

Empower your enterprise with EMC Information Gateway Services

Using information technology to help influence decision-making, improve productivity, increase job satisfaction levels, or empower sales to tap into new markets and close deals is not a new concept. Global companies have long pursued ways to apply technologies to achieve these goals and enable customers and business partners to easily access everything they need—while automating business processes across organizational boundaries. Until now, the complexity stemming from business growth, acquisitions, and internal silos of information has made simplification of the infrastructure somewhat elusive, if not difficult, to achieve.

Built by EMC® Global Services consultants, Information Gateway Services are a key part of an overall program that will help you execute a direct and simplified way for end users to access realtime information anywhere and any time.

Whether or not you've implemented an EMC information infrastructure, EMC consultants can enable you to deploy intuitive, easy-to-use systems for a more productive, engaging user experience; automate workflow for streamlined business processes; create or enhance an existing portal for better communications and collaboration; or boost sales and customer satisfaction through enhanced customer relationship management.

A Microsoft Gold Certified and Global Alliance Partner, EMC staffs some of the industry's most experienced professionals who clearly understand how to leverage and integrate Microsoft technologies to help you meet and exceed your organization's goals. Our Microsoft-certified consultants bring a unique mix of information infrastructure experience and strategic business focus to offer you a full range of consulting, design, implementation, and support services. In addition, our Assured Performance delivery methodology of proven practices and processes ensures predictable outcomes, minimizes risk, and delivers results on time and on budget. We can help you plan and implement solutions by leveraging best practices and reusable components, providing subject-matter expertise, and transferring knowledge to your implementation teams—via a documented, systematic, and pragmatic approach that breaks down complexity, reduces risk, accelerates delivery, and drives down costs.

EMC Consulting currently offers four services that can be applied separately or in tandem with other offerings. They include: User Experience Design, Workflow Automation, Portals and Collaboration, and Customer Relationship Management for Microsoft.

User Experience Design: an integral part of Information Gateway Services

The user is one of the most important considerations when undertaking a major initiative such as streamlining workflow, improving collaboration through an enterprise portal, or strengthening customer relationship management.

User Experience Design generates greater business value by helping you create user-centric solutions that support your company's business goals while responding to the needs, interactions, and experiences of employees, customers, and partners who interface with your organization.

EMC is distinguished from other consulting firms because its services include specialists whose sole focus is designing the user experience. We offer expertise that integrates information architecture, visual design, and front-end development to yield cutting-edge business processes built around easy-to-use, intuitive systems. The result is improved user adoption rates, significant productivity improvements, lower support and training costs, and greater employee, partner, and customer satisfaction—all of which can help you competitively position your company and increase revenues.

Information Gateway Services are a key part of an overall program that will help you execute a direct and simplified way for end users to access realtime information anywhere and any time.

The process begins by evaluating your current applications based on existing standards and business objectives, and gaining a solid understanding of end users—whether they are employees, customers, or partners. The completion of a User Experience Design Evaluation yields a detailed assessment and recommendations document. You can then implement these recommendations on your own or have us create prototypes to test different designs.

Laying the groundwork with an information architecture strategy

For years, typical consulting engagements that only focus on business requirements—without consideration for the human factor—have resulted in less than ideal systems and a disappointing return on investment. Alternatively, by using a dynamic information architecture (IA) strategy, our IA experts can design an experience that satisfies the user and meets business requirements.

Working closely with users, our IA experts identify tasks and requirements, understand the strategies and tools currently used to perform those tasks and fulfill those requirements, document problems experienced, and detail any changes to tasks and tools that a user feels would improve efficiency and ease-of-use.

The information gathered from these efforts is used to create a solid navigational framework, i.e., a blueprint, designed to structure content so it is intuitive to users, enabling them to quickly and conveniently accomplish tasks and access information. Consultation is also offered for clients who choose to write their own content, ensuring that it is written in a format that is web-appropriate.

