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–**Beth Coffey**  
Enterprise Systems/  
Shared Services,  
Georgia System  
Operations Corporation

## OGLETHORPE POWER CORPORATION PARTNERS WITH FISHBOWL SOLUTIONS TO LAUNCH NEW WEBSITE IN 6 WEEKS

### ABOUT OPC

Oglethorpe Power Corporation (OPC) was formed in 1974 in Tucker, GA and is one of Georgia’s largest privately owned corporations with assets of more than \$4.8 billion. OPC spun off its transmission and system operations business units in 1997, forming the affiliated organizations Georgia Transmission Corporation (GTC) and Georgia System Operations Corporation (GSOC). These three organizations serve more than 70 percent of Georgia’s land area and provide electricity to 4.1 million Georgia citizens. OPC produces power through a variety of sources including nuclear, coal, natural gas, hydro, combustion turbines and now bio-mass.

### BUSINESS NEED

OPC was going green and they needed the world to know. OPC was making an important news announcement about their plans to build three 100 megawatt (MW) biomass electric generating facilities in Georgia. There was just one problem—their website, [www.OPC.com](http://www.OPC.com), needed to support their announcement and serve as a resource for the public to learn more about their green efforts. OPC’s Enterprise Systems/Shared Services division was left with only six weeks to do a complete overhaul of the website, including a redesign and migration to new architecture.

Fortunately, OPC and its affiliated organizations had been using Oracle Universal Content Management (UCM) since 2000. They already had a customer facing website, but it had been pieced together over the years and was missing a cohesive look and feel. Because OPC already used UCM, they could leverage its Web Content Management (WCM) capabilities to create the modern, easy to navigate, and easy to and update site the CEO and senior management was asking for, while redesigning it to reflect OPC’s green efforts.

OPC had to few resources to complete the migration and redesign themselves under such a tight deadline. All system administration for the three organizations (GSOC, OPC and GTC) is provided by their Enterprise Systems/Shared Services, a team of 25, with website development being only 2 percent of the services they provide. OPC needed a partner with the solutions expertise and ability to deliver the quality website they required in the aggressive six week timeline.

### PROJECT REQUIREMENTS

OPC’s old environment included five Content Servers to manage their policies, internal procedures, records, and document management for their credit union. They also had three internal websites that were built in

“The OPC.com project had a tight timeline and several design unknowns. Fishbowl was enthusiastic and confident from the very beginning that they could meet the timeline and manage the ever-changing design. Ultimately Fishbowl delivered on their promise and the website went live on time and within budget. “

–**John Lauer**

Manager of Enterprise  
Systems/Shared Services,  
Georgia System  
Operations Corporation

“The resources at Fishbowl were very well versed with both Oracle Site Studio and the Oracle Content Server. Fishbowl’s expert knowledge of both applications was a huge plus on the OPC.com project; they were able to build the redesigned site and configure a new Content Server infrastructure for our outward facing intranet sites on a very tight schedule.”

–**Lauren Hough**

Shared Services Division - IT,  
Enterprise Systems

“Fishbowl was available morning, noon and night, and it did not matter if they were working remotely; they were always ready and able to provide a solution.”

–**Kenneth Hammond**

Enterprise Systems/  
Shared Services,  
Georgia System Operations  
Corporation

an older tool and needed to be migrated over to Oracle’s newer WCM solution, Site Studio. OPC needed to support and manage 650 user profiles, around 30,000 documents, and over a 1/2 million additional documents stored in their records management system. The primary project requirements were:

- Migrate and redesign OPC’s website in 6 weeks
- Provide a modern and easy to navigate site design
- Allow for site content updates through inline contribution by non-technical users

## WHY FISHBOWL SOLUTIONS

Before the website migration and redesign, OPC was looking for a partner to conduct an infrastructure audit on their environment. Fishbowl’s name came up due to their continued involvement with the Oracle UCM community and recommendations community members. A general services agreement was set up for a two week engagement for the infrastructure audit, during which time the website migration and redesign gained priority. Since Fishbowl had provided OPC with an excellent experience during the infrastructure audit, proving they had the necessary expertise, flexibility, and resources needed to perform the migration and redesign, they were the clear choice. Fishbowl’s expertise and speed of delivery was key to the success of the project.

