

FASTER, **BETTER**  
& **Smarter**

# The power to build Content Management System



## Customer

**AirAsia Bhd**

## Project

**AirAsia Portal**



### ARAHE SOLUTIONS SDN BHD

Suite B-09-01, Plaza Mont Kiara,  
2 Jalan Kiara, Mont Kiara,  
50480 Kuala Lumpur, Malaysia.

Tel: +603 6201 8315

Fax: +603 6201 8325

Email : [info@arahe.com](mailto:info@arahe.com)

Website : [www.arahe.com](http://www.arahe.com)

### Business

AirAsia is Asia's leading airline established with the dream of making flying possible for everyone. Since 2001, AirAsia has swiftly broken travel norms around the globe and has risen to become the world's best. With a route network that spans through more than 20 countries, AirAsia continues to pave the way for low-cost aviation through its innovative solutions, efficient processes and a passionate approach to business. Together with its associate companies, AirAsia X, Thai AirAsia and Indonesia AirAsia, AirAsia is set to take low-cost flying to an all new high with the believe, "Now Everyone Can Fly".

### Requirements

- Provide the necessary tools for non technical marketing content contributors to create, edit and save content, thus reducing the dependency and work load on IT content authors
- Deliver the content through a template driven approach which results in a homogeneous look and feel on the portal. In addition, users can manage the look and feel of the whole portal (including the overall presentation) using the Content Management System
- Deliver a flexible and powerful authoring engine using WYSIWYG approach.
- Provide a more consistent keyword page tagging mechanism, thus maximizing Search Engine Optimization
- Enable dynamic content targeting to serve different contents to its worldwide guests

### Solution & Technologies

AirAsia has implemented Autonomy Interwoven's web content management solution to enhance the performance of its websites airasia.com. AirAsia is able to engage more effectively with its online users, and delivers the airline's best offers to its guests in a dynamic manner.

The deployed solution contains the following applications:

- **Autonomy Interwoven Teamsite:** to provide the ability to create, deliver, optimize, analyze, and archive persuasive web experiences — all under a single user interface.
- **Autonomy Interwoven Livesite:** improves the online experience through the dynamic display of targeted content, offers, and navigation to site visitors.
- **Autonomy Interwoven Open Deploy:** automates and synchronizes the secure, reliable deployment of any content asset to multiple servers.
- **Autonomy Interwoven Data Deploy:** offers the ability to synchronize XML content and metadata from the TeamSite repository to industry-standard relational databases.

### Results

- AirAsia is able to provide its guests and travel partners with a more compelling online experience through an increase in targeted dynamic content, including promotional offers, social media tools and rich media content experience.
- AirAsia website can be easily managed 24x7 by non-IT technical users with its enhanced Teamsite Content Management System all under a single user interface.