Maureen Smith

Key Project Examples and Methodologies

Symantec Redesign & Veritas Divestiture

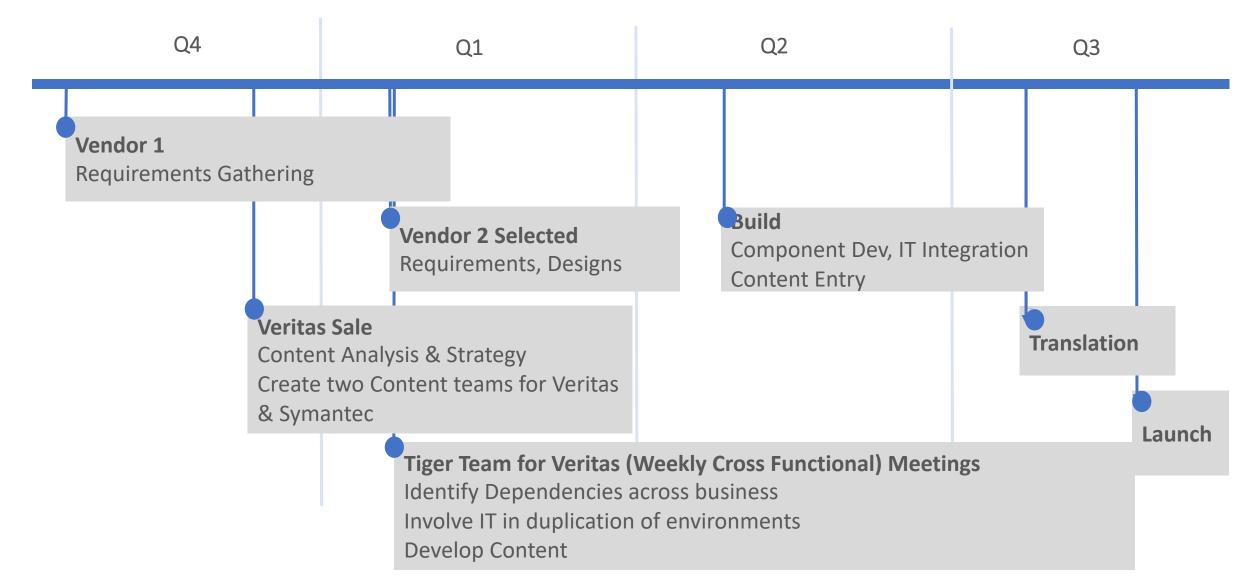
Summary

- Rebrand the corporate & enterprise site
 - Include Veritas.com as a deliverable (same timeline)
 - Single architecture 2 designs
- Move from centralized organization to new Marketing org under CMO
 - Vendor chosen and kickoff scheduled prior to joining group
 - Switch to new vendor

Tiger Team Approach

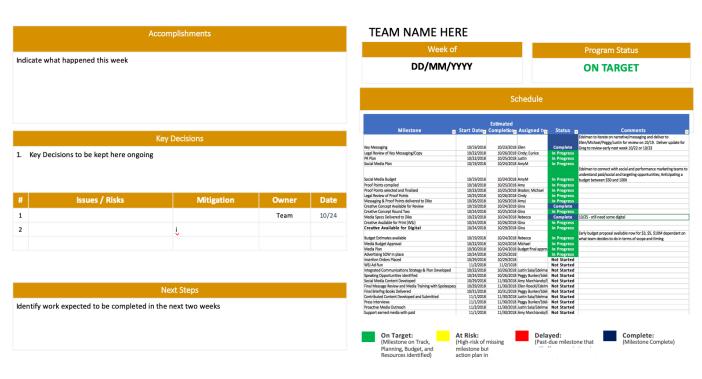
- Set up Tiger Teams to ensure simultaneous work was being executed for Symantec.com & Veritas.com
 - Design (same components, different skins)
 - Development (vendor management & IT integration)
 - Content (cross-functional across organization)
 - IT Infrastructure (impact to web properties)
- Named an overall program manager to set up weekly meetings to keep cross-functional teams on task

Redesign Program Timeline



Tools

- Large Scale Program Plan for Website, Partner Portal, Blogs, Community
- SharePoint Folders for program and each workgroup
- Dashboard for weekly Tiger Team Meetings
- Executive Dashboard for updates in larger separation program



Tiger Team Dashboard Example

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On Target:

(Milestone on Track, Planning, Budget, and Resources identified)

At Risk: (High-risk of missing milestone but action plan in

Delayed: (Past-due milestone that



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