

# The Chartered Institute of Housing Selects Autonomy to Boost Its Online Presence

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- The UK's Professional Housing Body Implements Autonomy's End-to-End Information Platform

Autonomy Corporation, an HP Company, today announced that the Chartered Institute of Housing is using Autonomy's Meaning Based Marketing platform to manage its web presence across the UK. The Institute has chosen Autonomy's end-to-end Web Content Management (WCM) solution, powered by Autonomy's Intelligent Data Operating Layer (IDOL), to easily create, deliver, personalize, analyze, and enable users to search large volumes of content on its website.

The Chartered Institute of Housing (CIH) is the professional body for individuals working in the housing profession in the UK. By providing its 22,000 members with regular advice and updates on the latest best practices and policies, and influencing the policy agenda through advocacy and campaigning, the CIH helps maximize the contribution that housing professionals make to the wellbeing of communities.

Thanks to Autonomy's best-of-breed WCM and search technology, the CIH can maintain its website, <http://www.cih.org>, with the most comprehensive, up-to-date content relevant to the housing profession and enable its users to retrieve that content quickly and easily. Autonomy's was the only solution able to integrate this offering with the Institute's internal CRM system, enabling the creation of a comprehensive platform automating the delivery of personalized, targeted web content based on user profiles.

Offering the most powerful and comprehensive platform for managing electronic content within an intuitive, user-friendly interface, Autonomy delivers the CIH the following benefits:

- Provides an intuitive and customizable user interface, empowering CIH marketers to create, test, analyze and update web content, decreasing reliance on IT and enabling the delivery of a modern, compelling web experience to site visitors
- Delivers the most relevant, up-to-date results to online visitor queries - whether performed as keyword or concept searches - at the click of a button, by understanding the meaning of all content forms
- Powers a members' portal, 'MyCIH', that links directly into the Institute's CRM system to provide subscribing members with personalized content based on their indicated settings and preferences
- Optimizes the visitor experience to increase membership subscription and online sales of books, courses and events by automating the delivery and targeting of web content based on visitors' browsing history, behavior, geography, and demographic data
- Provides efficiency in operations and consistency in brand image, by offering CIH marketers a single, scalable repository for managing and reusing web assets

'At the Chartered Institute of Housing, we pride ourselves in being the credible voice of the entire housing sector, continuously advancing new thinking and practices, and providing the tools and knowledge our members need to drive up the standards and skills within housing organizations,' said Mary James, Head of IT at the Chartered Institute of Housing. 'Powering our website - the chief channel of communication with our members - gives Autonomy an integral role in this strategy.'

'Autonomy's technology has revolutionized our approach to managing our website and communicating with our members,' elaborated James. 'It provides a closed-loop approach for targeting the users of our site by intelligently drawing value from our CRM system in order to provide an optimal online experience. We can now not only deliver online content quickly and efficiently, but we can also be confident that members are better informed and more engaged.'

'Autonomy's proven WCM technology powers over 20,000 global websites,' said James Murray, VP Autonomy Promote solutions EMEA. 'Our unique meaning-based capabilities help organizations turn any website into a modern community portal containing engaging, targeted content, thereby significantly improving the user experience and boosting operational efficiency through the reuse of existing assets. At a time of ever-increasing pressure on bottom lines and rising public expectations, Autonomy offers the industry's most comprehensive solution for online strategy.'

As a future extension to this partnership, the CIH plans to deploy Autonomy's Rich Media Management platform to deploy its library of video assets, including online courses and event recordings.

Please visit <http://www.autonomy.com/wcm> to learn more about Autonomy's WCM offering.

#### About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy's solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world's leading technology companies embed Autonomy's technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit <http://www.autonomy.com> to find out more.

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