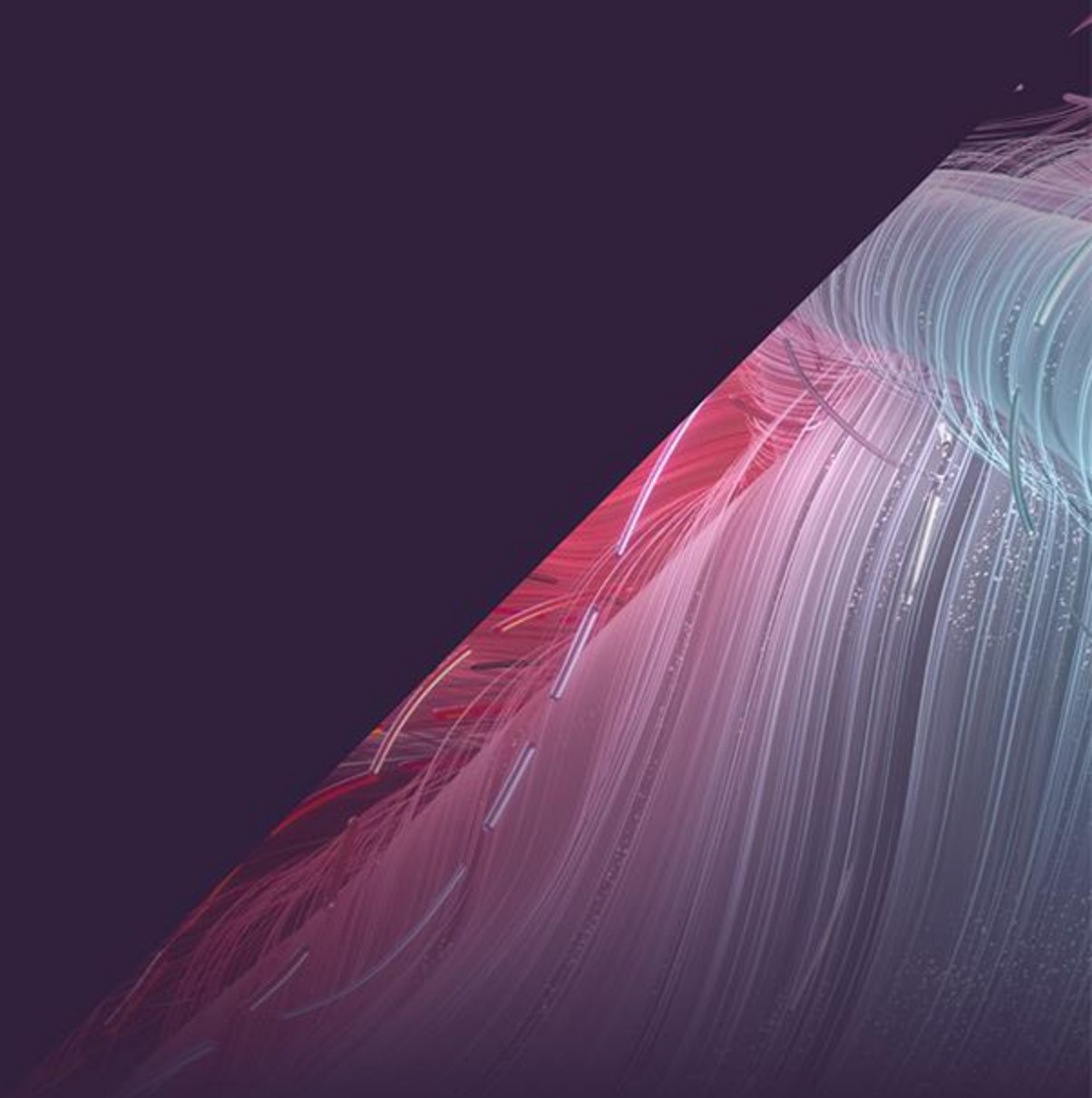


26 x Mott MacDonald

AI Content Migration



