jahia FEATURED JAHIANT

> As part of a large-scale digital strategy, Pôle Emploi has launched a project to redesign its editorial system using the Jahia solution. This redesign was partly about the technology, with a desire to disengage from an obsolete web platform, but also about facilitating the aggregation and multi-channel use of editorial content produced in-house."

Thomas Le Clère,
Technical Manager
Atos Digital Factory

pôle emploi

Pôle Emploi needed to replatform. With obsolete technology that hindered their ability to grow, they had to identify a solution that could empower their editorial abilities and support multiple national and regional websites. With Jahia, Pôle Emploi found a web platform that was able to modernize their web publishing, with an easy-to-use UI and integrations that allow them to manage all of their sites from one central location.

About Pôle Emploi

Pôle Emploi is a French public institution that focuses on facilitating a return to employment for job seekers while also offering recruitment solutions adapted to meet individual company needs. With over 54,000 employees spread out across 915 local offices and Pôle Emploi branches, they manage over 8.2 million registered job seekers while working with 403,000 hiring companies.

About Atos

Atos, their technology partner, is a global leader in digital transformation. Its areas of expertise include Infrastructure & Data Management, Business Applications & Platforms, Big Data & Cybersecurity, and Communication Platforms & Software.

At A Glance

Requirements

- Fully-autonomous content creation and publication
- Multi-site, Multi-channel management from a single, centralized hub
- External technology support

Results

- A modern, dynamic web publishing platform built for editors and contributors
- Headless CMS capabilities for both mobile and third-party applications
- Fully-integrated CDP and data aggregation

Goal:

A Platform that Empowers Their Content

Pôle Emploi has maintained a strong digital presence for years with Pole-emploi.fr, their flagship website for the general public. Paired along with their corporate website, which provides content specifically for the press, elected officials and partners, they have long been proponents of a multi-channel editorial strategy. Unfortunately, they were running these sites on an obsolete web platform that greatly hindered their ability to grow beyond its restrictive limitations.

