

CITEC Stays Ahead of the Competition with Interwoven



CITEC is Queensland's largest information and communications technology provider.

Industry

Information Technology

Geography

Australia

Implementation Highlights

- CITEC is developing its Website into a sophisticated information and sales tool, in order to deliver knowledge to the company's target audiences, to increase site usage and ultimately contribute to increased sales opportunities
- Content management platform allows for centrally enforced policies and look and feel while enabling decentralised content creation
- Automated deployment speeds up site updates

Benefits

- Streamlined content editing and approval processes using workflow, automation and metadata tools
- Empowerment of staff to contribute positively and with ease to the online strategy
- Elimination of IT bottlenecks in the publishing cycle
- CITEC now provides readers with current, fresh, relevant information leading to a 200% increase in site usage



"We are thrilled with the results. No longer is material being filtered out or delayed by IT bottlenecks and by programmers. The reader benefits from viewing current, relevant and authoritative information published by real subject matter experts, thus providing optimal value to the targeted audiences."

—Arlene Blakeway, Web communications manager

Staying ahead of the competition nowadays is not easy. In today's world, service, experience and knowledge are the key attributes most valued by clients. Knowledge of course is the hardest to deliver and indeed retain, with the particular challenge of how to deliver your knowledge to clients in a timely manner. One can always hire more sales and customer-facing people but that's not practical for most Australian companies.

This was a problem facing the new managing director of information and communications technology service provider company, CITEC. Headquartered in Brisbane, Queensland, and with approximately 600 employees located across Australia, CITEC has established itself as the second largest Australian-owned information systems outsourcer.

CITEC's core solutions encompass a very broad portfolio, from information brokerage and business process outsourcing to core ICT services such as applications management, infrastructure management and professional services.

Managing Director, Dr. Mark Rainbird, is a firm believer in using the Web to capture and present knowledge to address the needs of clients, stakeholders and prospects. After joining the company, he very quickly realised that the existing "brochure" driven Website would not give CITEC the competitive advantages it needed to stay ahead of the game. He knew the answer lay in developing the Website into a sophisticated information and sales tool, in order to deliver knowledge to the company's target audiences to increase site usage and ultimately contribute to increased sales opportunities.

Understanding all aspects of CITEC's complex organisation processes, and the wider principles of knowledge management were critical to the project's scope and success. Dr. Rainbird assembled a team of five general managers to review internal processes and methodologies and to advise Web communications and strategy manager, Arlene Blakeway, on internal and external needs. This high powered team with extensive experience in a diverse range of disciplines including knowledge management, technical and systems architectures, security, networks, systems, programming and communication utilised an enterprise content management (ECM) platform to underpin CITEC's online knowledge management and marketing and sales strategies. The team implemented Interwoven TeamSite and Interwoven OpenDeploy as the key enablers of their corporate online strategy. Interwoven was selected by CITEC after an extensive evaluation of all leading ECM vendors in the current marketplace.

"We were very familiar with TeamSite from Interwoven due to its success within the Queensland Government, powering sites such as Queensland Health, Emergency Services and Natural Resources and Mines, and after extensive testing of all offerings we indeed followed suit," said Dr. Rainbird. "TeamSite impressed us not only with its wide band of delighted users here in Australia but because of its highly developed enterprise-class functionality and its ability to manage our knowledge assets and deliver them with ease to our stakeholders. This was key to providing CITEC with an online competitive advantage."

In addition to TeamSite for Web Content Management, the site solution was enabled by implementing Interwoven OpenDeploy, its code and content distribution product.

The management team, working with Blakeway, started on a nine month program which finished earlier this year.

“Creating a new Website with clearly defined online business strategies, that also empowered the subject matter experts or the publishers, forced us to re-examine all our processes and procedures for content creation. We really had to start from scratch in order to establish a clear picture of how we produced material, how knowledge was created and with whom and how we share such knowledge. It’s really like doing an Enterprise Resource Planning (ERP) implementation, the outcome will be only as good as the investment made in high level planning in understanding your business, the processes and what customers need to receive to help them make more informed decisions,” commented Blakeway.

CITEC set specifications governing what content will be published, and developed standard initiative and flexible templates that allowed staff to easily publish their material to the corporate Website. In addition this strategy provided staff with instant feedback on their success. This provided many business benefits associated with publishing high value content on the corporate Web presence, including the empowerment of staff to contribute positively and with ease to the online strategy.

Effective knowledge management strategies are made easier using TeamSite, as innovative metadata techniques were easily automated to further optimise the value of the content and its information retrieval success, with both internal and external search engines. The end result is a highly integrated and unified view of CITEC and its service offerings, all made possible with the powerful capabilities of content re-use strategies achievable with TeamSite.

The workflow, automation and metadata tools within TeamSite ensure that content can be edited and approved prior to publication without technical personnel involvement. This means that the knowledge workers are empowered to deliver material that includes all best practice structures and standards — as these are all built into the product and are transparent to the contributor and actually help them indirectly perform their tasks. All these features ensure the

subject matter experts, authoring or approving the content are provided with transparent and easy to use processes and are not faced with a steep learning curve.

Important also to CITEC is TeamSite’s rigorous audit trail and security features which allow management to comply with audit and security compliance regulations in managing all Web content throughout the content lifecycle, from creation, review through to publication and archiving.

Content creators are reporting total satisfaction in the new ECM platform. “They are definitely thrilled with the results,” commented Blakeway. “No longer is material being filtered out or delayed by IT bottlenecks and by programmers. The reader benefits from viewing current, relevant and authoritative information published by real subject matter experts, thus providing optimal value to the targeted audiences.”

Most importantly, CITEC’s customers are getting the information that they require whilst CITEC can also keep track of the lifecycle of all its content. Workflow mechanisms inform the authors when they have to update and/or supply material and when it should be removed, ensuring that all content is relevant, accurate and current 100 percent of the time.

Today, CITEC has achieved its goal of owning a dynamic, professional, contemporary, value adding Website that is superior to its competitors.

“We are delighted with TeamSite’s performance and are working toward a second phase by the end of year which may incorporate a knowledge managed intranet with enterprise portal and search capabilities,” commented Blakeway.

Best of all CITEC reports a 200% increase already in Web usage. “Our customers see the value of timely, value-adding information in order to assist them with their decision making,” concluded Blakeway.

So impressed with TeamSite’s performance CITEC have begun leveraging their implementation and user experience to offer services assisting other organisations to benefit from the advantages of an ECM platform.

Technology

Solution Summary:

Interwoven TeamSite® content management software provides the foundation for distributed content contribution and central management of visual design through its templating and patented parallel development capabilities.

Interwoven OpenDeploy® content distribution software allows Citec to distribute and replicate all types of content from development to multiple production servers. OpenDeploy has allowed Citec to significantly reduce the labor involved in distribution.

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