

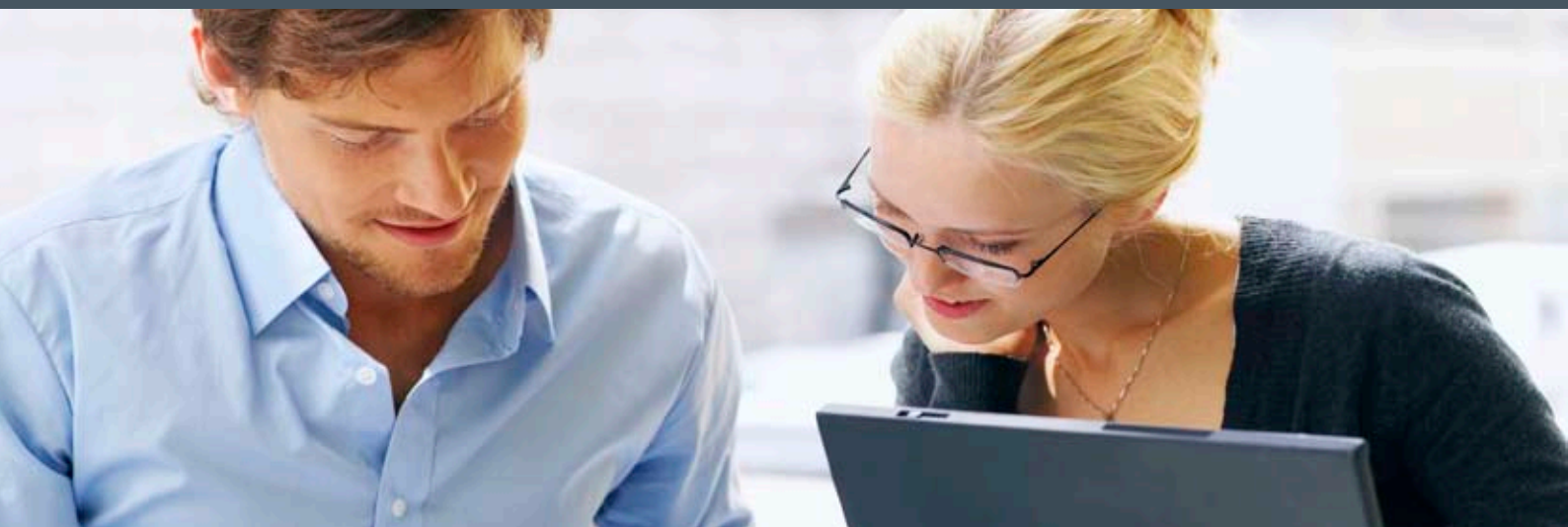
Bringing Employees, Customers and Partners Together

COLLABORATION SOLUTIONS



wtg
UNDERSTAND • INNOVATE • ENABLE

The benefits of collaboration solutions



Do you want to differentiate your business from the competition?

Are you interested in communicating with - and responding to - your customers and partners more easily?

Would you like to reduce your costs while increasing efficiency at the same time?

These are just some of the advantages you could enjoy by improving information management and data distribution within your organisation. One way to achieve such progress involves the introduction of Web 2.0 and other technologies, including collaboration software.

Collaborative solutions enable individuals and groups to interact in real-time and keep a record of whatever they discuss and agree to do. Increased levels of communication and co-operation between your employees, partners and customers drives your organisation towards an 'anytime, from anywhere' culture that delivers tangible business benefits.

What is collaboration software?

Collaboration software enables your teams to capture their interactions with each other - and with your customers and partners - and then share the outcomes with all the relevant internal and external stakeholders. Examples of the collaboration solutions you can use include:

- ▶ Email
- ▶ Instant messaging
- ▶ Audio, video and web conferencing
- ▶ Blogs and wikis
- ▶ Forums and communities
- ▶ Online calendars and diaries

It is no coincidence that many of these tools underpin today's social networking sites e.g. Facebook and consumer-driven products such as Wikipedia. But, the difference with enterprise collaboration solutions is that they exploit the latest technologies and modes of behaviour within a business context **for business advantage**.

The collaborative solutions you introduce can greatly enhance communication, both among your staff, between them and your supply chain and customers. Because these tools enable collaborators to create

re-usable assets (rather than allowing their conversations and other interactions to pass unrecorded), you ensure that valuable knowledge is never lost. Even when your key employees leave, or your suppliers and partners change, you retain their contributions within a database of resources that can be used in the future.

Building extended and better-connected communities, and leveraging the information that results from their interactions, helps increase productivity and:

- ▶ Nurtures a culture of cross functional interaction that removes any existing 'silo mentality'
- ▶ Increases the levels of business dialogue among your partners, suppliers and extended workforce
- ▶ Improves efficiencies by giving staff and other stakeholders access to the right information and right people, at the right time

Where can collaborative tools deliver most benefit?

You can see the gains derived from collaborative enterprise solutions in all areas of your organisation, from Sales and Marketing to Customer Services, Research and Development to IT.