Creating a compelling design

Our designers are skilled at turning these blueprints into powerful visual designs that engage and inform employees, partners, and customers alike. Visual cues, color, iconography, and design details are used to make information easier to find and understand, shape and reinforce the desired brand personality, and clearly communicate information in a pleasing, compelling format.

Bringing User Experience Design to life

Without proper implementation, even the best designs can fall short. EMC consultants are experts at manipulating platforms to help ensure the best user experience possible. Our front-end developers use their extensive knowledge of Microsoft technology and other platforms to effectively code customized screen details that consistently exceed individual and industry expectations.

User Experience/Information Architecture service helps leading communications company make its e-commerce site easier for customers to use.



The world's largest manufacturer of mobile phones and a global provider of multimedia, enterprise, and network solutions has stayed ahead of the competition by continually seeking out new and better ways to help its customers communicate.

Two years ago, the company initiated a multi-phased project that focused on helping visitors to its U.S. e-commerce site more easily find, compare, and purchase products; locate stores

and service providers; and quickly obtain technical support. To assist the company in achieving these goals, it enlisted the help of EMC Consulting and its highly regarded User Experience/Information Architecture service. The primary goal of the project was to ensure a better, more satisfied user experience for both business and consumer shoppers by re-engineering its e-commerce site to reduce complexity and frustration wherever possible.

After compiling the results of a preliminary site survey, which identified users' reasons for visiting as well as areas of satisfaction and dissatisfaction, the company worked with EMC information architects to redesign key sections for improved usability.

The first step in the process involved a series of EMC-led discussions with the company's web team and other stakeholders to better understand current site structure and strategy, determine how well that structure was working, and establish a baseline to measure future changes. EMC information architects then performed usability testing to better and more fully profile the needs of those visiting the company's website.

Based on the information gathered, including the identification of links to other websites, the EMC team created a new site map and navigational scheme using guiding principals and best practices for developing an optimized information architecture. Mockups were developed for key pages and design recommendation rule lists were created to facilitate the success of future projects for the U.S. site as well as for international site redesigns.

Since completion of the EMC Consulting User Experience/Information Architecture initiative, visitors to the company's redesigned e-commerce site have reported a less complex, more satisfactory phone-finding experience. In fact, in one area of the site, users of the new telephone comparison tool found it 50 percent more efficient and effective, enabling them to access more information on the phone and accessory features that best met their needs in a considerably shorter period of time. With less confusing labels, easier to use task-based navigation, and new consumer- and business-focused home pages, all shoppers can now more easily learn about, experience, and purchase new phones; easily find dealers, distributors, and service providers; and quickly get the technical support they need—all of which is helping to boost sales and strengthen the reputation of the company's brand.

Workflow Automation: connecting systems, processes, and people to improve efficiency

Business expectations are driving many organizations to focus on their business processes as a means to uncover and exploit opportunities and innovation that will lead to greater business value. However, years of deploying and building point applications for functions such as ERP, CRM, billing, and procurement has made it increasingly difficult for companies to effectively coordinate business processes that span the organization.

Our innovative, holistic approach to workflow automation is based on a service-oriented architecture (SOA) designed to help improve your company's agility and interoperability. One of the most important aspects of an SOA is the compartmentalization of business process management into a separate layer which permits end users to create models of business processes in analysis tools and implement them in business process management software. Our methodology enables you to build in this flexibility through the use of a commercial software platform for designing, deploying, managing, monitoring, and maintaining business processes.

By breaking down massive applications into discrete business services, you can experience new levels of flexibility and create agile business processes that can be automated and managed in a way that is resilient to changes in the underlying technology. Implementing business processes as collections of services allows them to be easily reconfigured and reused in different scenarios as your organization's needs and the marketplace change. The ability to simplify and automate business processes also facilitates optimized workflow for greater workforce productivity.