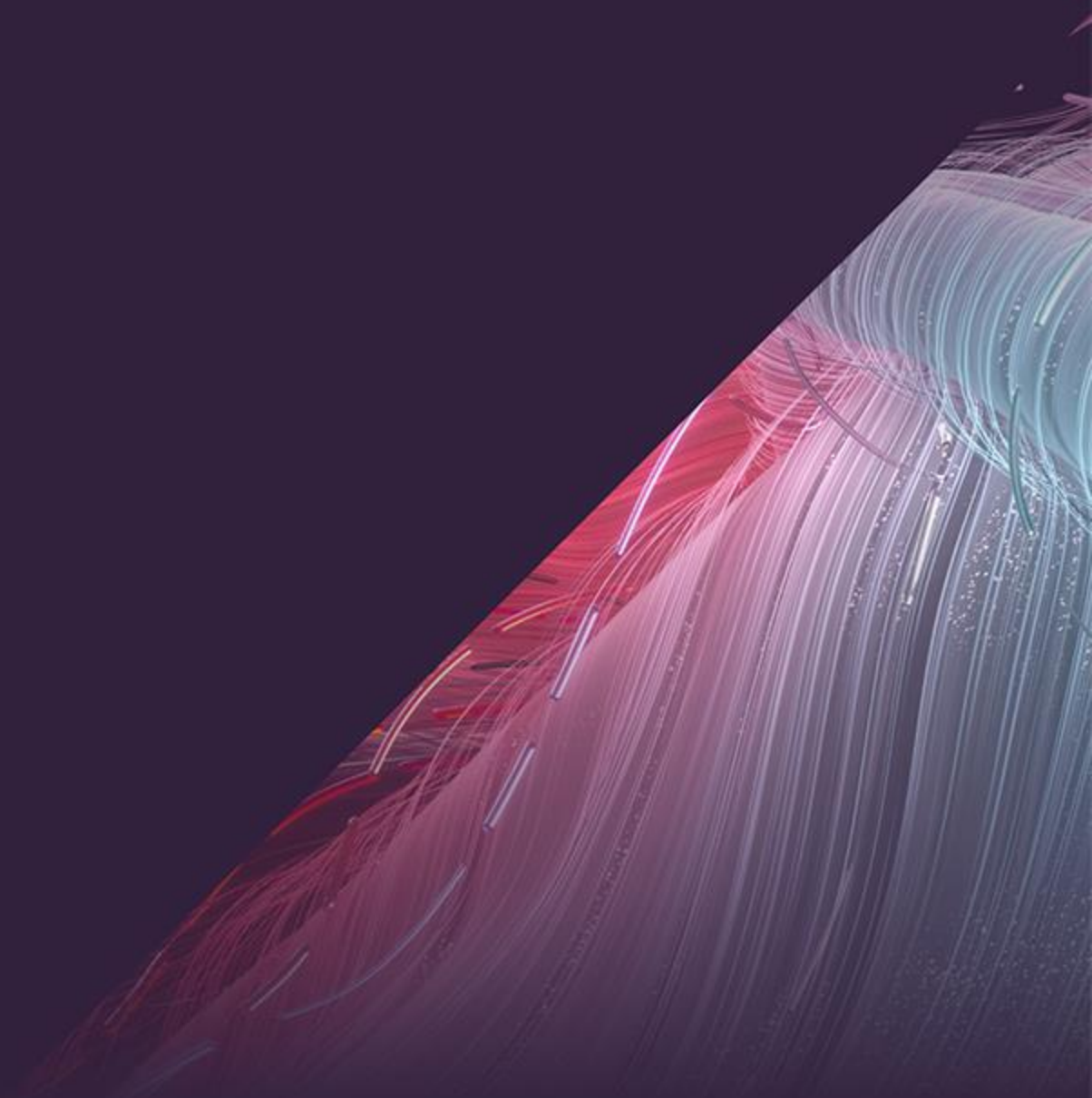
Overview of challenge



What was the challenge 26DX | MMT and Mott MacDonald faced?

