

# REED PROFESSIONAL SERVICES

## CONTENT MIGRATION WITH BARCLAYS

**Reed Professional Services partnered with Barclays several times in the last few years to deliver varied digital transformation projects.**

**One of the more significant projects saw Barclays migrate the entirety of their internal intranet. They called upon RPS' expertise to help with this.**

The initial brief was to support Barclays' content migration project by identifying the 2,500 pages needing to be transferred and rebuilding them in the new Content Management System (CMS). This project needed to be completed within six months to meet Barclays' commercial objectives.

Following the initial run on the project, our project managers identified a shortfall in capability a step above

the migration activity: a bottleneck at the copywriting stage. This would, we realised, impact our ability to deliver the programme on time.

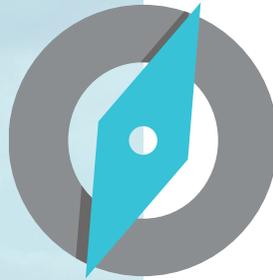
Having identified this as an issue, we developed a supplementary proposal to mitigate the copywriting bottleneck, proposing the deployment of a second tier of expert copywriters to bolster the existing capability. Following sign-off from Barclays, this supplementary team was on the ground within 2 weeks of us identifying the need, enabling us to quickly negate the identified workflow problem.

Thanks to our proactive approach to account management, we were able to propose the solution before the client themselves brought the need to us.

## SEAMLESS INTEGRATION

**Our newly created copywriting team integrated seamlessly with the RPS teams already in place. All teams were managed by our project managers, who ran both projects in harmony, creating workflows and methodology to keep well-ahead of the timeline.**

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## PROJECT DELIVERY

**Understanding client cultural language and terminology helped us establish and maintain smooth workflows and seamless collaboration with Barclays. RPS teams and project managers utilising client language and terminology meant we were never at odds with their objectives, and could speak to their stakeholders in their own language.**

The initial client expectation was that a team of 12 people would be required to deliver the brief to the timeline. However, after conducting live testing and drawing on our experience in this area, our projects team suggested a more streamlined approach to the workflow, enabling us to deliver the same output with a smaller team in the same timeframe, offering Barclays significant savings.

By halfway through the six-month project, our teams were ahead of schedule, allowing them to proactively support other areas of the business where their knowledge bank could be

utilised. Once the initial migration was wrapped, we delivered workshops and created detailed documentation and work flows, enabling Barclays' internal teams to benefit from the learning and development that took place across the brief, and helping to drive further value from our partnership.

Following successful delivery of the full six-month migration project, our team was invited to work across other Barclays digital transformation projects, where we continue to support a wide range of needs.

All our partnerships start with a conversation, so drop us a line to start talking.

0207 332 2566

[www.reedps.com](http://www.reedps.com)

[info@reedps.com](mailto:info@reedps.com)



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