

Telefónica

Telecom

Customer Overview

The Value-Added Services Department (VASD) of the mobile business unit at Spanish giant Telefónica.

The Value-Added Services Department is responsible for carrying out all studies focusing on the operation and engineering of services for the Telefónica Móviles business, one of the market segments where growth is strongest. One of its main goals is to extend the use of mobile networks so that, apart from voice services, Telefónica Móviles can offer other services that enable customers to download any type of content, including games and music, surf the Internet, use instant messaging, etc.

The Challenge

The information generated by the VASD provides the basis for developing future mobile services, and the documents produced by the team go through a series of revisions from the time they are created until the final approval stage.

A constant flow of information is generated in the department, and content is frequently changed and expanded upon. It is therefore absolutely vital that workflows be properly managed. Effective workflow management makes it possible to keep track at all times of the different versions of a particular document, facilitating access to previous versions and the tracking of modifications made over its lifecycle.

Before the changes were implemented, the VASD used a document tool, but the absence of a document management model led to a situation in which documents were dispersed into different repositories or network units, or even on the hard drives of users' PCs. This situation had a lot of drawbacks: there were duplicate documents and multiple obsolete versions; searching for documents was a difficult task, and documents could not always be found when needed. A point was reached where there were more documents than value-added services.

A new content management model needed to be created with a single system for centralized management and a single document repository to prevent in-effective duplications. This was the backdrop against which the VASD undertook the task of designing a content management model. The model needed to provide maximum ease-of-use and successful search results, as well as enabling collaborative work in real time.

The Solution

After designing the model and taking a look at the different tools on the market, the VASD opted to implement Vignette Collaboration and Vignette Portal with the aim of developing the ideal environment in which to pursue its mission. When the time came to make a decision, one of the most important factors was the extensive range of functionalities Vignette tools provide for managing group work and workflows.

Another key consideration was the significant reduction in time needed to find, recover, process and manage the documents generated, which translates into a dramatic increase in user productivity.

Of the tools analyzed, Vignette Collaboration was the most functional, the simplest and the most transparent for administrators and users. The Vignette tool offered the greatest ease-of-use for end-users. Other tools required different levels of programming, which over the long term did not favor usability.

The functionalities provided by the tool—indexing of full texts, real-time document management, integration with authoring tools, and the possibility of different users sharing documents of all types online, wherever they are—were perfectly in line with the department's work philosophy.

To bring the solution fully into line with the model, the Vignette Portal module was added to the project. Its role is to structure all documentation, make it easier for users to locate information, and guide them in Vignette Collaboration.

Vignette Portal also enables users to personalize their environment and find relevant documents using a powerful built-in search engine.

In short, Vignette Collaboration would facilitate everyday tasks, while the role of Vignette Portal would be to structure information.

The Results

The fact that the new software is so simple to use has made it possible to define a new way of working, with usage policies that match different user profiles. Users needed only 25 minutes of initial training to start working with the new tools. The result is a resounding success. Everyone agrees that the new applications are much simpler and easier to use than those previously employed.

One of the main improvements is the possibility of versioning for all documents generated. This has made it much easier to control documents from the time when they are created until they become obsolete. Vignette Portal also provides a single point of entry to the system. As a result, all users use the same collaboration tool and a single repository for documents.

Before the adoption of Vignette Collaboration and Vignette Portal, information was scattered throughout the organization, and the latest versions of documents were very difficult to track down. Thanks to the new applications, this is now a thing of the past. What is more, all components are implemented in a Web environment, so users can work with and access Vignette without installing local applications or downloading other programs, such as additional plug-ins.

Vignette exemplifies how ICT can improve productivity in companies. The firm responds to the real functional needs of companies in relation to documentation by focusing on usability and increased performance rather than just technology.

In Conclusion

By choosing the right model, implementing Vignette tools, and assigning a manager to oversee the process, the VASD has ensured unqualified success and major operational improvements. The project has laid the groundwork for more effective knowledge management. Ultimately, this helps generate and transform knowledge within the organization and provides a solid foundation for its continued success in the future.

About Vignette

Vignette provides software and services that deliver the Web's most dynamic user experiences. The Vignette Web Experience brings rich media and engaging content to life for the world's greatest brands. Vignette is headquartered in Austin, Texas with operations worldwide. Visit www.vignette.com.