

Case Study



KAPLAN
PROFESSIONAL

 INTERWOVEN®



Leading Education Provider Graduates with Interwoven

Kaplan Professional, Australia's leading provider of professional education courses and continuing professional development programs, invests significant time and capital in creating, editing, and publishing high quality education material.

More than 500 businesses representing over 20,000 professionals rely on Kaplan for its innovative and flexible education solutions. These clients include many of Australia's largest and most well respected organisations, including banks, insurance companies, accounting firms, and real estate franchises.

Rapid organic growth over the past 18 months coupled with acquisitions, the most recent being the education business of The Financial Services Institute of Australia, has resulted in added headcount. Kaplan today has around 240 people based in Sydney, Perth, Melbourne, Brisbane and Adelaide.

A library of courseware

While the company's acquisitions have resulted in new intellectual property entering the organisation and created added pressure to integrate this knowledge into the existing company infrastructure, the process of creating, storing and managing educational content continues to be a massive ongoing undertaking. In recent years, this has taken on a life of its own with an

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Elena Blair, Manager Knowledge Systems at Kaplan

ever-increasing amount of material developed in multimedia format or available online complementing the traditional paper format documents available in Word or PDF files.

"With so much content and intellectual property, the need to integrate our information assets with consistent workflow, security, and search optimisation became increasingly critical to our business success," says Elena Blair, Manager Knowledge Systems at Kaplan.

As a result in 2006, Kaplan undertook a review of its current information management infrastructure. Kaplan identified that in order to enhance the organisation's service levels and scale for future growth, it would need to establish a fully accessible electronic library and content collaboration system to store and access educational material. At the same time, Kaplan severely lacked document search and retrieval capabilities and would need to work closely with an information management vendor to help plan for a robust future.

Looking for consistency, cohesion, security

"We had disparate networks where information was stored. We couldn't quantify what overall content we had because they were kept in different silos with no consistent management. There was no cohesion in our editorial file management, which hampered internal collaboration."

Security was another issue of importance to Blair and her team. With the organisation audited on a regular basis, Kaplan determined that the company required document version control, activity logs, audit history, and controlled user access to meet its document security needs.

Industry

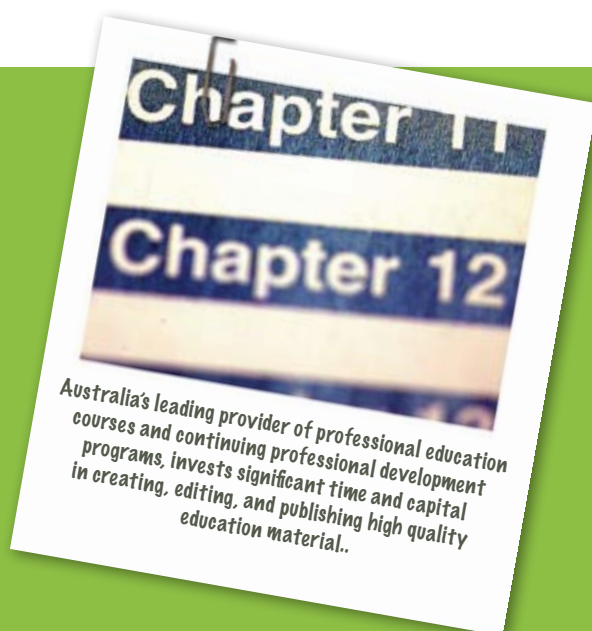
Education

Challenges

- Client educational content was maintained in disparate information repositories
- The company had no ability to search and access data across all repositories
- New product development took longer than necessary as staff time was frequently spent duplicating materials that had already been written but which could no longer be located

Benefits of Using Interwoven

- Kaplan's intellectual property produced is now secure, contained, maintained, and audited
- Streamlined processes mean less administrative time and less training is required
- New content is added quickly and easily
- Collaboration enables greater knowledge sharing amongst staff
- Metadata makes it possible to quickly locate and reuse content



Solution Overview/Driving Growth with Interwoven

Interwoven WorkSite has delivered Kaplan Professional with a single, central environment from which to manage its electronic library of professional educational materials. The organisation is able to incorporate new and acquired content quickly and easily, according to consistent branding and content guidelines. Collaborative capabilities have encouraged knowledge sharing, while ease-of-searching has ensured greater re-use of existing materials and reduced product development time.

A question of trust

“Moreover, from our review process which included a cost/benefit analysis, not only did we confirm that we required a robust search engine but we also concluded that adding metadata specific to each document with details such as article author, language, material purpose and completion status, would help our staff in becoming more productive. Metadata would also enable us to incorporate custom data fields and automatically index documents, making them easier to find, share, and reuse.”

Kaplan reviewed several information management vendors before selecting Interwoven. “Interwoven is a very strong name in the market and their solutions are used by large companies, many of which are in the financial services and legal industries. We felt that if lawyers can trust Interwoven with their content so can we,” says Blair.

In August 2007 Kaplan deployed Interwoven WorkSite for content collaboration and document management across editorial teams and product managers.

“Prior to going live, we spent a lot of time testing the system with business stakeholders, preparing training material and offering face-to-face training for employees. At the end of the day, it was critical to have our users’ buy-in to the system,” says Blair.

Interwoven WorkSite enables Kaplan to capture all the content associated with an educational product which in turn enhances knowledge sharing among staff. Version control and use of controlled vocabulary metadata also enable collaboration and common editorial processes. WorkSite’s architecture and scalability means that as Kaplan’s business grows, it can be implemented across all locations.

In addition, WorkSite’s advanced searching capabilities enable Kaplan to query the document repository based on full-text or metadata profile values so that content can be quickly and easily retrieved.

“Interwoven WorkSite’s internal search engine is one of the best on the market. WorkSite’s security features and excellent metadata capability have also proven their worth as well,” says Blair.

WorkSite’s integration with Microsoft Office Suite also sits well with Kaplan’s Microsoft Outlook and existing standard desktop applications, including Word, PowerPoint and Excel.

One process; more control

“The feedback we have received from users is that WorkSite has streamlined how they work. We used to have disparate editorial practices, now we have one process to follow. The intellectual property produced is now secure, contained, maintained, and audited. Authorised users can access up-to-date educational content and the ability to search and find relevant documents has been a big winner. WorkSite saves time and helps the editors to organise themselves better.”

“Finding the right document management system could have been a challenge to our business but we are very pleased with our selection of Interwoven. WorkSite is so flexible it can grow and scale with the business at low risk,” Blair concludes.

About Interwoven

Interwoven, Inc. (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven’s software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. Nearly 4,400 of the world’s leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Amnesty International USA, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, HKMP LLP, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Sky Italia, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 20,000 developers and over 300 partners enrich and extend Interwoven’s offerings. To learn more about Interwoven, please visit www.interwoven.com.

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