

Arbor Memorial Services Success Story





Arbor Memorial Services Inc.

CUSTOMER PROFILE

Arbor Memorial is a public Canadian company engaged in providing interment rights, cremations, funerals and associated merchandise and services to thousands of families each year across Canada.

INDUSTRY

Professional Services

LOCATION

Toronto, ON

Portals and Collaboration

CANADIAN MEMORIAL SERVICES COMPANY INCREASES COLLABORATION AND USABILITY THROUGHOUT THE ORGANIZATION WITH INTRANET SOLUTION

Business Situation

Arbor Memorial is comprised of 41 cemeteries, 28 crematoria, 85 funeral homes and 7 reception centers. Arbor Memorial's previous portal solution had many challenges that included:

- An absence of a robust multi-lingual framework
- An unfriendly user interface and difficult management modules
- A lack of consistent branding, security and access framework, search-ability and content management/workflow
- No support for video or interactive content

Solution

Arbor Memorial engaged Hitachi Solutions Canada (formerly known as Ideaca) on an intranet project as part of a larger corporate strategic initiative called 'OneArbor', which is themed under the premises of both team unity and team collaboration. The new portal, 'ArborConnect', was developed by Hitachi Solutions using [Microsoft SharePoint](#) 2010. Hitachi Solutions and Arbor Memorial took advantage of SharePoint's out of the box functionality to deliver a consistent user experience and apply custom Arbor Memorial branding. In addition, variations were used to implement multilingual site architecture, containing both English and French variation sites. Custom development was used to apply custom branding to the portal, specifically around fonts, colour of text and custom XLS styles.

ArborConnect addressed Arbor Memorial's main business goals such as increased usability and a consistent branding framework. ArborConnect also resolved major security issues and ensured that their previous business challenges were

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successfully mitigated. Hitachi Solutions' SharePoint solution allows for consistent data to be reported throughout the company along with increasing search-ability; supporting interactive content and media; allowing for efficient content management; and simplifying workflow and maintenance processes.

Benefits

- Increased usage and adoption of ArborConnect due to ease of use
- Multi-lingual framework (English and French) to support all site content
- Ability to publish from an English team site to a French publishing page
- Enhanced content management, leveraging content types and metadata
- Enhanced collaboration, leveraging departmental team sites and branch sites
- Ability to find content and people from a single area
- Increased site security and access control, ensuring that information on the portal is accessed by authorized personnel



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