

## Case Study

Operational Efficiency

### Knowledge Management Platform – Video

#### Client

The client is a 40,000 strong international consulting company with offices in North America, Europe and locations all over the world. The company consults Fortune 500 businesses which are some of the largest companies in the United States and internationally.

#### Challenge

To create a video asset inventory platform that effectively and efficiently exposes and allows access to stored video footage in a timely manner so that firm consultants can support client engagements. The primary platform features required information security, tiered access segmented by information sensitivity, central access across request and support stakeholders and tracking the release/use/return of video assets.

#### Services Rendered

##### **X-Ray: Assessment**

Project evaluation/planning

##### **Deep Dive: Solution Engineering**

Achieve product/market fit, database design/architecture, security modeling, 3<sup>rd</sup> party/firm infrastructure impact assessment

##### **(MVP) Minimum Viable Product: Development**

Server Tier programming, UI/UX design & development, Establish Pass/fail metrics, Data & Analytics integration & configuration

#### Solution – Lower execution risk and opportunity cost

Our Deep Dive was critical in the process - uncovering workflow gaps in the original project scope. We confirmed the scope addressed consultant side business requirements rather than the entire end-to-end workflow. Support department requirements were half-baked and certain aspects of the final product were not feasible. Our Deep Dive gap analysis and Low

**10X increase in  
on time content  
delivery**

#### KEY CATALYSTS

##### DEEP DIVE:

Validated project hypotheses

##### **Result: Redefined scope**

Our product consultants worked with our client to validate the product vision, features and benefits and user segments to reach better product fit.

##### MINIMUM VIABLE PRODUCT:

Produced low-fidelity prototype problem test

##### **Result: User validation of new scope**

Over 3 weeks of time using agile methods the team created a basic prototype, collecting the data that determined the updated product features and workflow was a higher-quality fit for end users

fidelity MVP creation reduced execution risk, opportunity cost and controlled the budget also fostering a solution which more readily supported the 360-degree delivery of the knowledge management solution.

The platform deployed is a stand-alone web property accessed internally/externally compliant to Single Sign-On and external access firm protocols, the solution integrates into their eLearning SCORM compliant system and/or within their VPN or portal solutions. The video library features: web site spider indexing compatibility, W3C Section 508A compliance for accessibility, and usage tracking via Google Analytics. A custom/integrated content management software was used as the backend to allow the addition / amendment / deletion of all dynamically loaded content. The content management solution is enterprise scalable – via load balancing and clustering - used by the solution owners to give them the capability to update and manage all types of rich media, video and traditional content while conforming with firm security and infrastructure requirements.

## Results

The actions taken to improve site performance yielded measureable results. There was a 10X increase on-time content delivery across firm-wide client engagements. Additionally, there was a 25% reduction in video production cost due to duplication of pre-commissioned content pieces that were previously considered to be non-existent but are now discoverable.

## Features

- **Segmentation:** Internal/External, Department centric, Customer centric, C Level, M level
- **Configuration:** video download, sharing with other colleagues via email, short excerpts, transcripts, speeches, audio
- **Type of Delivery:** Internal network, content delivery network, live streaming or progressive download
- **Administration:** A full role-based administrative console for content contribution and management by non-technical personnel.
- **Workflow:** The Media management and Departmental administrators contributed and managed content via a 2 step workflow (editor/publisher)

## Screenshots

The screenshot displays the 'Rich Media Library' interface. At the top, there are filters for 'Video', 'Text', and 'Site'. The main navigation includes 'VIEW ALL', 'VIEW ALL SERVICE LINES', and 'MY LIST'. A search bar is present with a 'SEARCH' button. Below the search bar, there are links for 'VIEW SITE MAP', 'VIEW BY TITLE', and 'HELP CENTER'. The search results are displayed on 'Page 1' of 2. The results include:

- A Sanity of Identity by Jim March**: A speech at Stanford University on leadership and non-consequentialist action. Recommended as an inspirational source by Kausic Rajgopal (SFO). Includes 'Download' and 'Email to Colleague' buttons. Status: Client shareable with permission.
- Best of Mindsets and Capabilities Chapter 1**: Danfoss, a leading equipment supplier to refrigeration and air conditioning companies, improved customer service and increased sales with the Pilot Sales Program. Can be used to educate clients on the... Includes 'Download', 'Email to Colleague', and 'Launch Large Video' buttons. Status: Client shareable.
- Best of Mindsets and Capabilities Chapter 2**: Performance Improvement + Capability Building can lead to a Sustainable Advantage for your client's business. Employees from the three companies in this video focus on opportunity - not problems, and... Includes 'Add To List', 'Email to Colleague', and 'Launch Large Video' buttons. Status: Strictly internal.
- Best of Mindsets and Capabilities Chapter 3**: Revealing video shows how mindsets and behavior impacts a client's business at all levels from the top down. Anonymous Chief Executive, for unnamed company, helped transform the company by finally rea... Includes 'Add To List', 'Email to Colleague', and 'Launch Large Video' buttons. Status: Restricted internally.