A progressive strategy for streamlining workflow

Using a proven step-by-step process, our Workflow Automation services begin with a comprehensive evaluation to facilitate the identification and analysis of existing processes that require improvement. We then work with you to organize, optimize, and model the process steps.

Workflow Automation service helps A-dec reduce proposal and sales quote process from days to hours.



A leading manufacturer and marketer of dental equipment and furnishings, A-dec Inc. is known worldwide for its innovative products and integrated designs, many of which are built to customer specifications.

The process used to create customized product packets for sales orders and proposals was labor-intensive. In addition, customized drawings could be produced for only one out of 13 product families and the average turnaround time was three days.

Based on a proven record of successful Microsoft BizTalk Server platform implementations along with expertise in creating state-of-the-art SOA environments, A-dec selected EMC Consulting and its Information Gateway Workflow Automation service to help streamline and improve the company's business-critical sales order and proposal creation process. The plan was to automate the process by integrating multiple enterprise systems, including extranet, ERP, CAD, and product publishing systems, and create a reusable SOA platform capable of supporting integrations for years to come.

The ultimate goals for the project were to improve the quality and speed of A-dec's service to customers, better support the company's global network of authorized dealers and distributors, produce more accurate manufacturing orders, and enhance operational flexibility for a more competitive edge now and in the future.

Using SOA principles, EMC consultants facilitated the deployment of Microsoft BizTalk Server 2006 R2 to automate and streamline the management of the company's sales order and proposal creation process and provide a foundation for future integrations. To reduce hardware costs, increase application availability, and decrease costly server administration, BizTalk Server is hosted on Microsoft Virtual Server 2005.

The solution facilitates near-realtime monitoring of key performance indicators through Microsoft BizTalk Business Activity Monitoring capabilities, while a Microsoft Office SharePoint Server (MOSS) 2007-based administration dashboard provides a current graphical representation of each order in the process. Error reporting and notification are also completely automated using the business intelligence tools within Microsoft SQL Server Reporting Services 2005. These automatically generated reports have replaced multi-step, error-prone, manual processes for entering data into Microsoft Excel spreadsheets. Reports now offer more detail and include summaries of proposals as well as information on product configurations ordered.

Today, an automated sales order and proposal creation process now enables A-dec to create and deliver packets to customers within hours of a new order receipt or proposal request. Packet development also now extends beyond the regular work week for full 24x7 coverage. In addition, prior to the implementation of this time-saving solution, the company only had enough staff to create custom product drawings for one of the product families. Now custom packets can be produced for all products, with the same number of employees, and in less time.

With increased visibility into the process, dealers can also more easily check on orders and avert errors before they reach manufacturing. Because changes to existing orders are now tracked and automatically processed, the possibility that a drawing might make it to manufacturing without reflecting a customer's change request has been eliminated as well. Automating the process has also enabled A-dec to discover and correct errors in internal assembly documents that had been "worked around" on the floor for years. Overall, the new environment has helped A-dec further optimize customer service and strengthened its ability to win the business over the competition.

"Over the last few years, we have standardized on Microsoft as our IT architecture," says Chris Etzel, A-dec Manufacturing. "Therefore, working with a Gold Certified Partner like EMC who works closely with Microsoft was important to us. We are pleased with the technical skills of EMC's team's, knowledge of SOA principles, professionalism, and the speed with which this project was completed. The ease with which we were able to integrate the BizTalk Server 2006 R2 process management features with the business intelligence capabilities of SQL Server 2005 and the dashboarding abilities of MOSS 2007 were exceptional."

Next, we define SOA components and standards-based web services that deliver the most business value. We then automate these multi-step business processes across systems, people, and trading partners. Business analysis and monitoring capabilities that enable configuration, tracking, and analysis of the organization's key performance indicators are also built into the system.

To ensure your project's success, we keep non-IT managers and employees informed throughout the process so they fully understand the implications of the new system(s) on their current processes. Training on the use of the new system is also provided.

