

Opsera helps Global Publishing Corporation Improve Innovation

A major global publishing corporation had identified the need to build upon its capability to innovate across multiple business units. Opsera helped the client design and develop an Innovation Toolkit and intranet portal - to enable knowledge sharing and to provide access to software and proven decision-making models and frameworks.

The Challenge

A major global publishing corporation had identified the need to improve innovation across multiple business units. A toolkit was planned to support the businesses - to enable the sharing of knowledge and experiences, and to provide access to software tools and tried and tested decision-making models and frameworks.

Opsera was asked to help the company think through how the content of the innovation toolkit should be organised, and what functions and features it should provide.

Our Approach

One of our publishing consultants reviewed existing information and talked to key stakeholders across the company before designing a structure for developing and organising innovation-related materials across different topic areas. Having agreed the overall structure, we then went on to develop a series of document templates for experts across the business to use in compiling the toolkit materials.

We then managed the process of compiling the materials for the toolkit, and established the first internal repository of documents.

Finally, we supported the design, development and marketing launch of the company's intranet site for innovation.

Solution

The toolkit initially consisted of a searchable collection of structured documents in Microsoft Sharepoint, and quickly developed into a 'portal-style' intranet site, built using MS Content Management Server and backed up by the toolkit documents. The portal added considerably to the usability and likely success of the project: It provided an easily accessible place for people across the company to get access - not only to the toolkit documents but also to a broad network of experts and a range of resources inside and outside the company.

Results

The initial group of over 30 documents were written and published in the toolkit repository within a short period of less than 6 weeks. The intranet portal was launched 6 weeks later.

Our Client

Global Publishing Corporation

Our client is a major global force in information publishing. It operates internationally, with major publishing offices in Europe and throughout North America, and employs several thousand staff.