



Avaya
Case Study: Managing Presentation
Assets Across a Global
Corporate Network

ACCENT TECHNOLOGIES, INCORPORATED

Background: Coordinating Customer Presentations on Five Continents

When Avaya, a leading worldwide provider of voice communications systems and services needed a presentation asset management solution for its nine domestic and five international Customer Briefing Centers, they turned to Presentation Librarian Enterprise Edition. From its Worldwide Customer Briefing Program executive briefing center in Denver, Colo., these 14 customer briefing centers present product and solutions information to clients in North and South America, Africa, Asia, Australia and Europe.

The state-of-the-art briefing centers are key to Avaya's philosophy of developing consultative relationships with clients and partners. The new Customer Briefing Centers showcase Avaya's next-generation technologies and integrated solutions for converged communications. Critical to the success of the Customer Briefing Program is the ability to rapidly disseminate current training and product presentation material from the Denver location to specialists at briefing centers on six continents.

The Need: Up-to-Date Presentations for Customer Briefing Centers Worldwide

Because presentations developed for the briefing program contain highly technical, proprietary customer information, administrators need to maintain tight control over their content. At the same time, however, briefing specialists need the ability to access presentation slides and media assets, creating customized presentations tailored to specific client needs. In addition, the software needed to be robust and scalable, capable of growing with presentation libraries, accessible, to meet the demands of a global office environment, and easy to use, with an intuitive Web interface that facilitated rapid implementation by the average user.

"We wanted a cost-effective, off-the-shelf package as opposed to a solution that had to be customized on an ongoing basis," Avaya's Mark Shipley explains. "We needed a solution that met our needs up front and didn't require a lot of handholding. We didn't have the time to go through a guinea pig phase of testing – we needed a proven solution."

The Solution: Presentation Librarian Enterprise Edition

Avaya's implementation of the Web-based Presentation Librarian Enterprise Edition from Accent Technologies addressed these needs by creating a central repository of digital assets that allows for tight administrative control, quick access to approved content, and repurposing of material by designated users in remote locations across the enterprise.

Avaya implemented Presentation Librarian Enterprise Edition in January 2002. Customer Briefing Program administrators upload presentations to the Avaya Library, ensuring that only accurate, pre-approved material is available for distribution. Briefing specialists at 14 locations worldwide are then able to access Avaya's presentation library from a standard Web browser, search by keyword for the material they need, then select desired slides or media content shopping-cart style. This allows Avaya's briefers to create customized presentations without wasting time combing through a 400-presentation library to find the right slide or re-creating material that may already exist somewhere else. Once they have selected the material they need, briefers have the ability to apply Avaya's customized corporate template designs to their presentation automatically, download the new presentation to a hard drive and open it in PowerPoint for further editing or delivery.

"Presentation Librarian gave us an opportunity to improve the capabilities that we were able to provide to the briefers," Shipley says. "Previously, briefers couldn't preview or create their own presentations; they could only launch an existing presentation out of the database. It didn't allow them to customize on the fly very easily. Presentation Librarian had a lot more functionality built into it."

The Results: Global Access to Approved Corporate Presentation Resources

When Avaya became one of the official corporate sponsors for the Federation Internationale de Football Association (FIFA) world soccer championships, the company needed to include FIFA branding in all of its Customer Briefing Center presentations worldwide. Before implementing Librarian, this process would have required a tedious process of locating, recreating and communicating changes across 400 presentations.

Presentation Librarian supports Avaya's corporate best practices by ensuring that only accurate product information and consistent marketing messages are available to Customer Briefing Program presenters. Presentation Librarian's "My Presentations" feature allows briefers to save custom presentations in a virtual library that is updated automatically if a library administrator modifies source slides. In this way, up-to-the-minute material is disseminated automatically to users worldwide, eliminating potential oversights, extensive proofreading and time-consuming updates.

Librarian transformed what was a static catalog of material into a searchable knowledge base of information, allowing users across the enterprise to repurpose, rather than simply access, a central resource library of presentation assets.

Avaya's Worldwide Customer Briefing Program is already realizing a return on investment in the form of improved workflow, increased productivity and a reduction in the amount of time spent creating new presentations.