Upon the engagement's completion, you can leverage automated multi-step business processes that cross systems, people, and trading partners. You can reliably and securely orchestrate interactions; configure, track, and analyze your own realtime key performance indicators; and gain immediate, actionable business insight that previously might have taken days, weeks, or months to compile and analyze.

Bringing it all together with the Portals and Collaboration service

The ideal solution for making a large, dispersed workforce more flexible and productive, a portal can provide employees with a means to improve information sharing, collaboration, knowledge management, decision support, and training. Customers can use a portal to interact with an organization for product or service information, shopping, account maintenance, and support, for enhanced customer satisfaction. Though business partners often want many of the same services from an enterprise portal as customers, they typically interact with an enterprise portal in a more strategic way in that they need to create orders and manage detailed configuration and logistic options. Suppliers want visibility into sales forecasts and manufacturing schedules. Resellers may need to re-brand some customer-facing services offered by the enterprise portal so that they can package them into their own enterprise portal.

Catering to both large and small portal development or enhancement projects, our Portals and Collaboration service can quickly take your project from proof-of-concept, to pilot, to successful deployment, and beyond. Whether your portal requirements necessitate integrating data from multiple sources, managing distributed content, or linking portals to business applications, our proven project execution methodology and expertise in user experience design, application integration, workflow automation, and technical infrastructure, helps you create and leverage an intuitive, easy-to-use portal interface with built-in collaboration capabilities that is easy to manage and scale. In fact, the same technology used to create and optimize your portal can be expanded at any time to incorporate enterprise-wide applications such as customer relationship management or other back-end systems or business processes used by those who need to interface with your IT infrastructure.

A comprehensive delivery model

Ranging from weeks for a simple Microsoft Office SharePoint Server implementation to up to a year for a custom, requirements-driven enterprise portal service engagement, the EMC consultants take an iterative, phased approach to implementation that guides you through all stages from planning and building to operating and monitoring.

The first step is to determine how your portal will be used, what information it will control, and what business processes will be accessible through it. To answer these questions EMC consultants conduct an assessment of current processes, evaluate the impact on user performance, qualify processes suitable for portal-enablement, and then document all requirements. Our unique method of requirements gathering and validation via interviews and workshops involves users throughout the project and eliminates the number-one reason for failure of technology projects—lack of user support.

Designs for the process model and functionality are then created and reviewed with users. The portal application is built and tested with results assessed for the overall environment.

User training is provided to ensure optimal operation, with user feedback monitored and functionality modified as necessary.

In a collaborative setting, a portal is more than a single point of contact—it's an entry point into your enterprise. Let us help you create a dynamic portal that can provide your organization with significant competitive advantages by broadening the scope of access to content across applications, business processes, and systems.

EMC Consulting Portals and Collaboration service boosts employee information access, productivity, and efficiency.



A high-tech and electronics manufacturing industry leader with annual revenues of \$1.4 billion specializes in solutions and services for connecting, managing, and optimizing IT resources in shared storage environments.

Although intended to facilitate the dissemination of company data to employees spread across five continents, the company's existing intranet was rarely used.

requiring IT support, content owners found gathering and publishing data to be such a complex and frustrating process that available information resources tended to be limited in scope and out of date. As a result, employees would opt to e-mail content managers directly or engage the help desk to find specific information for them. Also in short supply were collaboration tools to help employees effectively manage workflows and projects, which in the existing environment were time-consuming and expensive to develop.

With a major acquisition closing in eight months, the company's decision makers wanted a more effective intranet solution in place to help quickly assimilate an expected 900 new employees into the company and give all of the company's staff improved access to the information and tools necessary to more effectively carry out their jobs.

Offering broad expertise in deploying successful solutions based on Microsoft Office SharePoint Server, EMC Consulting was chosen to help the company meet its goals. Working within an aggressive timeframe, EMC consultants collaborated closely with the company's team to develop and deploy a comprehensive and multi-faceted intranet portal and effective collaboration tools—all designed to integrate with the company's existing Microsoft Office technology.

