Using MOSS 07 for Case Data & Document Collection

THE PARTHENON GROUP
Boston • London • Mumbai • San Francisco

Boston KM Forum

July 20, 2011

Agenda

- Who I Am
- Who We Are
- What We Wanted
- What We Knew
- What We Did
- What We Learned

Who I Am

THE PARTHENON GROUP

Librarian

Sr. KM for public and academic libraries

KM for a global marketing strategy and interactive consultancy firm

Carolyn Gallo - librarian, Methanie – she geek; http://www.surveymagnet.com/2009/12/independent-woman/

Flickr image

Who We Are

Company

KM

Technology

- **200-member global strategy consulting firm in Britain, India, US**
- **Education, private equity, consumer, industrial, media, and technology practices**
- **Heavy and devoted use of Outlook folders, email and file shares**

Who We Are

Company

KM

Technology

- **KM Program under Corporate Communications launched in 2008**
  - **PHASE I** – Company Intranet
  - **PHASE II** – Case Data and Document Collection and Dissemination
  - **PHASE III** – Case Management and Team Sites

Who We Are

Company

KM

Technology

- Microsoft shop, MOSS 07 Enterprise CAL – single farm and site collection
- Two person IT department with revolving Help Desk
- External SharePoint technology partner

What We Had

THE PARTHENON GROUP

The Parthenon Group, LLC
Knowledge Management
New Clients and Current Clients - New Projects

Client Information

Client Name:

Client Contact/CEO:

Vertical Industry (Advertising,Business Services,Constr & Engineering,Consumer Products,Dot.Com, Due Diligence, Education, Engineering Services, Entertainment / Hospitality, Food Ingredients, Furniture Leasing, Healthcare, Industrial, Information / Pub, Lodging, Manufacturing, Med Devices, Natural Resources, Other, Private Equity, Retail, Services, Technology, Utility,Financial Services)

Client Size (<$100MM, $100MM-$1B, $1B-$10B, $10B-$25B, $25B+)

Who referred this client to TPG?

KM “Form”

New or Recurring Client:

Project Team

Partner:

Case Team Leader:

Senior Principals:

Principals:

Associates:

Case Team Coordinator:

Project Type:

Corporate Strategy	Business Unit Strategy	Merger Integration	Best Demonstrate Practice	Business Definition
New Venture Plan/Business Plan	Costing Analysis	Customer Segmentation	E-Business Portfolio Analysis	Organizational Design
Pricing/ Market Sizing	Process Improvement	Procurement / Purchasing Strategy	Profit Improvement / Value Creation	Revenue Growth
Sales Force Distribution	New Product Launch	Corporate Spin Out	Marketing Effectiveness / ROI Analysis	Other

What it does

- Collects billing and finance info for Finance System
- Assigns case code
- Stored in Outlook public folders for future reference
- Emails notify teams of case codes

What We Had

The Parthenon Group, LLC
Knowledge Management
New Clients and Current Clients - New Projects

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Principals: ____________________

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Project Type:

Corporate Strategy	Business Unit Strategy	Merger Integration	Best Demonstrate Practice	Business Definition
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Sales Force Distribution	New Product Launch	Corporate Spin Out	Marketing Effectiveness / ROI Analysis	Other

Pros

- Easily accessible
- Standard across geographies
- Provides a limited snapshot of client industry data

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Cons

- Difficult to search
- Proposal not captured
- No reporting capability
- Vague/non-standardized metadata
- No versioning

No standard process for submitting

What We Had

Proposals Archive Prior to November 2009

New | Upload | Actions | Settings | 1 - 100 | View: All Docu

Type	ClientName	ProjectName	Proposal Title	Name	CaseCode	Link to KM Form	TPG_Client's_Vertical	TPG_Project_Type	TPG_Practice_Area
	AAC Capital Partners	Project Visor	Vendor Commercial Due Diligence Proposal	AAC Capital Partners Project Visor Commercial Vendor Due Diligence	AACC001	AACC001.xls	Retail	Commercial Due Diligence	Private Equity
	Abbott Laboratories	Ensure Retail Sales	Abbott Nutrition Downstream Initiative Proposal	Abbott Nutrition Downstream Impact Initiative ABBO001	ABBO001	ABBO001.xls	Retail	Biz Unit Strategy	
	International		Due Diligence					Diligence	
	Advent International	Project Yoga	Proposal for Project Yoga Prepared for Advent International	Advent Lululemon Due Diligence	ADVE001		Retail	Commercial Due Diligence	
	Advent International	Project Pump It	Advent RE ADVE011 Project Pump It became Project Pearl.msg	Advent RE ADVE011 Project Pump It became Project Pearl	ADVE011	ADVE011.xls	Consumer Products	Commercial Due Diligence	Private Equity
	Advent International	Project Europe	European Modular Building Market Review	European Modular Building Market Review Proposal	ADVE006	ADVE006.xls	Construction & Engineering	Sector Analysis/Industry Study/Deal Sourcing	

Proposal Database

What it does

- Repository for Accepted Proposals and some lost proposals

What We Had

Proposals Archive Prior to November 2009

New ▾ | Upload ▾ | Actions ▾ | Settings ▾ | 1 - 100 ▸ | View: All Docu

Type	ClientName	ProjectName	Proposal Title	Name	CaseCode	Link to KM Form	TPG_Client's_Vertical	TPG_Project_Type	TPG_Practice_Area
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	International		Due Diligence					Diligence	
	Advent International	Project Yoga	Proposal for Project Yoga Prepared for Advent International	Advent Lululemon Due Diligence	ADVE001		Retail	Commercial Due Diligence	
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Proposal Database

