

CASE STUDY



Kale Consultants

Business Overview

Kale is a global organisation with over 700 professionals. Kale serves the travel and transportation industry, with over 60 customers in more than 30 countries across the world. Kale's solution suite includes solutions for passenger and cargo revenue accounting, ticket proration, air cargo management, cargo ground handling, and e-travel technologies.

Challenges

Like any technology-based company, Kale is extremely information-driven - and the ability for employees to create, share and access the latest corporate content often has a direct impact on the company's bottom line. In the product development function, for instance, effective information management is vital for Kale to meet its time-to-market goals for new products and services. The company's employees need to be able to access and share product information with each other as well as Kale partners, quickly and easily.

Islands of Disconnected Content

Kale's content was fragmented and difficult to access. Information was scattered on different intranet, extranet, and Internet sites, each with its own unique navigational schemes and content management policies. In many cases, content was stored on Web servers as well as locally on users' PCs without a consistent structure or a logical storage scheme. Employees, customers, and business partners often needed access to the same material; yet there was no system for providing multiple levels of access to common content.

BUSINESS PROFILE

Kale Consultants

Serving the travel and transportation industry

Industry

Software and services

Geographies

Headquartered in Pune, Kale has three Development Centers in Mumbai, Pune and New Delhi. In India, sales offices in New Delhi, Mumbai and Pune. Internationally, Kale has four offices located in New Jersey (USA), London (UK), Kuala Lumpur (Malaysia) and Sydney (Australia).

Business Solution

Enterprise portal, intranet, single sign-on, collaboration tools, content management

Karomi Products

- karomiENTERPRISE Information Portal
- karomiENTERPRISE Document Management
- karomiENTERPRISE Workflow Management

Deployment Summary

500 internal and external users representing virtually every business function.

Benefits

- Centralised repository for all corporate content creates new efficiencies and reduces time to market for new products.
- Intuitive publishing makes posting of content easy for non-technical users.
- Cross-departmental knowledge sharing streamlines business transactions of all types.

They needed a controlled, end-to-end environment to centrally manage all enterprise content, and a common tools platform that would make their content publishers' jobs easier and minimise development resources.

From Challenge to Opportunity

Over the past two years, the travel and transportation industry has seen a significant economic downturn, and Kale responded by reducing costs and optimising business practices. This presented a challenge - and an opportunity, to revamp the Kale content management strategy and implement a new solution. The company identified strategic objectives for content management:

- Enable a global, knowledge-sharing culture.
- Leverage standardised methods and procedures to control how content is created, stored, maintained, and consumed.
- Develop tools, interfaces, and capabilities that help users access and control content.
- Build, maintain, and continuously improve an infrastructure to support effective knowledge management.

At the core of this strategy lay the creation of a centralised knowledge base for the capture, management, distribution, and sharing of vital corporate information. They wanted a solution for effective content management that would maximise the value of their content across the entire company.

The Karomi Solution

Kale chose the **karomiENTERPRISE** suite to power a corporate portal that would provide employees, partners, and customers with access to a common repository of content. Today, more than 500 users from all major business units, access the Karomi-powered system.

The solution serves as both an extranet and an intranet. Kale's system administrators are able to apply user authentication and access rights to provide a tailored environment based on the user's role. Partners log in and see one type of information, for instance, while employees see another.

Karomi's publishing utility enables Kale to easily publish high-quality, consistent content into a single repository, while also empowering non-technical business users to directly create, manage, and publish their own content to the Portal.

In support of key business transactions, the **karomiENTERPRISE** system has enabled new efficiencies at Kale across multiple departments such as development, human resources (HR) and sales & marketing.

Development: Up-to-the-Minute Product Information

karomiENTERPRISE plays a vital role in product development as a repository for Kale engineers to generate, access, and share the latest product information. In a typical scenario, a team can create a product specification and then route the document to reviewers via the **karomiENTERPRISE** Workflow Management System. The system takes the document through the appropriate review and approval process. Once approved, the document is automatically into the Portal for easy distribution.

HR: Fast and Easy Posting of Employee Information

Kale's HR department uses the **karomiENTERPRISE** Portal to communicate vital information to employees. The publishing feature makes it easy for HR employees to post information such as travel advisories, including a list of countries, current conditions, and so on.

Sales & Marketing: Intelligent Reuse of Sales Cycle Content

Documents called *bids* and *tenders* play a vital role in the sales cycle at Kale. When regional sales professionals receive bids and tenders from customers, they need the ability to respond promptly and accurately. Since the same Kale products are often sold in more than one region, the knowledge and product expertise gathered by one region's sales personnel needs to be reusable for responses to bids and tenders in other regions.

Using **karomiENTERPRISE**, Kale is able to capture, control, and redistribute content generated from product bid and tender responses sent to customers. Other regions can then reuse the published content to respond to their own customers. Product information experts, called upon to help generate responses, are used more efficiently. Their knowledge is captured and its value multiplied, especially when it is reused through self-service information channels.

The Kale corporate Portal is the interface by which sales and marketing teams share the product content with sales personnel and channel partners. Karomi's publishing utility enables content publishers to direct the content to specific folders.