

# DocuShare software becomes a star in the entertainment industry

## CLIENT PROFILE

Alliance Atlantis Communications, Inc. is a leading broadcaster, creator and distributor of filmed entertainment with significant ownership interests in eight Canadian specialty television networks. The Company's principal business activities are conducted through three operating groups: Broadcast, Motion Pictures and Television. Headquartered in Toronto, Alliance Atlantis operates offices in Los Angeles, Edmonton, Montreal, Halifax, Shannon, London and Sydney. The Company's common shares are listed on the Toronto Stock Exchange - trading symbols AAC.A, AAC.B and on NASDAQ - trading symbol AACB. The Company's website is [www.allianceatlantis.com](http://www.allianceatlantis.com).

## The entertainment business breeds paper.

In the entertainment business, legal contracts and written agreements that contain signatures and hand-written notes, continually need to be exchanged, reviewed, revised and easily accessed by customers, sales, and lawyers. As a result, personnel at Alliance Atlantis Communications must deal with a lot of paper based contracts in multiple locations coming from a myriad of sources. Being in the entertainment business also means that photographs and videos are as

much a part of their day to day business as documents. Alliance Atlantis recognized the need for a comprehensive software solution that addressed their need to share, secure, retrieve, view, and revise paper documents, photographs, slides, and videos over the Internet.

Jeffrey Kent, Senior VP of Information Technology, implemented DocuShare, a low cost, community-maintained knowledge sharing solution from Xerox that allows Alliance Atlantis users throughout Canada, Australia, England and the U.S. to find, share, and update information quickly and conveniently using their Web browser.



*Legal contracts are traditionally stored in on-site file cabinets or off-site warehouses.*



*Contracts and written agreements were stored in file cabinets and were easily lost, resulting in delays and additional costs.*



*Because only one person could access a paper document at one time, Alliance Atlantic employees could not collaborate on contracts, resulting in costly delays.*



## CONCLUSION

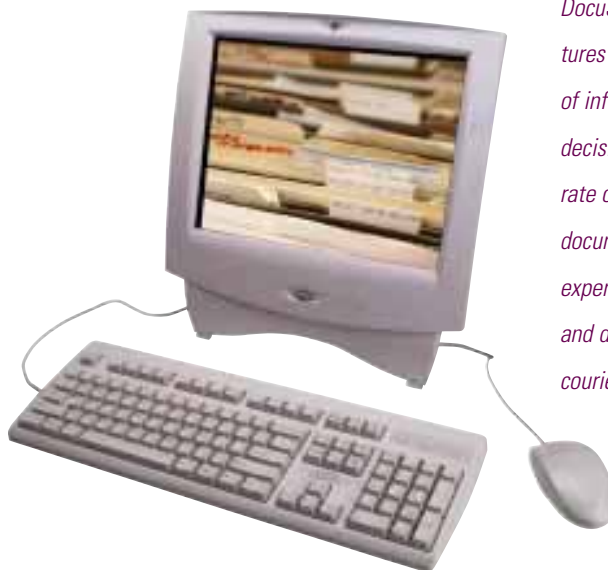
**Overall, Senior VP of IT Jeffrey Kent has been very pleased with DocuShare. Alliance Atlantis Communications is using it to store a considerable amount of mission-critical data, and more information is input on a regular basis. As DocuShare is rolled out to various offices, users can immediately see how using it can help them become more efficient. Kent says, "I am encouraged about the future of the product and see its potential to become integrated into our development plans."**

### **DocuShare—so much more than a digital filing cabinet.**

DocuShare was purchased in late 1999 as part of the upgrade of Alliance Atlantis' photocopy solution for their Corporate Headquarters. At the time, the company acquired about 15 Xerox Document Centre multifunction devices, all of which are capable of scanning to DocuShare, which would serve as the control center for Alliance Atlantis' mission-critical documents, and potentially their photographs and videos. DocuShare was initially installed in early 2000 on a single server that ran Alliance Atlantis' Intranet. With the growth of the Intranet and DocuShare over the past year, Kent decided to segment the applications. DocuShare now runs on a dedicated server. At first, Alliance

Atlantis set up DocuShare so that only the main office in Toronto could scan into it. The newly created digital content was then available to all of their mobile professionals and staff in their world-wide offices, enabling accurate and timely business decisions. Toward the end of 2000 and in early 2001, after experiencing much success, Alliance Atlantis decided to expand the solution. They have since rolled Digital

Document Centres into their offices in Montreal, Edmonton, Los Angeles and London England. All of these offices now have the ability to scan and deposit into their central DocuShare server in Toronto.



*Alliance Atlantis' 300 users currently store 1,900 collections and 12,000 files within DocuShare.*

*Content owners store files in folders they create themselves. Stored files are then easily and immediately accessible by authorized users.*

*Files are kept current by content owners. Because it is community-maintained, all users have a vested interest in the solution's success.*

*DocuShare's librarian features ensure the integrity of information and allow decision makers to collaborate on lengthy legal-sized documents without the expense, inconvenience, and delays associated with courier, mail, and fax.*

THE DOCUMENT COMPANY  
XEROX