Pros

- Easily searchable and reportable
- Applies metadata

What We Had

Proposals Archive Prior to November 2009

New ▾ | Upload ▾ | Actions ▾ | Settings ▾ — 1 - 100 ▸ View: All Docu

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Proposal Database

Cons

- Does not give comprehensive view of client work; not everything has proposal
- Each document must be extensively cataloged and renamed for search

No standard process for collecting proposals

What We Wanted

From Finance form to Project Tracker – form becomes Engagement record for life of project

Migrate existing forms

Eliminate duplicate effort by exposing Finance data on KM Form

Capture project documentation

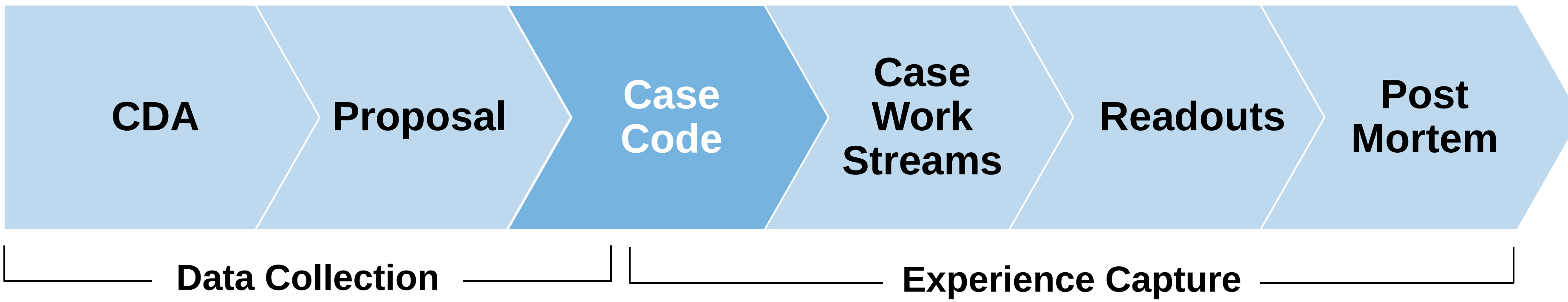
Incorporate staffing model

Incorporate professional development/case team reviews

Develop the Existing Excel KM Form

1	OOB SharePoint
2	InfoPath form with SharePoint library
3	.Net form with MS Access reporting

Case Lifecycle

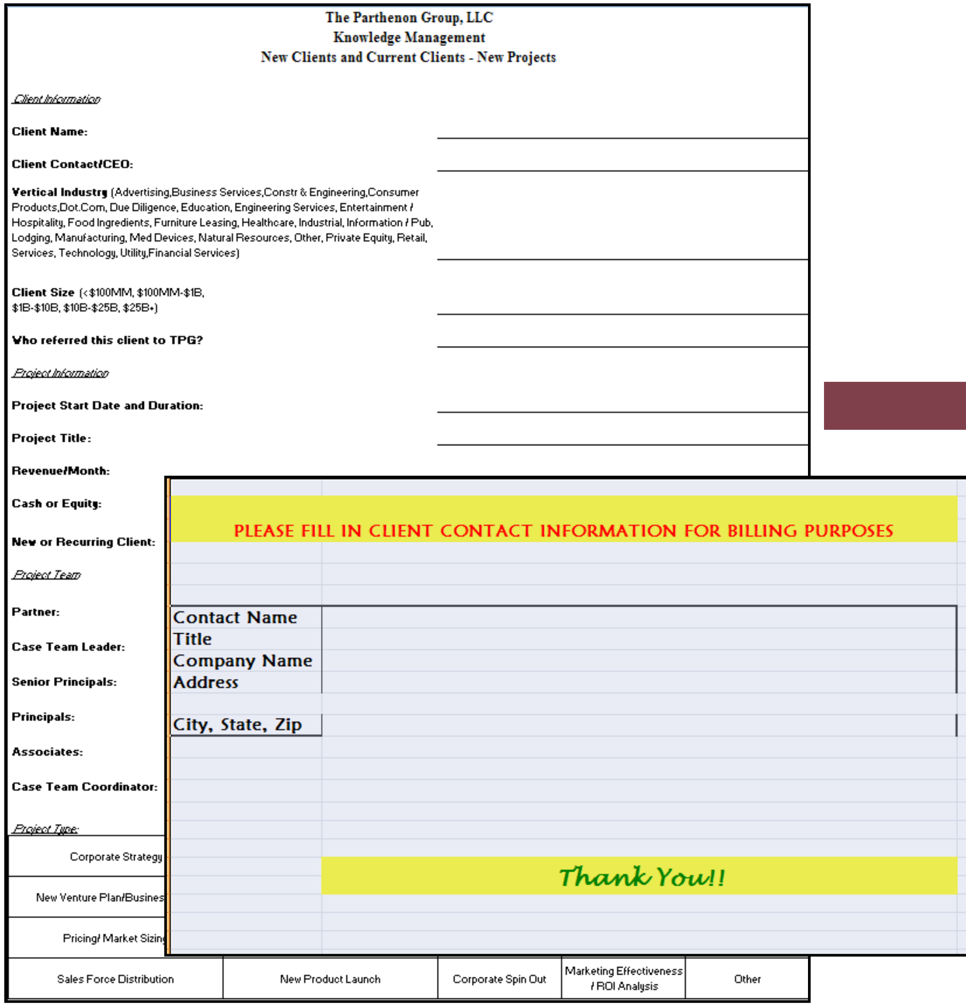


Requirements

- KM Forms collect initial client and staffing information
- Data and documents associated with case must be collectable, securable and searchable
- Must collect data for multiple functional areas: KM, Finance, Staffing
- Restricted sharing for some metadata and documents, e.g., Private Equity
- Process must be simple and easily adopted
- Extensive metadata needed for successful searching by multiple departments
- Email notifications needed
- Standardized terms needed
- Limited budget

Straw Man: Out-of-Box SharePoint Form

Something on the Board to Introduce Idea to Stakeholders


The Parthenon Group, LLC
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Project Start Date and Duration:

Project Title:

Revenue/Month:

