



## Success story

### City of Madrid

#### Industry

- Public Service

#### Solutions

- OpenText™ Web Experience Management
- OpenText™ Portal
- OpenText Cloud Platform

#### Services

- OpenText Hosting Services
- OpenText Cloud Managed Services

#### Results



**Upgraded, cost-effective** web management platform



**Managed services model** frees City IT to focus on improving service



**24/7 availability, responsive web content** enhances site usage, including: higher average visit times, 20 percent increase in page navigation and 17 percent reduction in page abandonment



MADRID

# City of Madrid manages content and portals in the Cloud

**OpenText Cloud platform improves performance and citizen engagement on City of Madrid's award-winning web properties**

*"Via OpenText Cloud, the citizens of Madrid are able to access our services 24/7. They can find information at any time and without encountering any problems."*

**Mercedes Lozano**  
Head of Portals and Content  
IAM de Madrid





**Known for its world-famous soccer teams, thriving art scene and more, Madrid—the capital of Spain—is a lively city that offers a vibrant digital presence to match.**

Several municipal websites serve close to three million residents who obtain information, pay bills and conduct other tasks online. To manage the city’s web presence, Informatica del Ayuntamiento (IAM)—IT services for the Madrid City Council—has long relied on Customer Experience Management technology from OpenText. With on-premises management, Madrid received recognition for the most accessible website in Spain, as well as high placement in digital government rankings for United Nations capital cities.

After several years, however, the City of Madrid faced limitations with its IT platform. Aging hardware proved costly and difficult to replace, while outdated software had reached end-of-life. Rather than remaining strapped to maintenance tasks, City of Madrid technology professionals wanted to focus on improving web content. **“A further challenge involved changing the image of the city council on the web in terms of a new design, as well as increasing the level of usability and accessibility,”** said Mercedes Lozano, Head of Portals and Content for IAM de Madrid.

Lozano described the importance of design and availability in web content. **“Information must be attractive and interesting. It must reach users directly,”** she noted. **“The aim is to get the client to stay with us. In the case of a public service, this is absolutely essential as there is no other place to go.”**

## Migration to the Cloud

In 2016, IAM migrated its web management platform to the OpenText Cloud, a strategic move intended to resolve operational challenges and foster innovation. **“We are pioneers within the Spanish public sector**

**in offering electronic citizen services and we’ve based that on the OpenText cloud platform model,”** Lozano said.

Managed services for content management and portals in the OpenText Cloud upgrade the City of Madrid’s infrastructure with 24/7 support and enhanced security while reducing maintenance costs and responsibilities.

**“The world of a cloud environment and specifically the Cloud proposed by OpenText allows us to grow with an investment capacity that is sustainable over time,”** Lozano said. OpenText technology integrates with the City’s Linux® platform and Oracle® database, as well as other foundational enterprise technologies.

With the transition, the City added additional citizen services and electronic procedures—it trusts OpenText to manage all sites and services through OpenText™ Web Experience Management and OpenText™ Portal. Integrated systems support the City Council’s commitment to provide online information to residents and employees in a reliable, responsive and transparent way.

Sites include:

- [madrid.es](#) – public citizen portal that receives 12 million visits per year totaling 40 million page views linked to 100 specific-use portals.
- [sede.madrid.es](#) – legal site with electronic procedures for citizens including taxation, business applications and fine payments. It receives more than 400,000 authenticated visits per year with 11,000 signatures.
- [datos.madrid.es](#) – open data platform that offers citizens access to city council data and public information. It includes more than 230 downloadable datasets; used for one million downloads in the first two years.

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- **AYRE, Ayuntamiento en Red (City Council on the Web)** – an intranet for 23,000 city employees averaging 10 million page views per year. City employees receive a role-based view of daily applications, even from extranet environments.

For transfer to the OpenText Cloud, a project team involving managers and technicians from Madrid City Council, IAM, OpenText and Indra—an OpenText partner—migrated more than 700,000 elements and 150 integrated applications of portals and content management. Since city employees rely on Web Experience Management for a variety of tasks, the transition team stepped carefully. ***“Our current volume of users stands at almost 800 organized into 200 managed units,”*** Lozano said. ***“Each one has its own publication guidelines and standards. All of this had to be supported with the migration of a new project.”***

Along with operational changes, the City of Madrid increased graphic capacity and responsive web design for online content and added a social platform for the intranet with OpenText™ Tempo™ Social. All advances support creation of timely and responsive customer interaction. ***“Every large organization today should take into account how users want to establish and connect with information,”*** explained Lozano. Along with anytime access, users look to link to services from mobile devices and they increasingly establish and exchange information via social networks, she said.

### **Anytime accessibility, cost-efficiency**

Following its transition to web management in the OpenText Cloud, Madrid’s online properties, now rich in engaging media, are always available to residents. Even better, performance and experience enhancements through the managed services model reduces wear on technology personnel and stays within a scalable and sustainable investment plan.

***“Via OpenText Cloud, the citizens of Madrid are able to access our services 24/7. They can find information at any time and without encountering any problems,”*** Lozano said, noting improved delivery on service level agreements at 99.5 percent.

OpenText management supports ITIL (Information Technology Infrastructure Library) standards and established a long-term maintenance schedule, lifting the responsibilities from Madrid technology professionals who are freed to focus on other critical tasks. ***“From the point of view of benefits for our organization, staff members are able to spend more time on the business than on technical support for the infrastructure,”*** Lozano said. ***“They are better able to provide support to our public organization and, as such, to the citizens, which is our objective.”***

Prudent spending is also imperative to public organizations. ***“As a public service, we have to focus on transparency and the budgetary spend has to be geared towards public service,”*** Lozano related. The City’s cloud-based platform improves performance while reducing maintenance, returning cost-efficiency for the government and residents it serves. ***“Providing electronic citizen services and moving to the OpenText Cloud is optimizing the service costs of website management and saving the citizens money,”*** Lozano said.

### **Redesigned content, improved engagement**

By boosting the availability and usability of its online properties, the City of Madrid enhanced citizen engagement on city service portals. Within the first few months of cloud-based web management, the City tracked promising results:

- Higher average visit times
- 20 percent increase in navigation to additional pages after site entry
- 17 percent reduction in page abandonment

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***“An interesting element for us to measure the success of this project is our capacity to retain users, in this case, the citizens of Madrid,”*** Lozano noted. ***“We have started to see some metrics that we hope will continue to develop.”*** Through OpenText, the IT team is also monitoring concurrent usage and observing mobile user trends related to the responsive website.

In fact, mobile access to services topped the list for users responding to service quality surveys conducted by the City of Madrid. ***“In other words, there is no need for them to go to an office or even make***

***a phone call,”*** Lozano said. ***“They can access the site to pay a fine, obtain information and more from anywhere and at any time via their mobile phones.”***

The City of Madrid plans to expand the scope of its cloud platform by adding new portals, such as Madrid public libraries, monument heritage and other services.



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](http://opentext.com).

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