A relaunch was decided on partly due to technology requirements, but also because Pôle Emploi needed to aggregate content produced at the national and regional levels while also embedding editorial content from newspapers on their sites. This ultimately culminated in a project to find a new digital platform, starting in May 2016 alongside Atos Digital Factory, who acted as Pôle Emploi's tech partner and integrator.
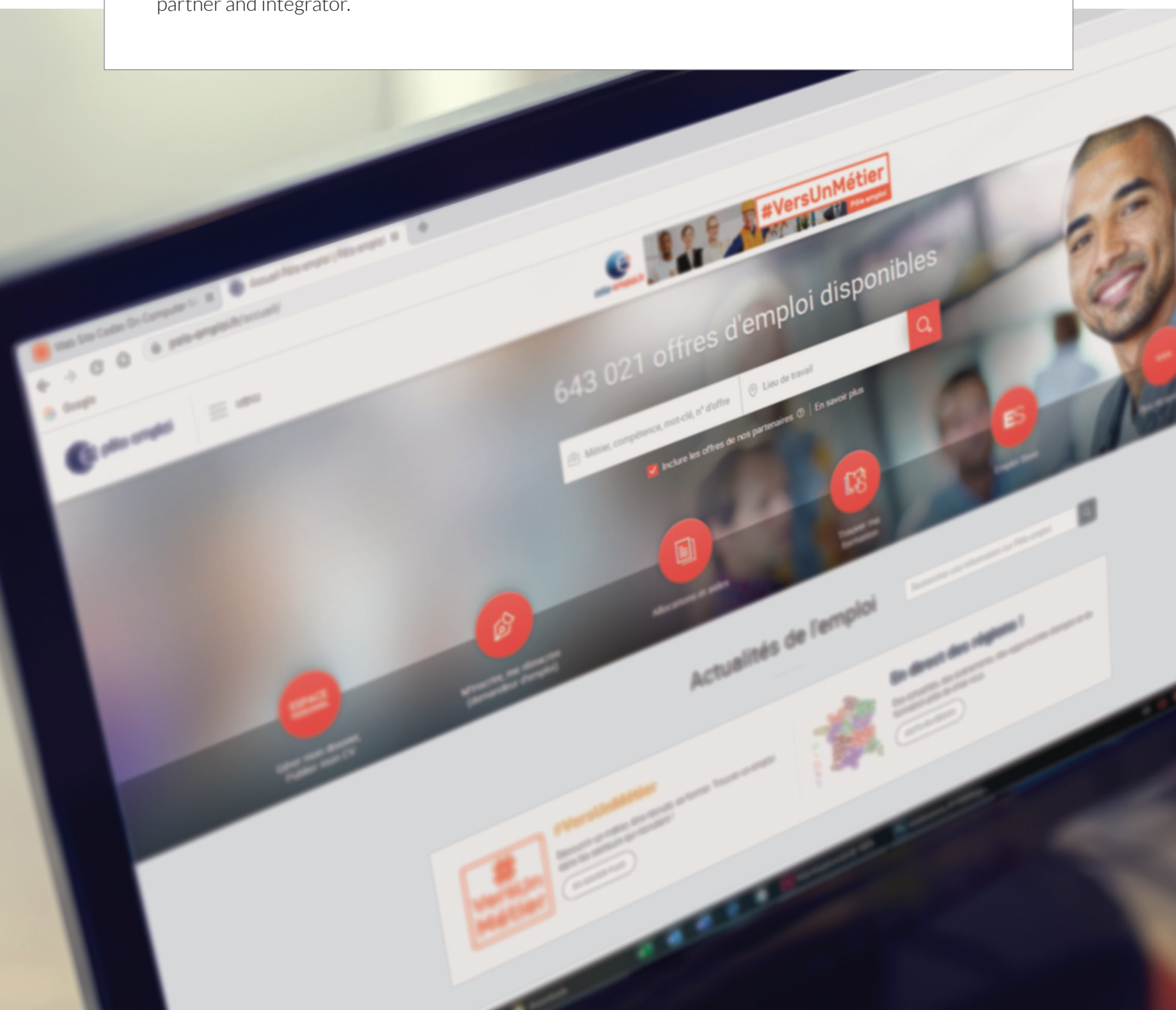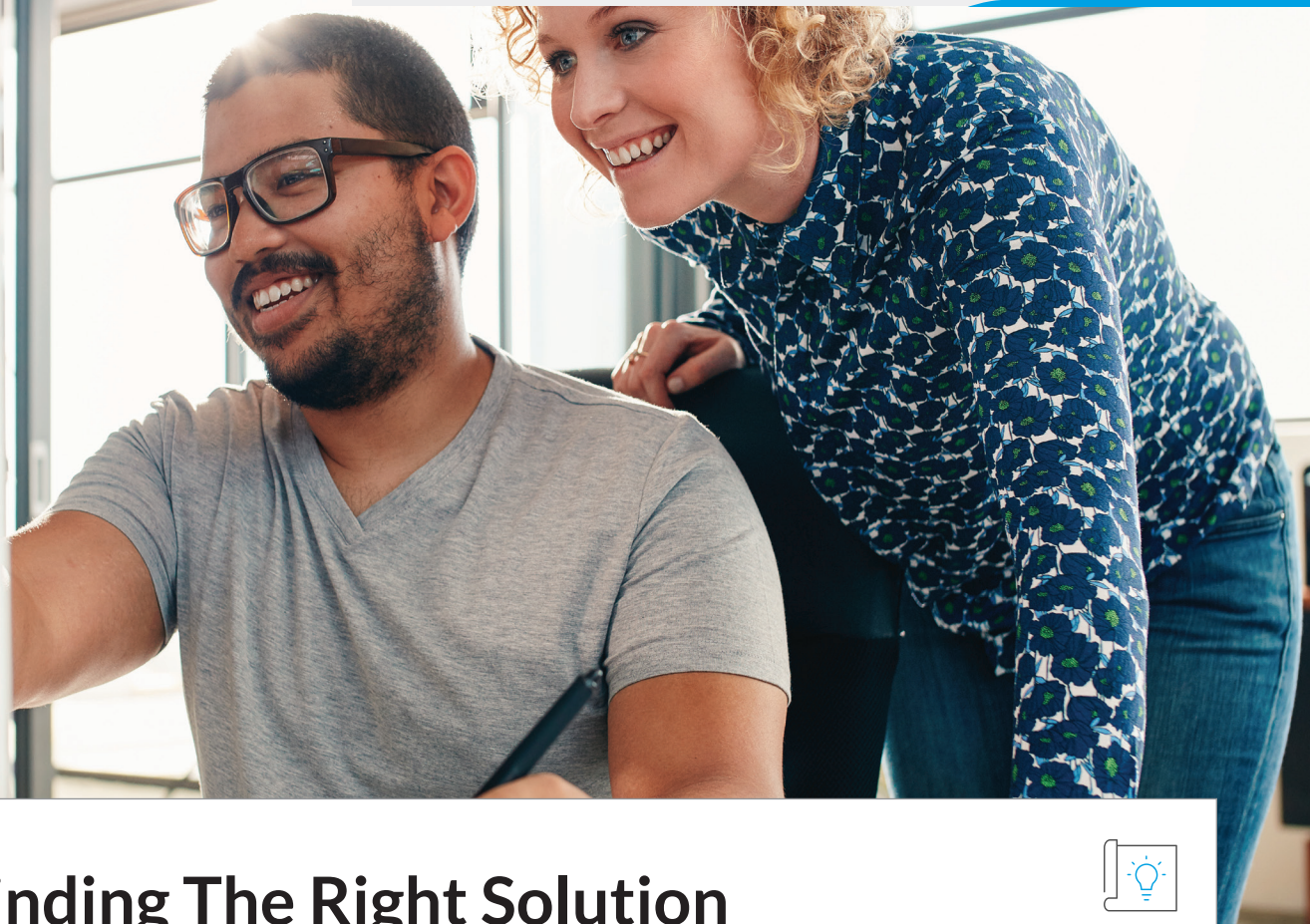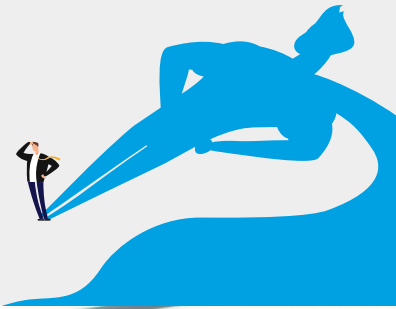
Finding The Right Solution