- As part of the website project, Mott MacDonald were required to migrate existing website content over to the new website
- This was circa 2,000 pages of content that needed to be moved into the new CMS, from a standing start with less than 8 weeks to launch of the new site – too little time to line up a traditional approach
- Some of this content was complex project pages and after an internal review, Mott MacDonald confirmed they would need support with the below pages as an absolute priority to ensure the content migration requirements didn't impact the website go live date:

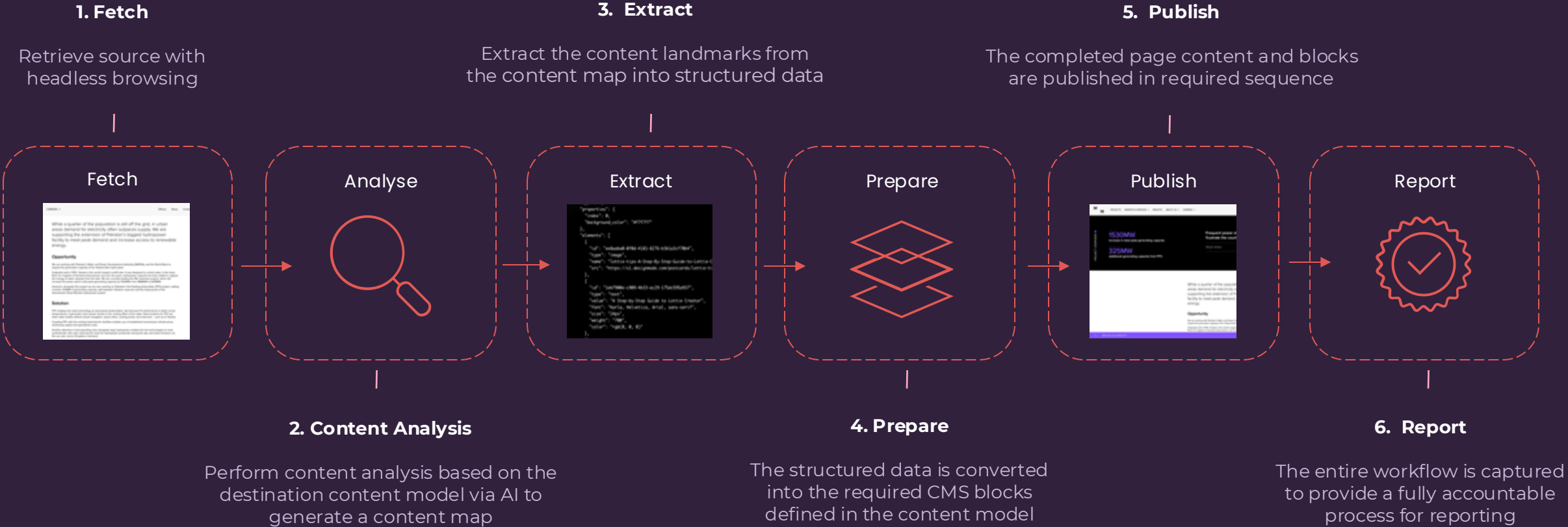
Leveraging the capabilities of AI



What is Nimbus?

- Nimbus is an AI tool built by MSQ (26DX | MMT is part of MSQ Group) to solve the exact challenge Mott MacDonald faced
- As a tool, Nimbus creates an automated end-to-end pipeline migrating content from one website to another using AI models to create a map of content from one to the other
- Nimbus allowed 26DX | MMT to:
 - Fetch, analyse and map the content into their newly designed Mott MacDonald content model, intelligently matching the content with the newly created corresponding page template, including sub-page content model components
 - Granular details such as mandatory block fields were all identified automatically by the AI Models from the source and extracted to deliver rich long form content
 - Once setup and running the Nimbus pipeline processed 1,800 pieces of content a day, greatly minimising the time and manual intervention required enabling Mott Macdonald to review, archive and one-click publishing

What is the Nimbus process flow?