## SOLUTIONS

Fishbowl Solutions was able to leverage its 10 years of experience with Oracle UCM and numerous WCM migrations and implementations to create a detailed project plan for the new website. OPC provided Fishbowl with the basic information about the site, including site navigation, and layouts for the pages they would need on the new site. Fishbowl was able to take this information and create the design, migrate the content, and implement the desired navigation—all without needing to draw on OPC’s internal resources for continuous approval or guidance. The steps for the successful migration and redesign included:

- Installing two new Oracle 10gR3 content servers to host the contribution and consumption environments for the OPC website and any future websites
- Configuring replication to synchronize the content on the contribution and consumption instances
- Leveraging design and implementation techniques to cache and share information on pages to meet performance requirements
- Creating Cascading Style Sheets and necessary templates based on mockups provided by OPC
- Designing and implementing a metadata model to support the site implementation and future requirements
- Migrating old content and importing new content into the site
- Training and providing knowledge transfer to key managers and leaders involved with the implementation of OPC.com

“Fishbowl had to jump through a lot of hoops to meet OPC’s look and feel, and they did so efficiently and effectively. “

–**Beth Coffey**

Enterprise Systems/  
Shared Services,  
Georgia System  
Operations Corporation

“Fishbowl is at the top of the list to work with again, and possibly have a long term contract with.”

–**Kenneth Hammond**

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Shared Services,  
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“Now contributors can manage their OPC.com content with little or no assistance and Enterprise Solutions (IT) can focus on the presentation layer or other issues and not get caught up with content issues.”

–**Lauren Hough**

Shared Services Division - IT,  
Enterprise Systems

- Providing knowledge transfer on how to contribute content through inline contribution so end users could contribute without the help of IT

## RESULTS

OPC was extremely impressed with Fishbowl’s work during the migration and redesign and in their ability to meet the requirements with such an aggressive timeline. Beth Coffey, a project manager and content contributor said, “The demands kept getting tighter and tighter and Fishbowl was able to keep up. They had to jump through a lot of hoops to meet OPC’s look and feel and they did so efficiently and effectively.” OPC is so impressed with the new design of their website they plan to enter it into an International Association of Business Communicators (IABC) contest for best websites.

OPC recognized the best part of working with Fishbowl as their knowledge and expertise around Site Studio and Oracle UCM, as well as the availability of the Fishbowl consultants. Kenneth Hammond, a project manager during the migration and redesign said, “They were available morning, noon and night, and it did not matter if they were working remotely; they were always ready and able to provide a solution.”

End users who contribute content are also impressed by how easy it is to update website content with Site Studio, and minimal training from IT. Beth Coffey contributes content regularly, and was able to teach herself. OPC’s affiliated organizations, GSOC and GTC, are so impressed with the migration and redesign of OPC.com, they both have created an aggressive timeline to migrate their websites over to the same architecture and similar design. In Kenneth Hammond’s words, “the good news is OPC.com works great; the bad news is OPC.com works great and now the other affiliated organizations want new websites too.”