In searching for their new digital platform, Atos wanted to ensure that Pôle Emploi's contributors would have full autonomy regarding the real-time delivery of their content. "We wanted a solution that would allow us to create publishing templates with the right structure for our content," said Thomas Le Clère, Technical Manager at the Atos Digital Factory. "With this new ability to deliver information across all media, Pôle Emploi wanted to reduce its 'Time to Publish.'"

In choosing Jahia, Atos and Pôle Emploi saw a platform that would enable them to pool digital content and move towards becoming a well-oiled machine. Content published at the national level would be able to be reused on regional sites and vice versa, and all from one single view. Jahia also offered Pôle Emploi the ability to distribute content not just to their websites, but also to various applications utilizing Angular. That meant the organization would easily be able to feed content to third-party partner services and mobile applications.

They additionally saw an opportunity to deploy Jahia as part of a "website factory" strategy, where in addition to its main ".fr" and ".com" sites, they had 19 regional sites publishing local information that could then be fed into the national site. And with a large amount of users spread across these various sites, Jahia's customizable interface and permissions management functionality would allow them to create specific contributor roles that allowed them access to features relevant to their needs.

The Launch

Migrating to Jahia began in May 2016 with the opening of the sub-site Mon Parcours Info. Following that, several sites and newsletters were redesigned and migrated to Jahia, including their national website, Pole-emploi.fr, in November 2017. Regional websites were subsequently launched before the editorial aspects of Pole-emploi.org, the institutional website, were also redesigned.
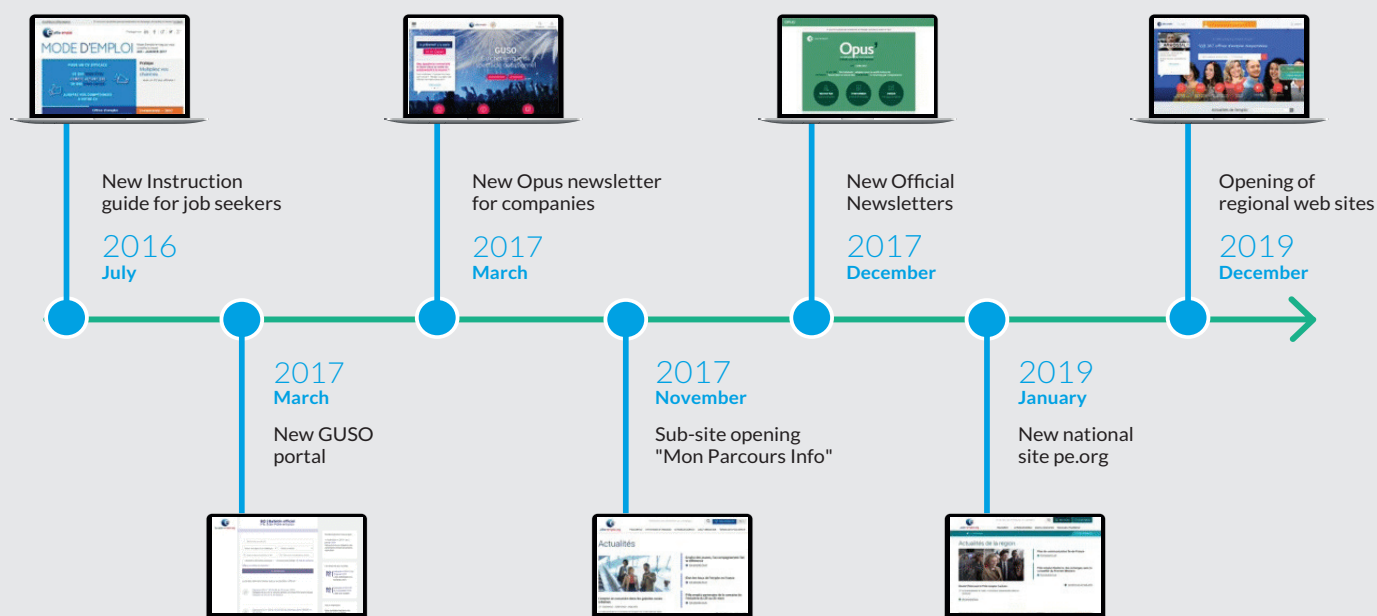
The main goal of Pôle Emploi's migration was ultimately to modernize its web publishing platform. Utilizing Jahia's easy-to-use UI and native integrations, they were able to give in-house contributors full control over both content creation and publication phases. This played strongly into their multi-channel content strategy, as it empowered them to push content not just on desktops and mobile, but through social media and towards specific markets and institutions. This was further strengthened by the platform's profiling capabilities, which allowed specific content to be pushed to specific visitors throughout their digital engagement with the company, no matter if they were a job seeker, company, or recruiter.
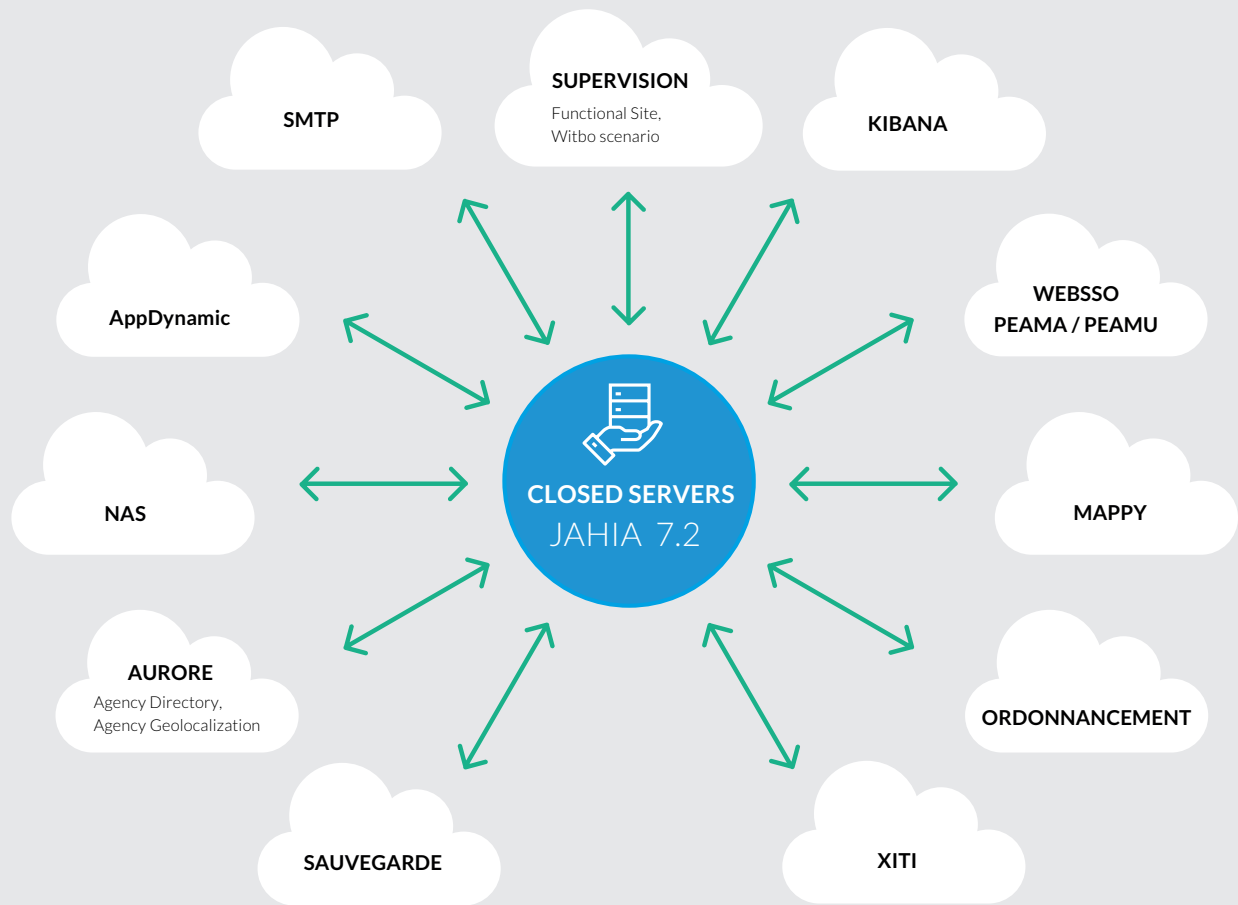
This also extended into data aggregation. As Thomas Le Clère of Atos explained, "The business objective is also to collect data on our audiences. We work with Pôle Emploi's Audience and Analytics division to obtain analytical data about our audience. The aim is to evaluate the relevance of the published content, improve natural referencing on search engines, mainly by focusing on the websites' tagging plan and SEO."

