

Business Transformation, Customer Relations and the Internet

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Presentation by Simon Rawson

Outline

- Microz – Credentials in content management and innovation
- Growth and development of WWW business processes
- Are Web sites like Automatic Teller Machines (ATM)?
- Current Internet focus areas and the importance of content
- Survey of content management projects
- What is important to customers in content management
- Content lifecycle
- How to successfully manage content management projects

Microz Australia Pty Ltd

- Business:** Consulting and development – specialist in organisational improvement associated with information initiatives, especially in logistics management
- Products:** BoardWorks, Schedule Master and reseller of Stellent content management and Teemplate workflow management products
- Structure:** A virtual organisation with expanded skills in many content management and knowledge management systems
- Customers:** Mix of corporate, government and small business
- Operations:** Australian and New Zealand representation

My experience...

- Undergraduate qualifications in IT, post-graduate qualifications in Business Management
- 17 years working in the Australian aviation industry – a flight scheduling systems expert
- 4 years as a management consultant. Specialise in the organisational impact of new technology and e-commerce
- 2 years setting up professional and support services for clients and channel partners in Asia Pacific

Evolution of the Web and E-Commerce

- Brochure style web sites
- Shopping carts and online purchasing
- E-procurement and the supply chain
- Value networks
- Customer profiling and behaviour

Are Web Sites Like ATMs?

- Citibank launched ATMs in the late 1970s
 - Initially it gained a competitive advantage
 - Now ATMs are a prerequisite for banks
 - No competitive advantage remains, just the cost and some efficiency gains
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- Initial Internet wisdom was put up a site and register with search engines
 - As more businesses hit the Internet, competitive and market advantages diminish
 - How do your customers find you on the Internet?

Current Focus

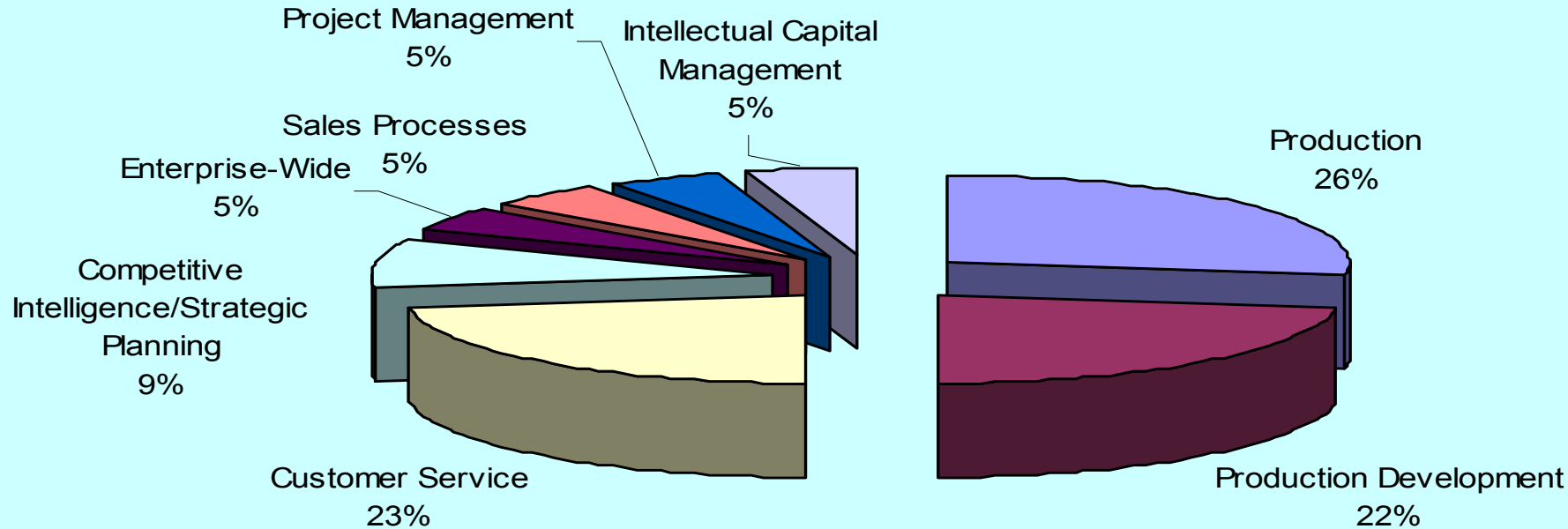
- Business to business focus
- Supply chain efficiencies
- Search for ways to retain loyalty – content is king!
- Personal service
- Self-registration and adaptation
- Examples...

B2B/B2E Content Management Unique Requirements

	B2B/B2E	B2C
Sites/Company	Tens to Hundreds	One
Developers/Site	Few	Many
Users	Known	Anonymous
Authentication	LDAP, NT, NDS	None
Direct Contributors	Many	Few
Personalization	Security, rules	Rules, inference
Source Content	Multiple business sources	Templates, web developer conversion
Content Updates	Frequent, realtime	Planned
Nature	Corporate infrastructure	Standalone organization, disconnected from enterprise

Survey of Content Management Projects

- What was done and how successful was the outcome?



“Do List” – Distilled Wisdom

- Processes are customer centred
- Focus on relationships
- Allow customers to self-manage
- Provide incentive schemes that motivate staff to add to relationships and customer experience
- Communicate with staff
- Regard the web site one of a number of ways in which you build relationships and service provision
- Integrate all processes
- Build consensus and community

Characteristics of Successful Projects

- Support must come from the top
- You must consider all business processes, and what impact change will have
- Consensus and agreement among participants is important
- Plan your approach
- Organise your content – and remember you cannot capture all business wisdom in computer systems
- Invest in maintaining your content
- Plan for change
- How will you measure the results?

To Conclude...

- Use of Internet technology continues to evolve
- The more things change the more things stay the same
- Rate of change is ever increasing
- Success requires involving your entire organisation
- Roles in organisations are expanding and overlapping
- Consensus, planning and vision are very important

- Hope to see you in Melbourne!