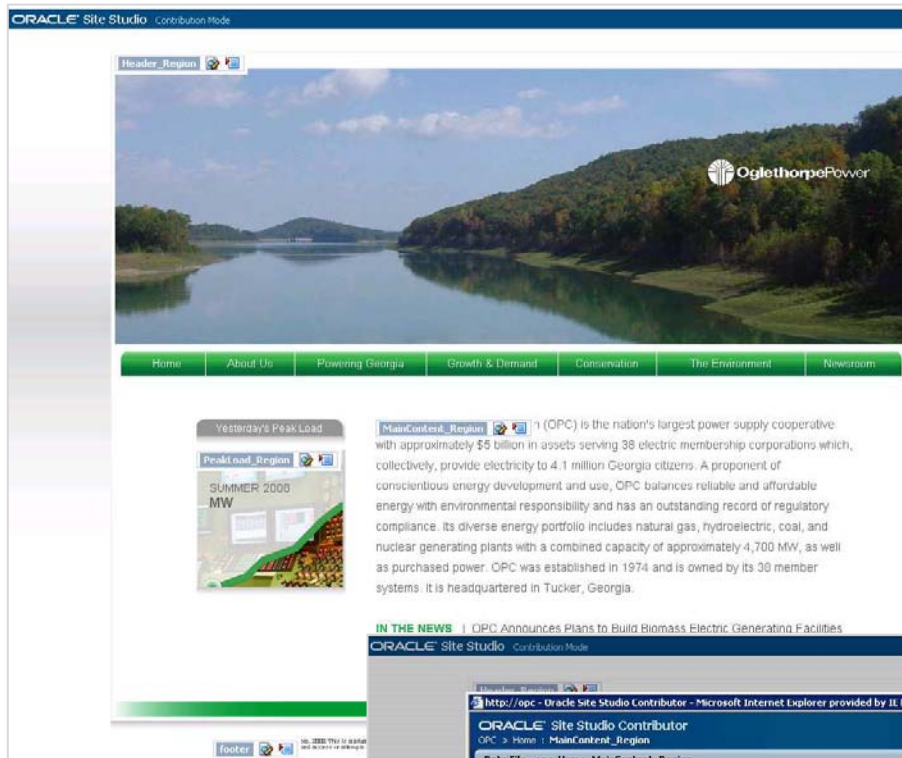
Below are screenshots of OPC's website before and after the redesign and migration, and in contributor mode where users can edit content.



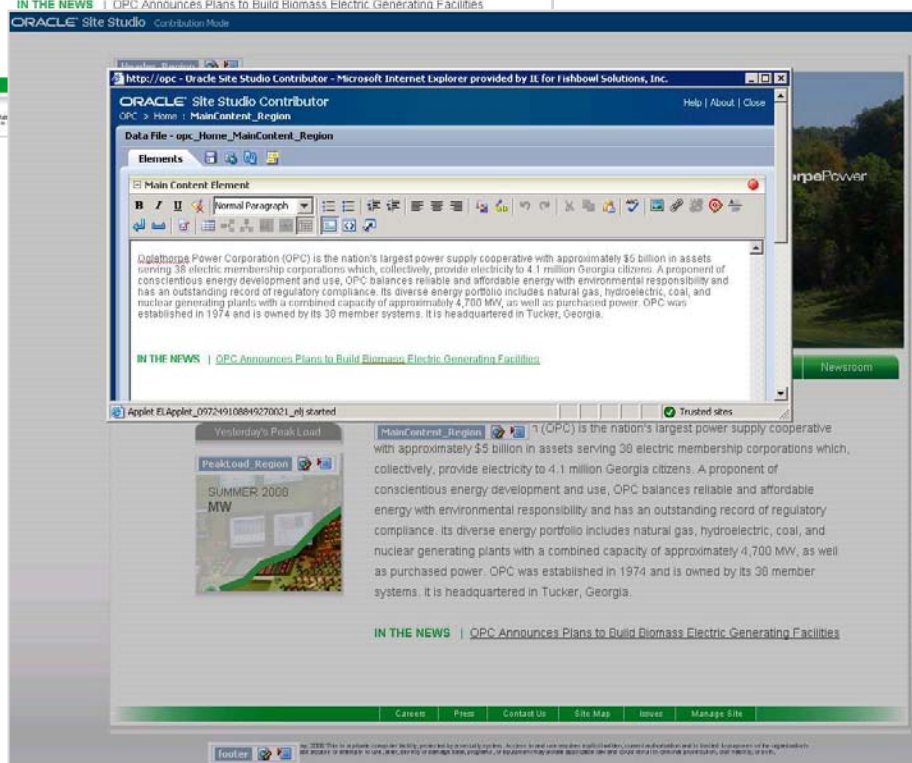
**BEFORE:**  
OPC's Old Homepage



**AFTER:**  
OPC's Redesigned Homepage



**FIGURE 3:** OPC's homepage in contribution mode. Each contribution heading provides the user an option to edit the content.



**FIGURE 4:** When a user needs to edit content they can go into contribution mode, select edit and the content can be edited within Site Studio. When finished editing, the user can save the updates to the content and the edits will immediately be updated on the live site. Users do not need knowledge of HTML code or other technical aspect to successfully contribute content onto a page.