Today, thanks to Jahia, Pôle Emploi can rely on one platform to manage all its editorial sites, a technical foundation that is both solid and, above all, scalable. Pôle Emploi's editorial teams rely on Jahia to create everything from event sites to landing pages to single-page campaign sites. "We needed to be able to send information as quickly as possible without incurring the risk of the tunnel effect caused by traditional IT project management," said Le Clère. "The idea was to empower the business teams to publish these sites so that they could post information as quickly as possible on all available channels."

Since 2016, Pôle Emploi has switched its websites to jContent and launched multiple new projects, including its 19 regional websites in 2019 and the editorial redesign of Pole-Emploi.fr.

PÔLE EMPLOI EDITORIAL CALENDAR REDESIGN

New Instruction guide for job seekers
2016
July

New GUSO portal
2017
March

New Opus newsletter for companies
2017
March

Sub-site opening "Mon Parcours Info"
2017
November

New Official Newsletters
2017
December

New national site pe.org
2019
January

Opening of regional web sites
2019
December

SMTP

SUPERVISION
Functional Site,
Witbo scenario

KIBANA

AppDynamic

WEBSSO
PEAMA / PEAMU

NAS

CLOSED SERVERS
JAHIA 7.2

MAPPY

AURORE
Agency Directory,
Agency Geolocalization

ORDONNANCEMENT

SAUVEGARDE

XITI

Pôle Emploi's Jahia platform was connected to multiple external services such as AT Internet/Xiti, Mappy, AppDynamics, but also to internal services, including the Web SSO that allows job seekers to switch between Pôle Emploi's editorial sites and its transactional site without having to log in again.

Next Steps

For Pôle Emploi's IT department, the project made it possible to decommission an obsolete CMS platform and move to a new, sustainable Jahia platform. The project teams worked with Jahia modules, which they can easily deploy and improve on each of the live websites. And as Jahia introduces new updates, all of their sites - from their national Pole-Emploi.fr to their regional sites - benefit from the new functionalities. Currently at version 7.2, Pôle Emploi will soon migrate to version 7.3.

On the technical level, a major effort was made regarding the UX/UI of the public institution's websites. Jahia's teams worked on site accessibility and responsive design to address the growing importance of mobile usage. "A backlog of old HTML pages had been accumulated over time to fully meet the needs of the omni-channel strategy. Our studio worked very hard to ensure proper content delivery on computers and mobiles, introducing Adaptive Design for all site pages," explained Thomas Le Clère. In addition, while Jahia can deliver HTML pages for Pôle Emploi's websites, it can also operate as a Headless CMS, delivering raw content in JSON format to other applications, whether mobile or third-party.

From the launch of Mon Parcours Info in May 2016 to the opening of the regional Pole-Emploi.org sites in early 2019, the role of Jahia's platform has grown steadily in Pôle Emploi's digital strategy and figures to continue to grow into 2020 and beyond.

About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to Make Digital Simpler.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

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