Cash or Equity:

New or Recurring Client:

Project Team

Partner:

Case Team Leader:

Senior Principals:

Principals:

Associates:

Case Team Coordinator:

Project Type:

Corporate Strategy

New Venture Plan/Busines

Pricing/ Market Sizin

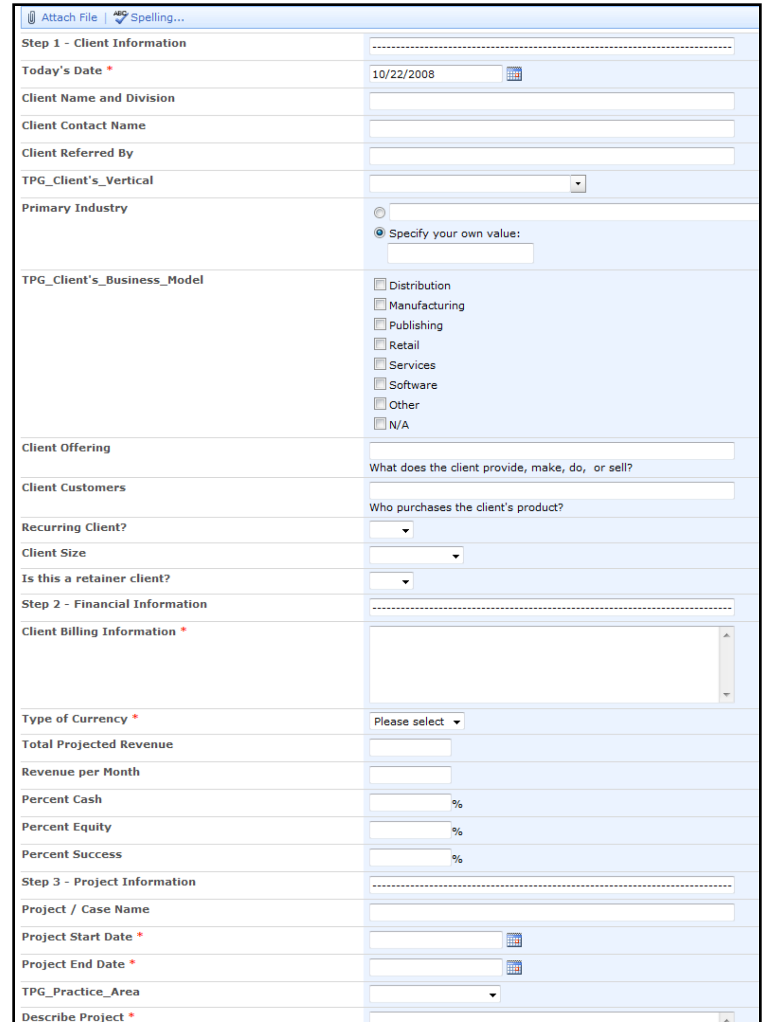
Sales Force Distribution	New Product Launch	Corporate Spin Out	Marketing Effectiveness / ROI Analysis	Other

PLEASE FILL IN CLIENT CONTACT INFORMATION FOR BILLING PURPOSES

Contact Name
Title
Company Name
Address

City, State, Zip

Thank You!!


Attach File | Spelling...

Step 1 - Client Information	-----------------------------------
Today's Date *	10/22/2008
Client Name and Division	
Client Contact Name	
Client Referred By	
TPG_Client's_Vertical	
Primary Industry	Specify your own value:
TPG_Client's_Business_Model	Distribution Manufacturing Publishing Retail Services Software Other N/A
Client Offering	What does the client provide, make, do, or sell?
Client Customers	Who purchases the client's product?
Recurring Client?	
Client Size	
Is this a retainer client?	
Step 2 - Financial Information	-----------------------------------
Client Billing Information *	
Type of Currency *	Please select
Total Projected Revenue	
Revenue per Month	
Percent Cash	%
Percent Equity	%
Percent Success	%
Step 3 - Project Information	-----------------------------------
Project / Case Name	
Project Start Date *	
Project End Date *	
TPG_Practice_Area	
Describe Project *	

Straw Man: Out-of-Box SharePoint Form

Pros

- Easy to create and modify form
- Document attachment with form
- Multiple library views for different users
- Excel downloads for reporting and metrics
- Improve existing Excel form, e.g., No “other” category for work done
- Help stakeholders visualize possibilities

