



## SMALL SCALE KNOWLEDGE MANAGEMENT

### INDUSTRY/CLIENT

Leading International Aerospace/  
Defense Company

### FUNCTION

Communications  
New Business Development  
Proposal Operations

### WORKFORCE IMPACT

Business Development  
Engineering  
Research  
Communications

### WORKFORCE SIZE

10-250  
Rolling Teams  
Concurrent Teams

### TECHNOLOGY

SharePoint 2003

### TIMEFRAME

2003-2005

### THE CHALLENGE

- Improve communications and proposal operation efficiency.
- Innovate an online, content-managed collaboration space which offered security controls and quick-response content access.

### THE RESULTS

- Improved efficiencies by decreasing content authoring errors, extending project management tools to the entire proposal team, and enabling a collaboration workspace where proposal team members could share full documents or short thoughts with confidence.
- Reduced access request process from 2 days to an SLA of 30 minutes, though typically accommodated in under 10 minutes.
- Innovated a fully branded knowledge management system which was secure and scaleable.
- Achieved Best Practice status from the new business development team.

### HOW THE RESULTS WERE ACHIEVED

The proposal communications team was asked to begin using SharePoint, a new technology available to the enterprise, but not yet in use. Before we could strategize solutions for the primary challenge, we needed to learn SharePoint. We did so through research, workshops, and hands-on experimentation, allowing ourselves to make errors and push the limits of the technology.

Once learned, we designed the system architecture, content management process, and content presentation layer. With the system built and templates saved, we moved into the organizational change phase, which we did slowly. Adoption by the proposal teams was slow, but eventually occurred once the benefits of the system were recognized.

Once fully implemented, we had a site collection architecture with the top level site open to all employees, an archive library sub-site open to employees on a need-to-know basis, and individual sub-sites for each proposal effort open to specific employees as identified by the business development team.

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