app. In these cases, we believe managing content centrally is most beneficial because that content can then be pulled from one source and reused through both channels, reducing effort and delivering consistency in branding and messaging.

Though we were brought in to lead the technical implementation, by immersing ourselves in our client's business objectives and project goals, we had the full breadth understanding necessary to fully support the project on multiple fronts.

The Content Bloom team was heavily involved and influenced a number of decisions along with the client's business strategy team, working alongside stakeholders to ensure the successful delivery and future scalability of the project.

By integrating Content Bloom into the project setup, our client's DevOps processes continued running smoothly, while we handled the data migration quickly and efficiently.

In making the client team aware of the effort and capabilities of their new tech stack, we managed the solution implementation and empowered our client's internal teams to achieve the best-quality outcome and fastest time-to-market. This included knowledge transfer sessions followed up with documentation to provide the smoothest possible handover.



## The Impact

With 500+ webpages converted and migrated, and their core business functionalities and third-party integrations successfully unified under our client's tech umbrella, their retail footprint has increased by more than 20%, ultimately adding about \$65 million in annual raw earnings to our client's ledger.

Additionally, there were immediate improvements in five key areas:

### **Zero Downtime**

To guarantee a seamless go-live and minimize any risk of lost opportunity or poor customer satisfaction, we made sure the final website was available, tested, and signed-off before releasing it to the public. Our extensive experience in data migrations has allowed us some additional tricks to ensure the final switchover caused absolutely zero downtime to our client's sites.

### **Cost Efficiency**

In consolidating the number of technologies, and software being used, we are able to provide a great deal of savings in areas like infrastructure setup and costs by leveraging the existing licenses. This also reduces the impact of the acquisition on IT by not having to maintain separate environments.

### **Faster Time to Market**

By making use of the same core framework when migrating, our teams were able to reuse proven elements (code, framework, architecture, and content) to achieve faster time to completion with a high-quality deliverable.

**Continuous Improvement and Future Innovation**

Now that all brands operate under the same technical umbrella, IT and DevOps can focus their team's growth and specialization in one area, rather than having 30+ team members learn and maintain multiple different technologies. This also provides significant ongoing cost and effort savings as we enhance the core tech stack.

We took extra care to ensure a comprehensive knowledge transfer of all aspects of the entire technical stack, which has enabled the client's developers to invest their time and focus on developing enhancements that can be utilized across all brands, through a single code base.

**Brand consistency**

Content authoring is consistent across all of our client's brands, enabling a single person the ability to work on any of the brands without depending on other departments or a technical background.

“Content Bloom has a deep understanding of not only the technical aspect of the digital world, but also maintains a strong sense of how the business/customer life cycle is impacted by the changes we make.”

- Client Team Lead

## **About Content Bloom**

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

### **Creativity, technology, and digital marketing**

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

### **Delivering results that matter**

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>