

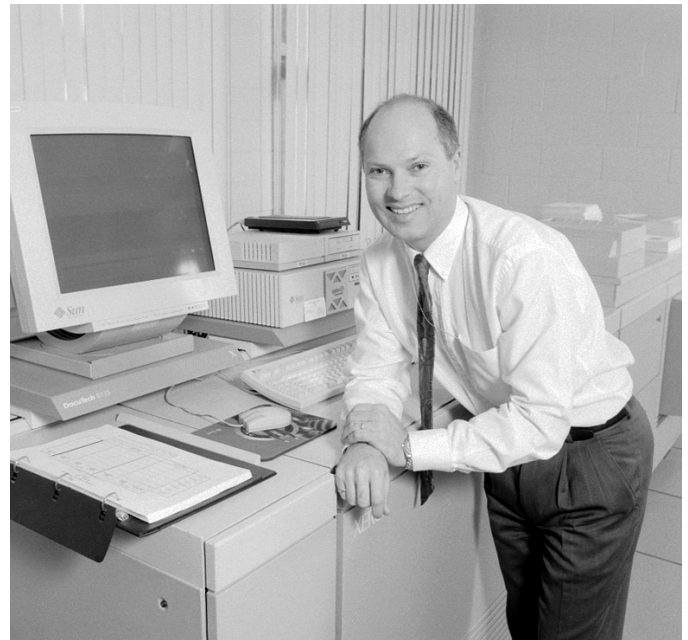


# Canada Communication Group Communicates Faster With Xerox

"We believe it is the job of management to remove barriers for the workforce so they can do their job," explains Michael Monette, VP of Strategic Planning and Development at Canada Communication Group, Inc. (CCG) of Ottawa-Hull, Quebec. The latest barrier to be removed was the frustration of the 600 employees unable to effectively share their work with each other and the resulting duplication, expense, and reduced productivity. Utilizing DocuShare, an intranet-based document-sharing product from Xerox, eliminated this barrier. "With the new approach that DocuShare allows us," says Monette, "the employees are empowered, there is a higher level of morale in the workforce, and we are seeing considerable cost savings."

Although it has only been three months since DocuShare came onboard, there is a direct reduction in phone calls to Human Resources, a decrease in time spent locating and accessing marketing collaterals, and a five to ten percent estimated reduction in expenses for sales and marketing. There is a direct productivity impact on operations through sharing product capabilities, limitations and workarounds. "With DocuShare we see the impact of collaboration that we were hoping for," says Monette, "and if just one customer solution can be reused for another customer, the benefit could be tens of thousands of dollars."

CCG is an integrated communications company with nearly 70 locations, offering a broad range of



*"With DocuShare we see the impact of collaboration that we were hoping for."*

**— Michael Monette**

services addressing the full document cycle—from creation to print to warehousing and distribution to facilities management. Formerly a government printer, they are now privatized, with the government as their largest customer.

CCG was acquired last year by St. Joseph Corporation of Toronto, doubling its size and its revenues to over \$200 million per year. St. Joseph Corporation, the third largest printer in Canada, houses some of the largest high-speed web-offset production equipment in the world. They also provide studio work, digital photography, and film production. Together, CCG and St. Joseph Corporation offer customers a broad range of complementary services.

"Our near-term goal is to improve service and performance," says Monette, "and our competitive advantage is that we have a completely self-owned national network, so we have control over the customer's business from start to finish." Without franchised or affiliated shops, CCG feels they are able to offer their clients greater security and confidentiality as well as a higher-quality work process, since each location can draw on resources from the others.

**“With the new approach that DocuShare allows us, the employees are empowered, there is a higher level of morale in the workforce, and we are seeing considerable cost savings.”**



*Canada Communication Group's **Larry Cyr** (left) and **Michael Monette** look over their latest documents. Xerox DocuShare helps the company's 600 employees improve their productivity by more easily sharing documents.*

Monette explains, “We are a family-based organization and refer to our employees as associates to recognize their important contribution to the organization.” The focus on family values was one of the motivations of CCG to find a way to enable employees to share more information. Adds Monette: “We want tools that help our associates treat our organization as if it is theirs.” This high level of morale ultimately benefits the customer.

### ● *Removing Barriers to Communication*

CCG also recognized that there were barriers to communication which needed to be lessened in order to provide better service to clients. It was a goal that the national organization be able to improve its internal communications so that clients could receive, from any one location, the advantage of the total knowledge base. “We want to be so tightly integrated with the customers that they can understand directly the full range of services,” explains Monette.

Before the network and collaboration software was in place, associates shared their information via paper copies and e-mail. This was simply not effective. Associates were not able to access information easily as they needed it, nor was the information always up-to-date. They were unable to send out their own information fast enough; and paper distribution, with its attendant labor and postage costs, was

expensive. With many remote locations and home offices, associates were often without important data when it was needed.

