Open Text Helps QAD Create a Smart Enterprise

Open Text Web Content Foundation serves a single version of the truth to users across the globe

Industry

Software provider

Customer

QAD
Our Passion. Your Advantage.

Business Challenges

- Global, far-reaching operations
- A fast-growing volume of various content types
- Disconnected information exchange and storage systems
- Inefficient content sharing across the company and with prospects
- No version control

Business Solution

Open Text Web Content Foundation (formerly Vignette Content Management)

Business Benefits

- A dependable, user-friendly repository for everyone across the globe
- Provides a single source of truth
- Capable of delivering information tailored to the right people, at the right time
- Manages content in multiple formats and distributes it quick and efficiently

For 30 years, QAD has been a leading provider of enterprise applications specifically for manufacturing companies in industries such as automotive, consumer, electronics, food and beverage, and life sciences. Currently QAD applications can be found at approximately 6,000 licensed sites, in more than 90 countries, and in approximately 27 languages. Their global customer base interacts with sales professionals and through the QAD Web properties. QAD's dynamic Web properties are where users obtain product, pricing, and support information, providing critical tools for customers, prospects, partners, and QAD sales professionals.

The unification of disconnected information

With their far-reaching operations, and a growing volume of content, QAD needed a new way to communicate online.

Unification was the key word when it came to QAD's content management and delivery needs. Steady growth across many locations and throughout multiple internal organizations had left the company with a multiplicity of cumbersome and disconnected information exchange and storage systems. Data was difficult to disseminate across the company and out to prospects. Users had to wade through multiple versions of documents, not knowing for sure if they had the latest version.

"A single source of truth was needed," said Scott Lawson, Business Systems Architect. "Plus we needed a dependable and user-friendly way for everyone across the globe to access that truth."

QAD decided to create a "smart enterprise" capable of delivering information tailored to the right people around the globe. Such a system would need to manage content in multiple formats and distribute it across numerous channels in a quick and efficient way. For instance, an anonymous prospect would need access to basic product information and marketing programs. Current customers or partners would need access to a more complete menu of content, with a deeper level of detail, while employees and sales agents would need additional functionality and customization options.

Open Text Web Content Foundation (formerly Vignette Content Management) was chosen based on its broad content management solution suite as well as proven success serving enterprise-class customers. The end product would be managed by the people actually tasked

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>
> - Scott Lawson,
> Business Systems Architect

with creating the content rather than a small group of overworked Webmasters. A controlled number of content chiefs—representatives from human resources, alliances, product marketing, research and development—would be empowered to unify messaging across the enterprise's Internet, extranet, and intranet sites. In order to achieve this, a number of Open Text's Web solutions came into play (formerly Vignette's Content Management, Portal, Collaboration, Rich Media, and High Performance Delivery solutions).

Open Text Web Content Foundation—driving information unification and reuse

Open Text Web Content Foundation (WCF) serves as the foundation of QAD's system: a central repository for the company's content for both internal and external sites, and as the workflow management vehicle. Open Text provides a familiar way of working with content through file hierarchies and foldering, and easily publishes via the portal to the appropriate Web properties. At QAD, WCF:

- **Creates greater confidence—**Because of wide adoption and more version control, both internal and external users have greater confidence that the information they receive online is up to date and accurate.

- **Enables more focused, personalized communication—**QAD was able to turn a 1,200 page solutions guide document into tagged modules of content. Now customers can enter specific criteria and create a personalized PDF with the exact information they need. Because this "print on-demand" system has allowed QAD to pinpoint holes in their documentation and quickly fill them, the possible content to include in a proposal or solution guide has grown to more than 2,500 pages total. From a sales perspective, QAD representatives are able to use the system to create proposals on demand—documents focused on a few combinations from the 50+ different ERP modules.

Unified portal project—presenting the right information to the right people, in the right format

The Open Text portal serves as QAD's presentation and user management tool. The portal can compile content from both WCF and any other databases and present it to users in the most personalized format. Content can be updated automatically across all channels: customer Internet, partner and customer extranet, and employee intranet. Additionally, content can be translated and presented in multiple languages.

Smart collaboration—getting employees and customers talking

By using Open Text, QAD has opened new avenues for innovative thinking and idea generation that are delivering operational efficiencies.

- **For employees—**After proving incredibly successful for a test group of 500 users from several departments, the Open Text solution was rolled out to the entire QAD workforce. Flexibility is the main advantage. The system allows users to download documents in various formats for collaborative editing. The final document can then be quickly published on WCF for general use.

- **For customers and partners—**Using Open Text's solution, QAD provides a collaborative extranet for partners and customers that promotes an active exchange of ideas and suggestions. For example, when a product is sold, the customer is given a secure space within the collaboration environment to exchange project- and implementation related information. The system has been so well received, it has all but replaced emails and FTP sites during product implementation.

High performance delivery—it's all about speed

Before implementing the Open Text solution (formerly Vignette's High Performance Delivery), QAD's remote offices regularly experienced

slow Web page loads. Now, using Open Text's advanced caching technology, the Web experience for audiences in locations such as Eastern Europe, South Africa, and Thailand is greatly improved. Additionally, content publishers can see their changes applied onscreen in minutes rather than hours.

Improved performance isn't the only benefit QAD has realized with Open Text. Now, QAD's internal content distribution system can be run with fewer servers limiting the need for multiple application and distribution networks. This has greatly reduced overall maintenance, personnel, and hardware costs to run all of QAD's Web properties.

The success of the 'smart enterprise'

By working with Open Text, QAD was able to develop a 'smart enterprise' that connects employees, customers, partners and other key constituents to each other and the information they need.

Among the key reasons for the success is the centralization of content, ensuring that it is easy to organize, publish and reuse. Open Text's core content management solutions enabled better selling by removing barriers that hindered the sales process such as cumbersome product guides. Now proposals can be quickly generated with customized solutions and pricing, and even translated into multiple languages.

With Open Text, QAD has been able to create a single platform for its online needs that not only manages data in multiple formats, but makes it easier for that content to be created, personalized, presented, and shared. "It's an eco-system for content," adds Lawson. "A place where content just doesn't get created and then lost—it lives on as a valuable corporate resource, usable for many purposes and in multiple formats. We have achieved the elusive goal of a single version of the truth."

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