

# Case Study

## GAP, Inc.: Career Development Web Portal



**Industry**  
Retail & Fashion

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## Goals

Gap Inc. is a leading global specialty retailer offering clothing, accessories, and personal care products for men, women, children, and babies under the Gap, Banana Republic, Old Navy, Piperlime, and Athleta brands. They needed a career development program that would drive employee engagement and utilization by offering a framework for building careers and a library of development resources, tools and training via an online portal.

## Challenges

Because of the amount of information that needed to be presented, the site was necessarily content heavy but the client wanted each user to have a dynamic customized experience. Choices that needed to be available included scheduling of reviews and training as well as self-learning tools and internal communication. Incorporating intricate business logic was important and a complex reporting and alerting system needed to be incorporated as well.

With a slim HR staff of 4 part time resources dedicated to managing the training material in the portal for Gap's 10,000+ North America employees, powerful content management tools were a must-have.

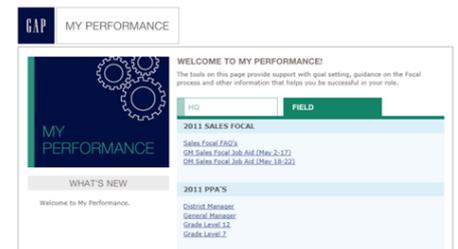
## Solution

BlueModus, in conjunction with a design partner, created an integrated portal that not only met the Gap's expectations for career development but also took the process one step further with online tutorials, in-app based email, secure single-sign-on (via SAML) functionality, and a true learning and development portal that effectively integrated with their corporate HRIS systems.

The team carefully designed the project in view of the vast breadth of content and within the context of GAP's boutique corporate culture, corporate structure, and career development paths. Custom Kentico modules were integrated with an external Oracle database. Migration was achieved with automated tools. A high-quality user experience was of utmost importance, which was easily achieved because of the modularity and integration of the Kentico system. An internal messaging and event system contributed to a smooth user experience.

As a result, after release, employee usage exceeded expectations. The next version is under development and Old Navy/Banana Republic arms of the retailer are under migration to the system.

Implementation was completed by a team of 12 and the project was completed in 8,000 hours.



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## Key criteria for selecting Kentico CMS

Kentico's flexible development model allowed the content team to concentrate on the front-end solution leaving the backend programming to the engineering team who could implement processes and features specific to GAP. Because of Kentico's modularity, the team was not hampered by the amount of content that needed to be addressed. The system allowed depth of design that not only met but exceeded client's needs and expectations.

Key Kentico features that led to success included:

- Ability to handle depth of content
- Standardized processes and best practices
- Cost-effectiveness
- Reduced training costs
- Reduced ongoing maintenance costs
- Efficient customization for content developers and programmers using industry standards and development tools
- Ease of management by GAP staff