By incorporating interactive tools on your website, intranet and extranet, you provide a collaborative platform for each of your main communities: respectively, your customers, employees and supply chain partners. This improves the flow of information across and beyond your enterprise, unlocking previously hidden data, skills and people along the way. In turn, this delivers benefits to your partners, customers and your entire business.

Greater collaboration with your extended supply chain will improve project delivery times, reduce your costs and generate more business opportunities. Using collaborative software to engage with your customers more easily, will help you gain a better understanding of their needs and concerns - and to respond to them more effectively and efficiently. This will lead to more than just higher customer satisfaction levels. Collaboration tools that reach out externally can also deliver bottom-line benefits, such as reducing customer churn, decreasing support costs and boosting advertising revenues via your increasingly interactive website.

The areas of your business most likely to see the advantages of collaboration include:

Sales and Marketing

The people responsible for promoting your company and securing your sales need to leverage the latest data, to build lasting relationships and to close deals fast. Collaborative tools - especially those reaching out to your customers, prospects and supply chain partners - can help them achieve these goals.

Research and Development

You can use social networking technology to capture and retain the rapid-fire exchange of ideas that typifies the interactions between your Research and Development personnel. Collaboration solutions that extend beyond this internal group to customers and other research forums help to drive innovative development throughout your company and along your supply chain.

IT Support

Increased interactivity among your non-technical staff is likely to boost confidence and reduce reliance upon the IT team. In addition, collaboration tools are effective self-service platforms - both for staff and customers - giving your IT experts scope to work on activities more productive and profitable than user-support.

Legal Affairs/Compliance

Collaboration tools will benefit your legal department too. Lawyers will be able to distribute contracts and other legal documents more securely, both internally and externally. They will also be in a position to share compliance information more easily and extensively, and to stay updated on court judgements and other relevant external events.

Engineering

Imagine the savings if your engineers issued and discussed in real-time, their blueprints and other technical documents with all relevant internal departments and external suppliers. Collaboration makes it possible.

Understand

Our aim is to understand your business and identify where collaborative solutions will deliver most benefit to you.

Innovate

We will create a flexible collaborative solution that can grow with your business, tailoring it to your specific needs.

Enable

We have the skills to implement your solution and to provide a comprehensive training and adoption strategy to ensure its success.

WTG: Delivering the benefits of collaborative solutions

WTG is a business IT consultancy that offers strategic advice and implementation services around innovative web-based solutions - including collaborative tools for the enterprise.

We have a deep understanding of how social networking technologies and other collaboration software work best within a business context. We can apply this knowledge to your company, moving you away from the organisational silos and linear processes that exist today to a more free-flowing enterprise that:

- ▶ Empowers all of your stakeholders
- ▶ Extends your corporate influence
- ▶ Exposes new market opportunities
- ▶ Exerts a positive effect on your bottom-line

After analysing your needs, we will identify how your organisation can select, apply, implement and measure the success of the collaborative solutions we recommend. Our experience shows that implementing these technologies involves more than simply installing the tools and expecting people to use them.

To ensure that the applications add real value to your organisation, we will work with you to develop a holistic approach that:

- ▶ Achieves the level of organisational readiness you need
- ▶ Integrates smoothly with your existing IT systems
- ▶ Brings together different collaboration elements into a single, easy-to-use solution
- ▶ Optimises the user experience to maximise participation
- ▶ Allows you to personalise the collaboration tools to reflect your branding
- ▶ Increases the quality and quantity of content generated
- ▶ Drives business innovation throughout your communities



Collaboration solutions constitute just one of the four spheres of technology in which WTG specialises. While you can accrue benefits by employing any single element, you will gain most advantage by adopting all four.

WTG concentrates on these areas of innovation:

Portals

Web portals can enhance productivity by extending connectivity throughout - and beyond - your enterprise. Use portals to connect multiple users, with differing needs, to the most relevant information, applications and people.

Content Management Systems

An effective CMS enables your teams to access and control the information they need to make better business decisions. A successful CMS implementation can lead to operational efficiencies and reduced costs.

Collaboration Solutions

These solutions increase the levels of communication and co-operation between employees, business partners, suppliers and customers. Extending your organisation's influence through collaborative solutions exposes new opportunities, improves efficiency and raises productivity.

Enterprise Search Technologies

Knowledge is power and your business needs to leverage its essential data more effectively. Enterprise search solutions allow key personnel to focus their efforts on using and exploiting information, not finding it.

More about WTG

WTG is a business and technology consultancy focused on the delivery of innovative web solutions to the commercial and public sectors. After assessing your needs and gaining an understanding of your organisation, we will recommend the technology solutions most likely to help you achieve your strategic goals.

Embracing best-of-breed Portal, CMS, Collaboration and Enterprise Search technologies, our web-based solutions will allow you to:

- ▶ Improve the way your organisation works
- ▶ Connect your newly-extended enterprise
- ▶ Increase the flow of your business data
- ▶ Secure your IT infrastructure
- ▶ Raise your levels of productivity

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