



### Customer Profile

For over 45 years, Revera has been offering choices in community living, warm hospitality and compassionate care. Revera has over 220 retirement and long term care homes, including 40 homes in select U.S. locations. Revera is a fully owned subsidiary of a Canadian federal crown corporation – the Public Sector Pension Investment Board

### Industry

Healthcare

### Location

Mississauga, ON

## Revera Reduces IT Utilization Time and Improves Web Traffic with New Website

*“Our new site does a great job reflecting our brand image externally as well as reducing maintenance time for us internally.”*

**Mary Nestor, VP Communications & Government Relations  
Revera Inc.**

### Business Situation

Revera’s immediate business need was to replace an out of date, static website with an updated site reflecting the current brand image of the company. Additionally, content management and operational maintenance of the existing site was time and resource intensive resulting in a cumbersome internal updating process for the organization’s IT staff. The goal for Revera was to empower their Communication department to manage the website on an on-going basis as well as rolling out a new high quality site that was fast to deploy and easy to maintain.

### Solution

Ideaca worked with Revera to create and deploy a fully branded external facing website based on Microsoft Office SharePoint Server (MOSS) 2007. The solution was delivered within 10 weeks of project launch and the new site allows Revera’s non-technical staff to update content quickly and easily. One of the unique challenges of this project was that Revera has over 220 retirement and long term care facilities with micro-sites all requiring similar content, that fall under the umbrella of their corporate website. To address this challenge, Ideaca worked with Revera to establishing suitable governance and site taxonomy appropriate to the business’ long term objectives, the deployment of content was then facilitated through the use of branded templates and reusable content where appropriate. Additional search engine optimization (SEO) services were incorporated by Ideaca, completing the site build using online best practices to improve indexation and visibility to popular search engines such as Google, Yahoo and Bing.

### Benefits

- Improved efficiencies with subject matter experts empowered to develop, update and publish content to customers without IT assistance, decreasing the overall costs of the site’s maintenance and improving IT utilization on more strategic projects
- Simplicity for users, who can leverage familiarity with Office-based applications and browser environments for all their information-work activities
- Value and governance for IT, which only needs to support a single set of technologies to enable comprehensive capabilities across the enterprise as additional SharePoint sites are rolled out
- Speed and flexibility for the business, which can customize and extend the platform for future location subsites and corporate intranet
- Improved web visibility and indexation to drive website traffic
- Reduction in stale content and improved ability to deliver fresh content in a timely fashion