



Streamlining editorial workflow for enhanced market intelligence

The Challenge

With the separation of companies, our customer would no longer have access to pre-existing authoring and editorial tools used to create and submit content to key industry channels. Our customer was given a tight timeline to transition off these existing tools and onto a new content management system (CMS) alongside all required integrations that would deliver the critical functionalities with enhanced editorial workflows across various asset classes and publishing channels without disrupting existing editorial processes.

How StructureIt helped

Given the success of our previous engagement to produce a consolidated and simplified website with the customer, StructureIt was engaged to build out the new content management system. As part of the StructureIt approach, an in-depth analysis of the then current editorial practices and usage was conducted to pinpoint essential features required for the new customized CMS as well as areas of improvement, including improved search capabilities, alerts, and workflows. StructureIt was also required to update all existing integrations to ensure seamless distribution of content to all downstream platforms.



The Results

The new content management system produced by StructureIt became the sole source of editorial content for the business. By delivering within the tight timelines, the customer avoided having to pay ongoing cross charged licence fees and facilitated the successful split of the businesses.

The system delivers an average of between 300-400 stories published daily, managed and supported by the customer.

“ I just want say thank you to you, and the whole StructureIt team. I know it’s been many, many long hours and weekends to get here, and I am very grateful for all the effort. ”

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