Cons

- Specific information not secure
- All users have the same form
- Case team needed notice of case code assignment
- Libraries with unwieldy number of columns to search & sort

Need more flexibility in securing information, notifying team & uploading documents

Requirements

Case code assignment must be secure

Accessibility

Staffing & email notifications

Security matrix

Requirements

- Security matrix for individual data and documents

Member Access Protocol for CD & Related Document Libraries

✓ Open Access – Can search, view, and download data/documents at any time

X Limited Access – Cannot search, view or download any data/documents. Will need permission from a Partner or Senior Principal, and will be allowed access for a certain period of time

Permissions for Viewing/Extracting Data/Documents						
	Partners	Knowledge Managers	Senior Principals	Principals	Associates	EAs
Case Data	✓	✓	✓	X	X	X
Proposal Documents	✓	✓	✓	X	X	X
CDA Decks	✓	✓	✓	X	X	X

What We Did

Version 1.0: InfoPath Form with SharePoint Form Library

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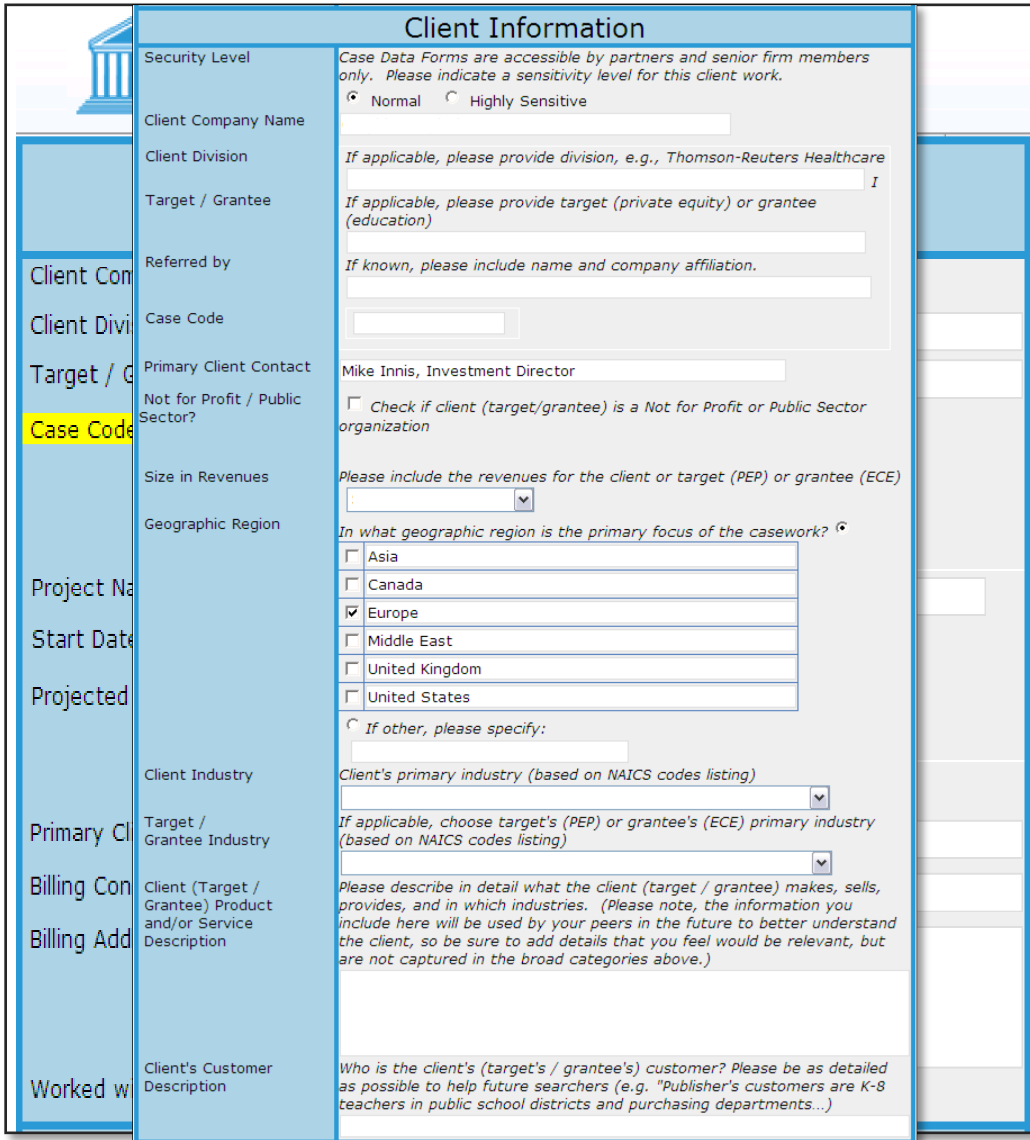
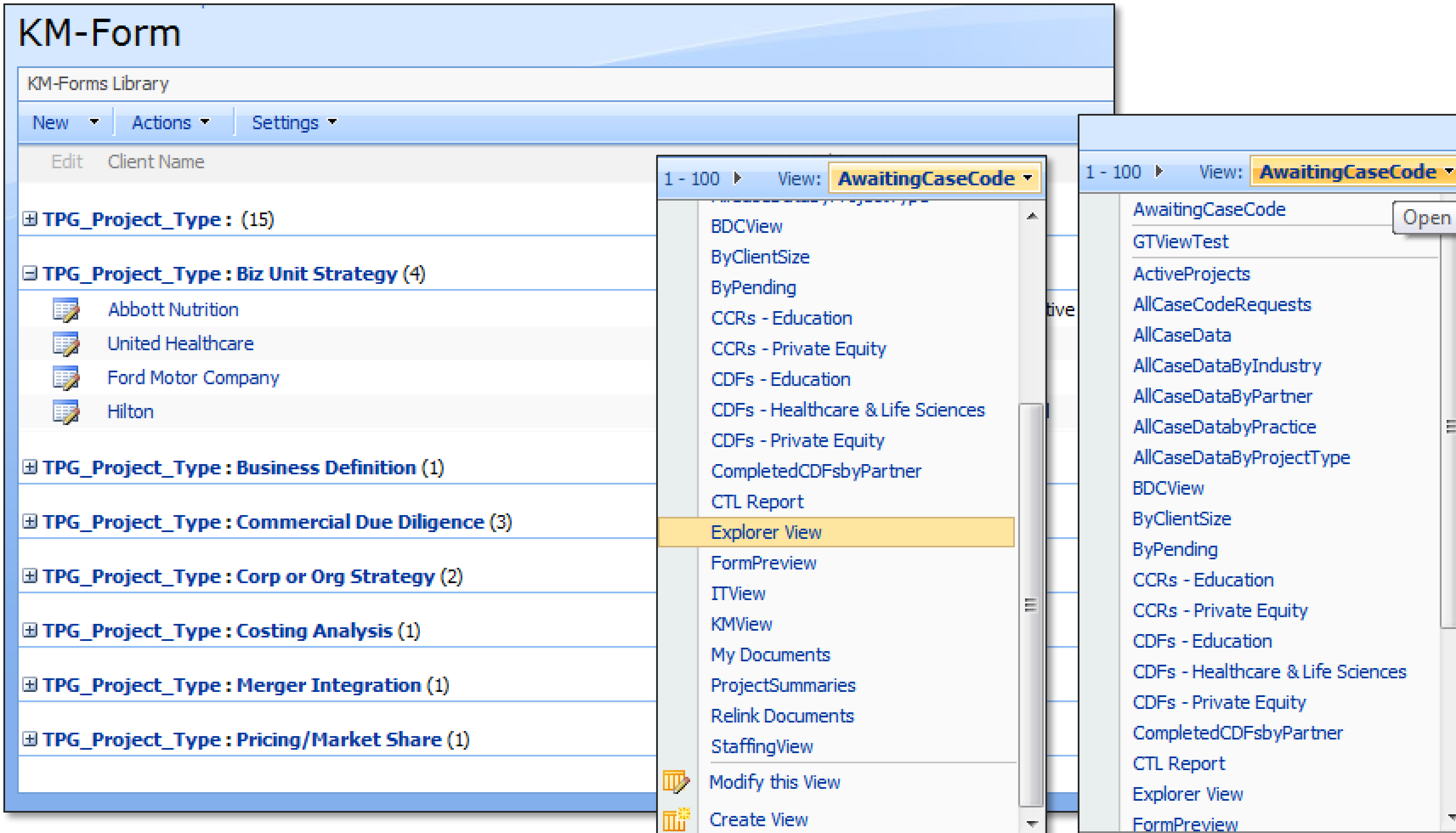

