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*Capgemini has helped us achieve our objective: our own digital identity and renewed technology, as well as a resource-optimizing management model”*

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## Gas Natural Fenosa creates its own digital identity both nationally and internationally

**Gas Natural Fenosa has fulfilled its objective to create its own digital identity, backed by renewed technology, high resource optimization, and significant cost savings**

### The Situation

Present in over 25 countries, Gas Natural Fenosa is a leading multinational group in the energy sector, a ground-breaker in gas and electricity integration. In 2009 the company began a renovation process as a result of the Gas Natural and Unión Fenosa merger. The new Gas Natural Fenosa required a global management model that was integrated and scalable, able to endow the new group with a clear identity firmly backed up by new technologies.

Faced with this challenge and the vision to guarantee the best service to its nearly 20 million clients worldwide, a portal re-engineering project was considered for the entire Group, that was able to unify all of its business portals, not only in Spain but also internationally (across 50 portals across 25 countries).

## The Solution

Until the merger, both Gas Natural and Unión Fenosa had their own websites, with many different types of design, navigation, functionalities and developments. The union process meant that it was necessary to homogenize portals and contents as part of a new corporate image, a technology reorientation of sorts.

The integration of Capgemini and Gas Natural Fenosa's project teams and the search for common solutions resulted in a framework-based approach designed according to Oracle WebCenter Sites (formerly Fatwire).

A framework defines the rules of the game based on which all portals are created. A navigation model and ten standard pages offer more than 100 different combinations and interaction possibilities, including standard forms, search engines, carousels, Google Maps, etc. All of this is integrated with highly effective tools, such as a translation system, considerably shortens the management time of multilingual portals, a semantic search engine and possible virtual assistant, a video streaming platform or page activity analysis.

## The Result

The main characteristics of Gas Natural Fenosa's model are described below:

- Its own global model where all of the Group's international needs are covered
  - An organized presence strategy, positioning the company as a global one
  - Design based on usability and user accessibility
  - A sufficiently neutral look and feel to enable all international business units to carry out their activity, effectively highlighted to be able to identify the company in any channel
- A model with a clear digital identity
- Furthermore, the model as a technological tool is ready and suitable to:
  - Be developed according to current standards (layout, search engine optimization (SEO), accessibility, among others)
  - Be integrated with other useful and essential tools (search engine, virtual assistant, translation and analysis)
  - Manage contents for users

After three years of intensive collaborative work, Gas Natural Fenosa has met its objectives by achieving: creation of a global company identity, web unification, notably improved contents and user tools, technological renewal, highly optimized resources, great costs savings and reduced time.

## How Gas Natural and Capgemini Worked Together

The portal re-engineering project was launched under a joint leadership, consisting of Information Systems and General Management for Communications and the President's Cabinet, who defined a roadmap to implement the chosen model.

After a common framework style guide was drawn up for all the web portals of Gas Natural Fenosa, Capgemini's user experience team continued to work on portal conceptualization for its main areas of business, retailers, wholesalers, gas distributors and Latin America, in order to adjust them all to the style guide established.

Capgemini's technology team, along with Information Systems and further to the requirements defined by On-Line Communication Strategy, designed and constructed the portal framework.

During framework development, Capgemini helped implement the framework through the On-Line Communication Strategy help-desk and together with the portal re-engineering project support office. The functions of the On-Line Communication Strategy support office have been used as usability consultancy to define an interface and application interaction model for each identified service, graphic design (screens, iconography, and more) and graphic production, as well as to ensure that the style guide is updated.

The portal re-engineering project support office was the key to the project's success. This type of project requires the involvement of all business areas when preparing contents. The office's function was to provide support during this process, collaborating in content architecture review, explaining the framework content templates, editing contents and checking the portals before being published on the Internet.

### About Capgemini

With more than 130,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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### About Gas Natural Fenosa

Gas Natural Fenosa is a multinational leader in the energy sector, a pioneer in the integration of gas and electricity. Present in more than 25 countries, the company offers services to about 20 million customers on five continents, with an installed capacity of 15.5 GW and diversified mix of electricity generation.

More information is available at:  
[www.gasnaturalfenosa.com](http://www.gasnaturalfenosa.com)

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