

**Customer:** Siemens  
**Industry:** Manufacturing

### Customer Profile

Siemens is a global powerhouse in electronics and electrical engineering, operating in manufacturing, energy and healthcare.

### Business Situation

Siemens Latin America needed a system flexible enough to manage and distribute its more than 400,000 pages of content, managed from as many as seven different countries, to customers and employees via several different portals.

### Solution

Media-iBox content management system allows Siemens to acquire, publish and securely distribute content to its Internet destinations, as well as through its multiple intranets.

## Content Management at Siemens

### Intranet and internet portals

Siemens has been present in Latin America for more than a century, where it holds leading positions in manufacturing, energy and healthcare, while Siemens IT Solutions and Services functions across all three sectors.

### BUSINESS SITUATION

Siemens Latin America needed a system flexible enough to manage and distribute its more than 400,000 pages of content, produced in as many as seven different countries, to customers and employees via several different portals. Additionally, Siemens required the content to be filtered according to editorial and business policies as defined by the company.



Text, image multimedia and Flash content for Siemens' portals, managed by Media-iBox

## SOLUTION

Siemens' chose LabOne System's Media-iBox software and professional services. Media-iBox content management system allows Siemens to acquire, publish and securely distribute content to its Internet destinations, as well as through its multiple intranets.

In order to ensure consistent delivery, the entire system built atop Media-iBox enables multiple users in several geographies to access and publish content from PCs and mobile phones/devices into the content management system. Media-iBox's streamlined uploading technology has been recognized as an outstanding value for Siemens, allowing any user to publish content into the corporate websites while fully complying with local and corporate guidelines.

## FOR FURTHER INFORMATION:

<http://www.labone.net/success/siemens>



Geo-targeted multimedia content management and distribution