Client Information

Security Level	Case Data Forms are accessible by partners and senior firm members only. Please indicate a sensitivity level for this client work. Normal / Highly Sensitive
Client Company Name	
Client Division	If applicable, please provide division, e.g., Thomson-Reuters Healthcare
Target / Grantee	If applicable, please provide target (private equity) or grantee (education)
Referred by	If known, please include name and company affiliation.
Case Code	
Primary Client Contact	Mike Innis, Investment Director
Not for Profit / Public Sector?	Check if client (target/grantee) is a Not for Profit or Public Sector organization
Size in Revenues	Please include the revenues for the client or target (PEP) or grantee (ECE)
Geographic Region	In what geographic region is the primary focus of the casework? Asia / Canada / Europe / Middle East / United Kingdom / United States / If other, please specify:
Client Industry	Client's primary industry (based on NAICS codes listing)
Target / Grantee Industry	If applicable, choose target's (PEP) or grantee's (ECE) primary industry (based on NAICS codes listing)
Client (Target / Grantee) Product and/or Service Description	Please describe in detail what the client (target / grantee) makes, sells, provides, and in which industries. (Please note, the information you include here will be used by your peers in the future to better understand the client, so be sure to add details that you feel would be relevant, but are not captured in the broad categories above.)
Client's Customer Description	Who is the client's (target's / grantee's) customer? Please be as detailed as possible to help future searchers (e.g. "Publisher's customers are K-8 teachers in public school districts and purchasing departments...)

