

Software Development for MSN

A Case Study by



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The MSN Content Management System

A small development team from Governor Technology is quietly helping Microsoft to strengthen one of the web's most important and lucrative brands.

Microsoft is not only the world's largest software company, but its content rich portal site **MSN** is the sixth most visited website on the planet, and ninth most popular site in the UK. Localised into over **40 country and regional markets**, it has a market share of 15% of all internet users, and generates hundreds of millions of dollars in advertising revenue every year.

Sitting behind all those regional sites are thousands of editors, who are using one of the most powerful, complex and feature rich content management systems in the world to constantly deliver new, high quality content to targeted markets.

Supporting those editors is a development team from Governor Technology whose job is to make their lives as easy as possible, so they can concentrate on the content, and not worry about the technology.

Our team is creating a brand new set of 'common' templates for the editors. These templates have to work the same way across the different global markets, languages, and subject areas like news, movies, sport and money, whilst still giving the editors freedom to create pages that are individualised to the needs of their different audiences.

The MSN Content management system is based on XSLT templates and XML content to make the pages as modular and therefore as flexible as possible. A base library of these templates, called the **GTL** (Global Template Library), provides a series of basic web page elements written to XHTML standards.

The Common Services Layer (**CSL**) was designed to eliminate inconsistencies in the GTL by providing a common repository through the use of Visual Studio Team Explorer and the extension of Visual Studio 2008 to provide the custom CSL project types that output the XSLT templates. The focus of CSL is to maintain high standards of code through local build checks, increase re-use and inheritance within and between teams and make integration across channels sites and markets seamless.

Beyond the technical complexities of a project like this, the work is also a real organisational challenge. Each of the editors in the different markets round the world has their own needs and wants which our team must accommodate, whilst creating templates that are common to everyone.

Governor Technology is very proud to have been chosen by Microsoft to provide the team for the design, development, project management and testing work on this project, as part of our long-standing relationship as a preferred supplier.

About Governor Technology

Governor Technology is an independent software development company, incorporated in 2001. From our offices in Central London, we specialise in building value driven business applications for our clients. These include CRM systems, e-commerce solutions, database-driven websites, content management systems, web and desktop applications.

We work with existing applications, customise and install commercial products, or build bespoke software from the ground up. Whatever works for each of our customers, large and small.

Our success is built on a reputation for quality, value and customer responsiveness. Many of our current clients have been with us from the beginning, and we hope you will come and join them.

When you engage Governor Technology you gain a partner who will help you get your existing technology working harder, and develop new solutions to fit your business and your budget.

We have been a Microsoft Certified Partner since 2004, and are a member of the Sage Development Network and UK Web Design Association.

We currently work for a wide variety of clients, ranging from start-ups to multinationals including Microsoft, Saatchi, Euro RSCG, Liverpool Victoria Asset Management, Citigroup, and Thomson Financial/Reuters, and have earned a reputation as a flexible, agile supplier of high quality software solutions.

We have experience building and customising many types of bespoke and off the shelf software systems and business applications. If you would like to discuss your company's software requirements, please give us a call on: 0207 953 7135, or email: sales@governor.co.uk