In September of 1997, CCG set up a national intranet network. The first level of information-sharing included basic knowledge of the business, the products, the policies, administrative tools, and templates, with limited access offered to customers. Although each person had his or her own subdirectory and repository on the Novell file server and access to a database with a workflow to input data, collaborative sharing was not high. There was an information base and a communications infrastructure, but the kinds of hints-and-tips knowledge that it was hoped operations associates would share freely was not occurring. So CCG looked further for a solution and found DocuShare, the ad hoc collaboration software tool from Xerox.

DocuShare is a community-maintained knowledge management tool which uses standard web browsers and a corporate intranet for posting and managing collections of knowledge. It lets users create, manage, and control access to collections of

files, links, bulletin boards, and calendars, without having to learn HTML. It lets users browse these collections and files, and it lets them find documents by searching the full text of over 30 popular file formats. The DocuShare server software is easy to install, with users simply using their existing web browsers to browse, manage, and upload files. It's as easy as surfing the net, with DocuShare offering user-friendly prompts every step of the way. “Just put it up and use it,” Monette says.

Currently CCG maintains eleven folders with DocuShare, all visible by those who have “full access.” One CCG folder has calendars, where each functional work area posts its own calendar and room availability and training courses are included. Another folder is Corporate Information, maintained by the Human Resources department. There are also private folders with different levels of access. Users create their own accounts, permission groups and shared workspaces. They can work easily with all kinds of documents, find out “What's new?” at a glance and customize DocuShare for their purposes. They can effortlessly search and retrieve files, identify documents changed in the last

“We are a family-based organization and refer to our employees as associates to recognize their important contribution to the organization.”



**Guy Tanvette** removes a new batch of documents from CCG's Xerox DocuTech 6135 printer.

two days and lock documents to prevent simultaneous updates.

### • *Benefits From DocuShare*

According to Monette, “The first benefit of DocuShare was the ease of setting it up and the fact that it was not a high capital cost decision. The next benefit was the fast rate of adoption by associates.” After a week or two of being operational, over 300 users had access in all 69 locations and there were 100 “core” or regular users—with information flowing faster than could be tracked. The major learning curve was not learning DocuShare but

getting comfortable with using web browsers—only a small percentage of this manufacturing organization had any previous browser experience. Nevertheless, many have become fluent users and CCG has not had to add platform equipment.

With DocuShare, users have the control needed to build and store information themselves. “Not having to go through the IT department is a big plus,” says Monette. Since DocuShare requires no client software other than a web browser, a further benefit is reducing the expense of keeping information on local hard drives. With a shared drive

you can maintain “thin” clients by reducing the need for large memory and storage locally. But the largest benefit by far is the ability to share information on a timely basis. “Having bulletins across the country weekly, sharing on a daily basis and being on-line five minutes after you have authored a document,” says Monette, “has a major impact on the company.”

According to Monette, CCG selected Xerox and DocuShare because it was the right solution, but also because they felt that Xerox, as The Document Company, “is working on the right things.” As Monette puts it, “Xerox has a forte in supplying print engines and the related technology to feed those devices.

### • *DocuShare Enhancements*

As with most good partnerships, CCG is confident that Xerox will continue to enhance DocuShare and its other products with features that will continue to meet their needs. Xerox has already announced a new release which has more flexible features—such as the automatic HTML conversion of documents so users can view and print a document from within the browser without having a copy of the application in which the document was authored. Further announcements include alliances with Encanto Networks, Inc., and Chiliad—who will incorporate DocuShare into



**Jean Pierre Proulx** moves a cart of newly printed documents.

---

web-based access and publishing solutions. The reason Encanto Networks and Chiliad give for incorporating DocuShare is that they feel Xerox has identified what users are looking for in collaboration, convenience, simplicity, and flexibility.

“DocuShare is a powerful complement to a more structured intranet,” Monette points out. “Management does not need to exert tight control, and this takes a burden off management and reduces overhead.” It allows end users to manage the look and feel of the collections they create and share across an organization. It also fosters creativity and allows the organization to move faster. The company just sets up the framework, makes sure it’s secure, puts the tools up, and “lets employees do what they do best,” Monette explains.

For the future, CCG will continue their vision and expand the networked capabilities for their associates and customers. Specific features for customers will include job scheduling and job tracking, although the more significant aspect to CCG is that the customers in each location will have the resources and knowledge of the entire enterprise at their disposal. CCG plans to realize their goals for growth by meeting customer requirements better than their competition—through effective knowledge management.

For more information about the solutions discussed in this document, please contact your local Xerox representative.

THE DOCUMENT COMPANY

**XEROX**

©1998 Xerox Corporation. XEROX®, The Document Company® and the Xerox product names and numbers mentioned herein are trademarks or registered trademarks of XEROX CORPORATION. All non-Xerox product names and numbers are trademarks of their respective companies. 701P97559