Version 1.0: InfoPath Form with SharePoint Form Library

Multiple Library views accommodated different users



Version 1.0: InfoPath Form with SharePoint Form Library

Pros

- Simple, linear process
- Automatic notifications to team members
- Data populated from one form state to next form state
- Views for different audiences, personal views available

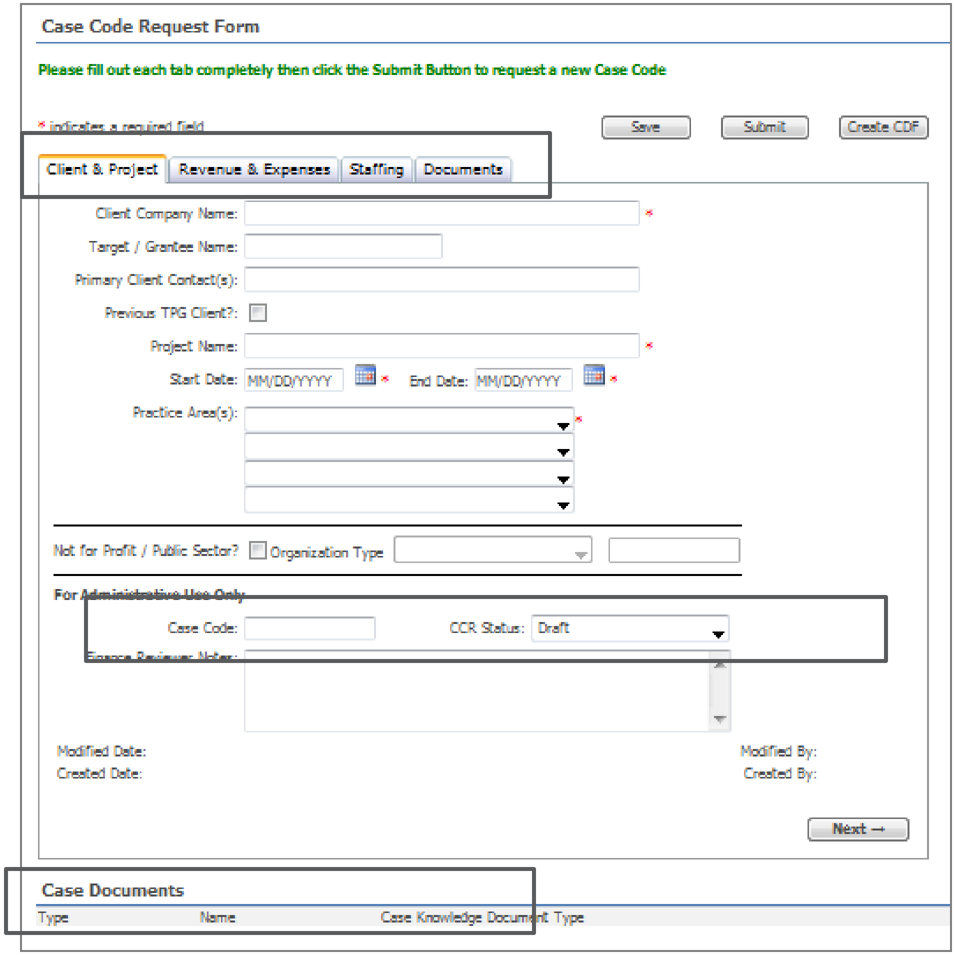
Cons

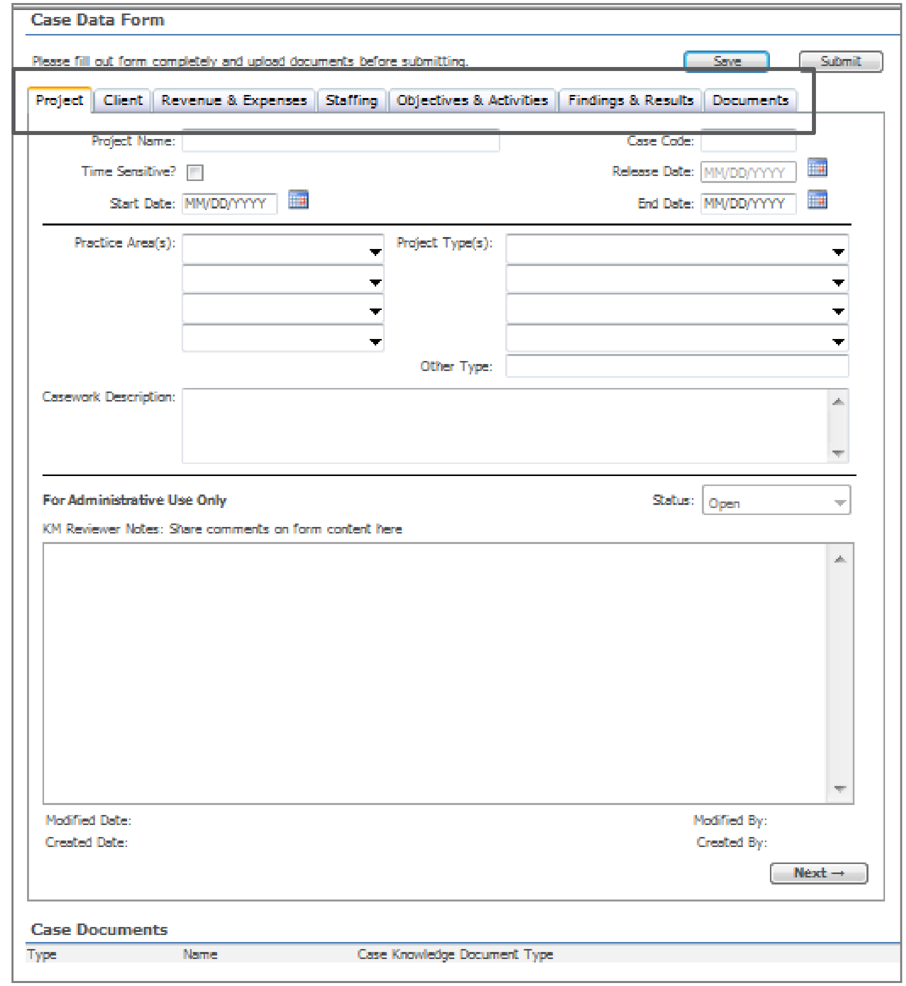
- Developers and coding required
- Forms would not open from URL
- Multiple views very unwieldy
- Could not secure specific form data or documents
- Email entry burdensome
- No document upload