Results

The background features a dark blue gradient. A diagonal streak of light blue and red lines, resembling a fiber optic or data stream, runs from the bottom right towards the top right. The lines are thin and numerous, creating a sense of motion and depth.

Results achieved

- Successful migration of all content from the existing Mott MacDonald Icentric CMS into the new Optimizely CMS with high accuracy and high-quality match
 - This even included archived content to ensure no IP was lost in the migration from the old site to the new site
- Reduced need for lengthy content freeze
- Automated output reports
- 26DX | MMT and Mott MacDonald worked collaboratively through the process to ensure that the batched content was displaying as expected within the CMS, and applied tweaks / relevant updates to the workflows as required
 - One of the huge benefits of using Nimbus is once the workflows are built they can be tweaked and re-run as many times as needed and run within a matter of hours
- Along with time savings there were also cost savings too, with quadruple scope achieved with a reduction in overall cost
- All circa 2,000 pieces of content were migrated within the tight timelines and ensured that the website was ready to go live within the agreed timelines

	A	B	C	D	E	F	G	H	I
1	M MOTT MACDONALD								
2			Page Type	Projects		en / en-US	583 / 377		
3			Total Source	1052		% Published	100.00%		
4			Total Migrated	960		% Archived	0.00%		
5			%	91.25%					
7	Source URL	Include	Publish	Language slug	Target path	Slug	Target URL	Redirect URL	Migrated
81	https://www.mottmac.co	Yes	Yes	en	projects	king-road-grade-	https://www.mottmac.co	https://www.mottmac.co	TRUE
82	https://www.mottmac.co	Yes	Yes	en	projects	fayetteville-expre	https://www.mottmac.co	https://www.mottmac.co	TRUE
83	https://www.mottmac.co	Yes	Yes	en	projects	calgary-west-lrt	https://www.mottmac.co	https://www.mottmac.co	TRUE
84	https://www.mottmac.co	Yes	Yes	en	projects	laguna-beach-se	https://www.mottmac.co	https://www.mottmac.co	TRUE
85	https://www.mottmac.co	Yes	Yes	en	projects	sacramentos-lov	https://www.mottmac.co	https://www.mottmac.co	TRUE
86	https://www.mottmac.co	Yes	Yes	en	projects	california-high-sj	https://www.mottmac.co	https://www.mottmac.co	TRUE
87	https://www.mottmac.co	Yes	Yes	en	projects	overpeck-valley-	https://www.mottmac.co	https://www.mottmac.co	TRUE
88	https://www.mottmac.co	Yes	Yes	en	projects	newark-nat-turne	https://www.mottmac.co	https://www.mottmac.co	TRUE
89	https://www.mottmac.co	Yes	Yes	en	projects	jfk-jetblue-aircra	https://www.mottmac.co	https://www.mottmac.co	TRUE
90	https://www.mottmac.co	Yes	Yes	en	projects	niagara-tunnel	https://www.mottmac.co	https://www.mottmac.co	TRUE
91	https://www.mottmac.co	Yes	Yes	en	projects	whittier-access-f	https://www.mottmac.co	https://www.mottmac.co	TRUE
92	https://www.mottmac.co	Yes	Yes	en	projects	rt-hon-herb-gray	https://www.mottmac.co	https://www.mottmac.co	TRUE
93	https://www.mottmac.co	Yes	Yes	en	projects	dulles-airport-ap	https://www.mottmac.co	https://www.mottmac.co	TRUE
94	https://www.mottmac.co	Yes	Yes	en	projects	sea-sky-highway	https://www.mottmac.co	https://www.mottmac.co	TRUE
95	https://www.mottmac.co	Yes	Yes	en	projects	sound-transit-ea	https://www.mottmac.co	https://www.mottmac.co	TRUE
96	https://www.mottmac.co	Yes	Yes	en	projects	power-to-peru	https://www.mottmac.co	https://www.mottmac.co	TRUE