Based on Microsoft Office SharePoint Server 2007, a Microsoft Windows Server 2003 Enterprise Edition operating system, five web servers, and Microsoft SQL Server 2005 Enterprise Edition database software, the company's new intranet is built to accommodate multiple-use scenarios.

To quickly and easily integrate new employees into the company, a helpful on-boarding portal now greets newcomers with a video-on-demand welcome message, links to key resources, and instructions to streamline such tasks as benefits program enrollment.

Another area on the company's intranet portal is dedicated to project management functions and offers site and forum templates to assist in the planning and management of customer programs and other key projects.

A product-focused online information resource center, which can be effortlessly updated using available content management tools, now puts the most relevant and recent product information within easy reach of the company's sales and support staff.

In addition, employees now have central access to documents and other business data stored in Microsoft SharePoint Server's Managed Document Repositories. To address the company's security requirements, Microsoft Active Directory service is in place to store employee credentials to control access and facilitate the delivery of targeted content.

The new Microsoft SharePoint Server solution also enables the company's IT team to rapidly develop custom workflow solutions to help facilitate increased collaboration. Applications can now be created and delivered in days versus months, which has significantly decreased development costs and helped to significantly improve employee efficiency.

Today, better access to timely company information has helped to make the company's 2,400 employees even more productive. A true sign of the new intranet's success is its rising popularity, with a measured increase in usage so far of almost 230 percent over the previous solution. Because employees can now quickly and easily find information on their own, help desk calls have also dropped by 30 percent. In addition, new automated workflow processes and templates have enabled the company's employees to better manage projects for greater success and positive impact on the company.

"EMC came with the confidence, skills, and resources to get the job done," says a senior manager. "Content delivery through a central intranet portal has helped dramatically in delivering up-to-date information to employees. It has also helped us meet our goal for quickly getting newly acquired employees integrated into the company. Faster assimilation increases productivity, which enables us to benefit from the skills and knowledge they bring that much sooner."

Customer Relationship Management for Microsoft service

Whether you are just starting out or have various business processes and systems already in place, our Customer Relationship Management (CRM) for Microsoft service can help you refine, integrate, and automate marketing, sales, service, and support processes to measurably improve customer service and satisfaction, enhance profitability, and strengthen your competitive edge.

CRM for Microsoft combines over a decade of experience and expertise, proven methodologies, and best practices to help you fully unlock the power of CRM. The service is based on the use of advanced Microsoft Dynamics CRM software and prescribed IT architecture configuration options designed to best meet your requirements.

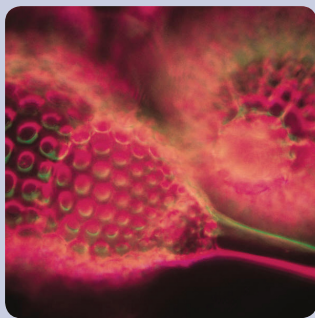
Established to accommodate the needs of both large and small companies, this service has a track record of helping a wide range of industries from high technology, telecommunications, and financial services to manufacturing and media and entertainment reach their CRM goals.

Maximizing ROI with a proven step-by-step approach

With a focus on developing and implementing a multi-phased roadmap for CRM integration, an EMC Consulting CRM engagement begins with the formation of steering committees. Through these groups, stakeholders and subject-matter experts from both business and IT collaborate with EMC consultants to define and align CRM strategy with corporate strategy, design or redesign processes, and strategize on the best way for the organization to adopt these processes.

The ultimate objective of the EMC CRM service is to facilitate a single profile of each customer and track their interaction across marketing, sales, service, and support areas. Key aspects of a typical CRM service engagement include the integration of the CRM system with other core systems within

CRM for Microsoft service streamlines quote building process for FEI Company.