Need better email notification, document upload and more security on individual metadata

Version 2.0: .Net Form

THE PARTHENON GROUP

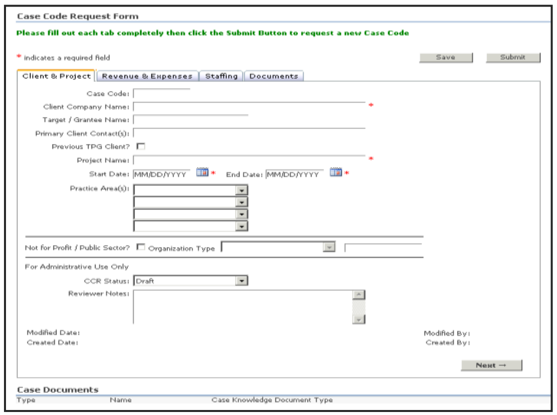




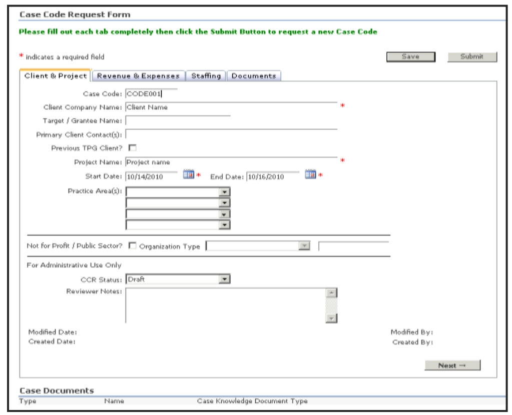
Version 2.0: .Net Form

A Case Code Request to Finance Starts the Data Collection Process

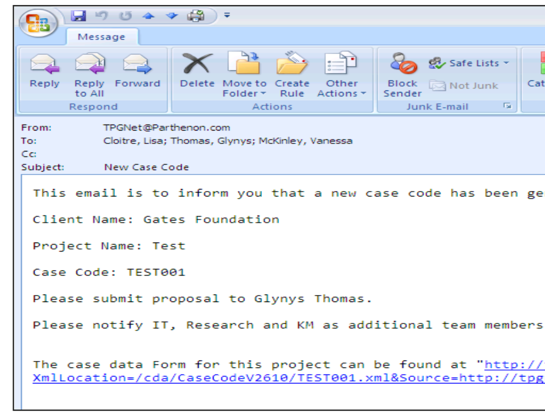
Team Member Submits CCR



Finance Notified, Assigns Code



Team Notified



Case Data Collected

- Initial Case Data Provided by the CCR includes:
  - Client and Project Name
  - Revenue and Expense Information
  - Staffing
  - Practice Area(s)

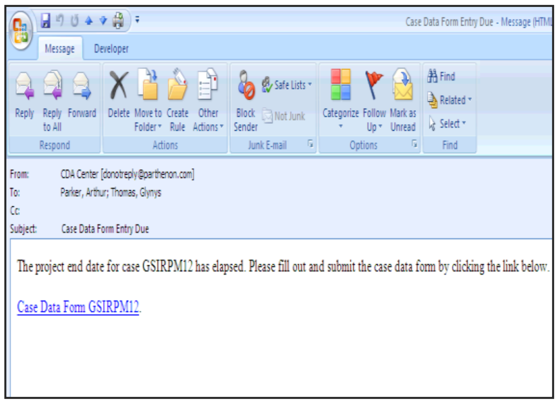
Documents Collected

- Key case documents may be submitted with the CCR, including:
  - Final proposals
  - Final CDA decks

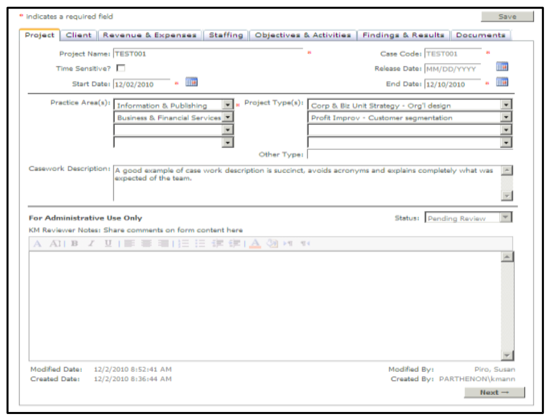
Version 2.0: .Net Form

The Case Data Form Filled Out at Case End Provides Complete Case Data

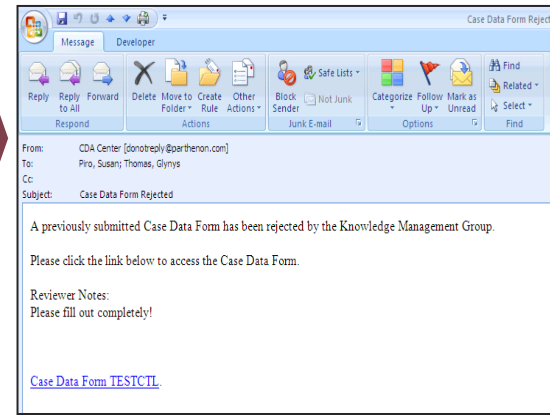
End Date Lapse Sends CTL Request for CDF