	A	B	C	D	E	F	G	H	I
1	M MOTT MACDONALD								
2			Page Type	Articles		en / en-US	146 / 9		
3			Total Source	155		% Published	100.00%		
4			Total Migrated	155		% Archived	0.00%		
5			%	100.00%					
7	Source URL	Include	Publish	Language slug	Target path	Slug	Target URL	Redirect URL	migrated
8	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	here-comes-the-	https://www.mottmac.c	https://www.mottmac.c	TRUE
9	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	moving-toward-e	https://www.mottmac.c	https://www.mottmac.c	TRUE
10	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	building-a-better	https://www.mottmac.c	https://www.mottmac.c	TRUE
11	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	anchoring-hydro	https://www.mottmac.c	https://www.mottmac.c	TRUE
12	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	a-new-model-for	https://www.mottmac.c	https://www.mottmac.c	TRUE
13	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	digital-technolog	https://www.mottmac.c	https://www.mottmac.c	TRUE
14	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	digital-transform	https://www.mottmac.c	https://www.mottmac.c	TRUE
15	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	moving-the-need	https://www.mottmac.c	https://www.mottmac.c	TRUE
16	https://www.mottmac.c	Yes	Yes	en-US	insights/articles	the-critical-role-c	https://www.mottmac.c	https://www.mottmac.c	TRUE
17	https://www.mottmac.c	Yes	Yes	en	insights/articles	a-bridge-is-more	https://www.mottmac.c	https://www.mottmac.c	TRUE
18	https://www.mottmac.c	Yes	Yes	en	insights/articles	adapting-corpora	https://www.mottmac.c	https://www.mottmac.c	TRUE
19	https://www.mottmac.c	Yes	Yes	en	insights/articles	a-digital-prescrip	https://www.mottmac.c	https://www.mottmac.c	TRUE
20	https://www.mottmac.c	Yes	Yes	en	insights/articles	a-new-model-for	https://www.mottmac.c	https://www.mottmac.c	TRUE
21	https://www.mottmac.c	Yes	Yes	en	insights/articles	a-pivot-for-the-in	https://www.mottmac.c	https://www.mottmac.c	TRUE
22	https://www.mottmac.c	Yes	Yes	en	insights/articles	a-vision-for-gree	https://www.mottmac.c	https://www.mottmac.c	TRUE
23	https://www.mottmac.c	Yes	Yes	en	insights/articles	bim-before-you-c	https://www.mottmac.c	https://www.mottmac.c	TRUE
24	https://www.mottmac.c	Yes	Yes	en	insights/articles	building-a-safer-	https://www.mottmac.c	https://www.mottmac.c	TRUE
25	https://www.mottmac.c	Yes	Yes	en	insights/articles	building-health-r	https://www.mottmac.c	https://www.mottmac.c	TRUE

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"The AI content migration tool was a game-changer for our website transformation project. We were facing the daunting task of migrating over 1,500 pages of complex content from our legacy CMS within just 8 weeks – something that would have been nearly impossible through manual efforts alone.

What impressed us was how the tool could intelligently take content from our old site, with its 250+ templates, and accurately map it into our new streamlined structure of 11 templates with standardized components. The accuracy and speed were remarkable. This included handling intricate project pages, news articles, and archived content that we couldn't afford to lose.

The tool's flexibility was also valuable – we could refine the migration workflows and quickly re-run batches as needed. This iterative approach gave us confidence in the quality while keeping pace with our aggressive timeline. Not only did it save significant time and resources, but it also reduced the need for lengthy content freezes during the migration.

It was a calculated risk that paid off tremendously – helping us achieve quadruple the scope at reduced cost while ensuring we didn't miss our critical launch date."

Liam Carroll, Project Manager at Mott MacDonald

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