FEI Company is the world leader in the manufacture and sale of high-end specialty microscopes for nanotechnology applications. To efficiently formulate quotes for complex, often made-to-order devices using the company's 10 product lines and specialty tools, FEI engaged EMC Consulting and Microsoft Corporation to help design and deploy a cohesive CRM solution with global accessibility.

Previously, FEI's proposal creation and quote approval process was conducted via a complex, non-standardized set of steps that involved at least 15 different applications and spreadsheets. The focus of this CRM engagement was to provide a complete, easy-to-use CRM solution able to tie all sales processes together to build a competitive quote, supported by streamlined approval and proposal-generation processes.

Because FEI's sales force is often on the road, a key requirement of the new CRM solution was that, with the exception of approvals and reporting, virtually anything related to the selling process such as tracking leads, creating quotes, and even creating a proposal based on approved quotes, could be done offline.

The project began by engaging FEI stakeholders in a series of design and review exercises guided by EMC and Microsoft technical architects and functional representatives. The goal was to identify and clarify business processes involved and specifications required for CRM integration. Based on the input gathered, a solution was developed and deployed linking Microsoft Dynamics CRM, customized Experlogix, and Microsoft Word Mail

Merge processes with Microsoft Office SharePoint Server 2007 approval processes using Microsoft Windows Workflow Foundation technology.

Today, FEI's Microsoft Dynamics-based CRM solution enables sales representatives to perform a range of offline capabilities and then, with Internet access, connect to the Microsoft SharePoint Server with a single key stroke to initiate an efficient quote approval process. This process is designed to seamlessly route each sales proposal through a predetermined approval chain guided by workflows for different scenarios. Information collected along the approval chain that may impact the quote, such as discount pricing, is automatically updated in the quote.

In addition, the ability to offer varying levels of access end to end, both inside and outside of the CRM environment, enables FEI to easily include groups such as field service and strategic sourcing in the sales process. Granting access to outside agents and distributors is being considered as well. Allowing non-sales users greater visibility into the sales proposal creation process has made it possible to engage the company as a whole in improving the quality and expediency of proposals presented to customers. This is accomplished by leveraging such advantages as the ability to facilitate faster engineering approvals for a particular configuration, using CRM reports to conduct analysis to improve or develop new workflows, involving suppliers in making a sale by negotiating optimal rates, and coordinating production for more efficient and timely delivery without carrying excess inventory.

"When you talk about rolling out a single CRM solution, which fundamentally shapes the whole selling process on a worldwide basis in one shot, you want the right team of experts on your side," says Mark Farley, Roll-out IT Director. "EMC consultants and Microsoft provided the technical and functional expertise to support our team and help us succeed. With EMC's help, we accomplished our goal of getting all of our sales processes into a single information system and enabling our users to access it globally. A sign of the usefulness of this CRM solution is the number of people outside of sales who find it helpful. We had originally planned it to be deployed to 120 clients and users. Today, we have more than 320."

the company, the use of automation to streamline processes such as quoting and problem escalation/resolution, and the means to easily track and compile both broad and specific customer metrics.

The result is a dynamic CRM environment that delivers the information you need to roll out the most effective, targeted campaigns; improve customer satisfaction to foster lasting relationships; and uncover new sales opportunities to help broaden your customer base.

While the length of each engagement varies depending upon scope, EMC CRM projects typically run approximately two to three months. Rather than implementing major changes all at once, technology and processes are introduced incrementally and built one upon the other. This gradual transition allows for a smooth and successful adoption process.

Leveraging Microsoft expertise

Unlike other CRM implementation services on the market today, EMC Information Gateway service offerings draw from the depth and breadth of EMC Microsoft-certified consultants. Related skill sets and services such as User Experience Design, Workflow Automation, and Portals and Collaboration, as well as the implementation or optimization of best-of-breed Microsoft technologies such as .NET Framework and Microsoft Office SharePoint Server can be easily incorporated into your CRM project initiatives to help you address an even greater range of business and operational requirements.

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