CDF Submission Notifies KM



KM Closes Case or Requests Further Information



Case Data Collected

- Critical case metadata collected by the CDF includes:
  - Client Specific
  - Revenue and Expenses
  - Project Specific
  - Staffing
  - Experience Capture

Documents Collected

- And key case documents include:
  - Final proposals
  - Final CDA decks
  - Industry primers
  - Final interim client readouts
  - Final client readouts

Take Two: .Net Form

Pros

- Forms attractive and user friendly
- All data stored in SQL and secure
- Forms can be shared and accessed by URL
- All documents collected separately from their form
- Keyword search results

.Net Keyword Search Results

- Specific data pulled into search results

Client Name

Industry

Project Type

The Riverside Company,Richburt,Camelot Learning,Professional, Scientific, and Technical Services (e.g. law services, consulting, engineering, R&D, biotech R&D, etc.),10/28/2010,Lytle, Rob,McKown, Joe,RIVE004,Interim Client Readout

Principal, Alternative **Education** for the Prince George **Education** Center, VA ... external special **education** services; however, many districts face alternative **education** capacity ch ... keep both special **education** and alternative **education** students in district programs when possible; ...

http://tpgnet.parthenon.com/cda/Case Knowledge Documents/Camelot Interim Discussion 2_111210v3.pptx - 1MB - McKown, Joe - 3/3/2011

Open University,Impact of For-Profit Entrants to the UK Market Str,Educational Services - Post Secondary - Public,Corp & Biz Unit Strategy - Competitive Strategy,8/4/2010,Jeynes, Mark,Ahern, Paul,OPNU001,Final Client Presentation

... by CEO of Career **Education**, Bill Eisman (FrontPoint Partners) and Arne Duncan (**Education** Secretary) ... Bridgepoint **Education** (Ashford University and the University of Rockies; $450MM revenues in 2009), ... American Public **Education** and Bridgepoint **Education** are either exclusively or almost exclusively on ...

http://tpgnet.partheno ... 9_Open University Competitive Strategy_Long Loop f ... x - 2MB - Ahern, Paul - 3/11/2011

Partner

Date

Documents Available

Take Two: .Net Form

Pros

- All data stored in SQL and secure
- Forms attractive and user friendly
- Forms can be shared and accessed by URL
- All documents collected separately from their form
- Keyword search results

Cons

- Developer-dependent for even simple changes
- Access skills essential
- Views difficult to create
- Deleting duplicates or incorrect forms a process

Xxxx??

What We Got

From Finance form to Project Tracker – form becomes Engagement record for life of project

- ✓ Start from this day forward
- ✓ Separate from Finance to achieve KM objectives
- ✓ All case related documents
- ✓ Staffing reports only
- ✓ Separate system managed by HR

Lessons

SP is a platform not an application so anything is possible with enough time and money

Don’t let existing processes dictate your efforts

You may rely heavily on developers – make sure they are SharePoint developers that package their solutions to ease upgrade

Contact Information

Glynys Thomas
Senior Knowledge Manager
The Parthenon Group

glynyst@parthenon.com

LinkedIn: http://www.linkedin.com/in/glynysthomas

BACK-UP

(extra slide with screenshots of forms)

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Project Start Date and Duration: ____________

Project Title: ____________

Revenue/Month: ____________

Cash or Equity: ____________

New or Recurring Client: ____________

Project Team

Partner: ____________

Case Team Leader: ____________

Senior Principals: ____________

Principals: ____________

Associates:

Case Team Coordina

Project Type:

Corporate Str

New Venture Plan/Bu

Pricing/ Market

Sales Force Dist

PLEASE FILL IN CLIENT CONTACT INFORMATION FOR BILLING PURPOSES

Contact Name
Title
Company Name
Address
City, State, Zip

Thank You!!

Attach File | Spelling...

Step 1 - Client Information	
Today's Date *	10/22/2008
Client Name and Division	
Client Contact Name	
Client Referred By	
TPG_Client's_Vertical	
Primary Industry	Specify your own value:
TPG_Client's_Business_Model	Distribution Manufacturing Publishing Retail Services Software Other N/A
Client Offering	What does the client provide, make, do, or sell?
Client Customers	Who purchases the client's product?
Recurring Client?	
Client Size	
Is this a retainer client?	
Step 2 - Financial Information	
Client Billing Information *	
Type of Currency *	Please select
Total Projected Revenue	
Revenue per Month	
Percent Cash	%
Percent Equity	%
Percent Success	%
Step 3 - Project Information	
Project / Case Name	
Project Start Date *	
Project End Date *	
TPG_Practice_Area	
Describe Project *	

What We Did

- From KM Form for Finance to “Project Tracker”
- Three choices:
  - OOB SharePoint $
  - InfoPath form with SharePoint form library $$$$
  - .Net form with MS Access reporting $$