

International Monetary Fund



Creating a financially healthy global economy starts with efficient communication.

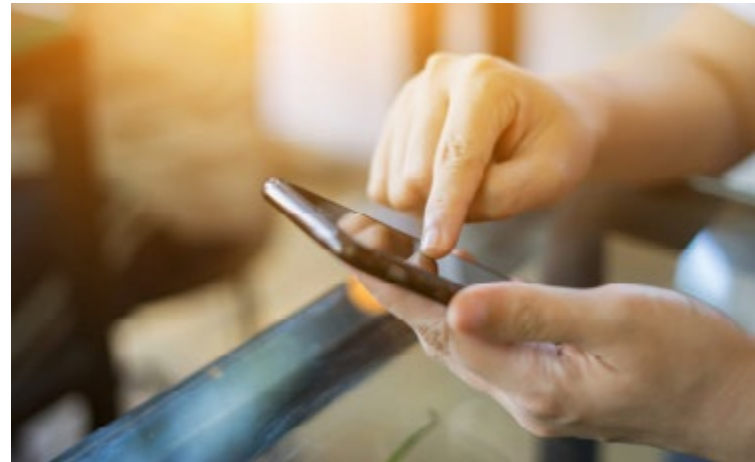
Arke helped the International Monetary Fund ("IMF") simplify and organize its public website, IMF.org, and other digital channels on the Sitecore platform with new technology tailored to its unique needs.

As a global organization, IMF digital channels are critical to its overall communications and outreach strategy. They provide information and knowledge to the general public, media, partners and stakeholders in 184 member countries.

As part of its strategy, the IMF expanded its website to include Languages other than English (LOE), more multimedia content (e.g. video and audio), mobile interfaces and applications, and connections to social media. IMF's knowledge management strategy also stresses the importance of its public channels.

GOAL

Facilitate fast, efficient global communication, editing, and publishing in multiple languages by an intricate network of field offices.



INDUSTRY

Government (Financial)

SERVICES

Arke website strategy and design, New Sitecore architecture and development, Content strategy

STRATEGY

Align and manage all digital communications across a broad network of field offices and languages

TECHNOLOGY

Sitecore

The International Monetary Fund (IMF) is an organization of 184 countries working to foster global monetary cooperation, secure financial stability, facilitate international trade, promote high employment and sustainable economic growth, and reduce poverty around the world.

Created in 1945, the IMF is governed by and accountable to the 189 countries that make up its near-global membership.

CHALLENGES

Over time, IMF's business process had adapted to their old technology rather than defining effective new business processes. When Arke began working with The International Monetary Fund, the organization was facing numerous challenges.

- **Unmanageable technology debt and systems that needed replacement.**
- **No more than seven languages were supported within their previous platform.**
- **The publishing workflow was inefficient. The system was slow and ran in the background. Feedback and interaction were conducted largely through email.**
- **Multiple log ins were required. Access to custom-built CMS platforms was required to manage different sections of the website.**
- **Layout options for pages were limited. Many processes were workarounds due to limitations in the way content would surface on the pages.**
- **There was insufficient governance over HTML. Pages rendered inconsistently across devices.**
- **Content was not stored in databases. Consequently, it could not be searched or reused outside the static HTML file the content was written to.**
- **There was a lack of established editorial process for editorial and document consistency.**



"Since the implementation of Sitecore, the work of the web team has been more efficient in terms of spending less time creating or uploading documents. There are fewer steps involved."

Senior Marketing Executive

SOLUTION

To improve operations and create a new best in class environment for IMF, Arke leveraged multiple practices:

- **Unique workflow. Enhancing Sitecore's natural workflow capabilities to address specific business requirements unique only to IMF.**

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- **Phased migration and implementation.** We developed a reverse proxy solution that allowed IMF to transition from their old CMS to the new Sitecore CMS one page at a time. As they published replacement pages in Sitecore, traffic would route to Sitecore for that URL instead of the old site.
- **To support this process, the old website was kept live while the new Sitecore website was populated with new content.**
- **Word editor.** We developed an interface between Word and Sitecore so their publishers could do their entire job from within Word, even selecting images for their article.
- **The Arke team also migrated content by crawling their site because they didn't have it in a database. Arke had to overcome all the content inconsistencies resulting in 10+ years of people manually editing static HTML files on an FTP server. Arke developed a way to crawl their old site, parse out their content, and clean it up so it could be stored in the Sitecore database.**
- **Content scanning.** Arke developed a way to configure complex routing rules around keywords so content on certain topics routed through specific publishing workflows. For example, when there are tricky politics in a certain region of the world, content about those countries routes through an extra approval process.

TECHNOLOGY

- Sitecore
- IIS Advanced Request Routing
- Akamai CDN

RESULTS AND FUTURE GROWTH

After the new website launched, IMF experienced

- **7% increase in returning visitors since we started using Sitecore**
- **An increase in pageviews of 3%**
- **33% increase in downloads of IMF publications**

An online survey showed that over 75% of the people who answered were satisfied and/or highly satisfied with the information they found and how they found it.

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