



SUCCESS STARTS HERE



case study

Century-old publisher F.A. Davis goes
Digital Forward with censhare CMS





case study



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— George Ricciardi, Director of MIS and Internet Services, F. A. Davis

Introduction

F.A. Davis Company is an independent Nursing, Medicine, and Health Sciences publisher that has been in business since 1879.

Challenge

In 2013, F.A. Davis set out to address inefficiencies in its editorial and production workflows. The company wasn't able to take full advantage of its existing technology solutions, and the Editorial and Production teams worked independently using manual, decentralized processes based on paper, email, and spreadsheets. As a result, collaboration and visibility were limited and delivery was slow. In addition, staff was spending around 120 hours a month on the manual work of searching, collecting, and managing rights for its digital assets.

Solution

F.A. Davis initiated a business and technology transformation program, called Davis Forward, that was designed to position the company to thrive in the digital era. This "grass roots to executives" program is managed by a collaborative, cross-functional team of employees that executives have empowered to make decisions about technology adoption and workflow best practices. Their charter was to shepherd F.A. Davis through a complete rethinking of its technologies and day-to-day processes, with the goal of helping employees work smarter while delivering their exceptional content to more platforms—faster than ever before.





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— Bob Lane, Lane Consulting

The Davis Forward team engaged FYI Solutions and Lane Consulting to help them with change management as well as technology selection and integration. FYI Solutions led the effort to break down internal silos by evaluating employee strengths and creating the Davis Forward steering committee and teams. Lane Consulting managed the technology needs-assessment process, in which technology requirements were driven by the company's strategic business objectives. In alignment with the principles of Davis Forward, the technology procurement process was a collaborative one in which end users within the company made the final selection of the censhare solution.

In the Davis Forward project, called Digital Workplace, the team worked with IO Integration to implement a digital asset management (DAM) system as its first step. The ultimate outcome will be an integrated content management solution (CMS) consisting of three major censhare components: the DAM, a content collaboration solution for text manuscripts, and a workflow solution that interfaces with existing F.A. Davis enterprise systems and business processes.

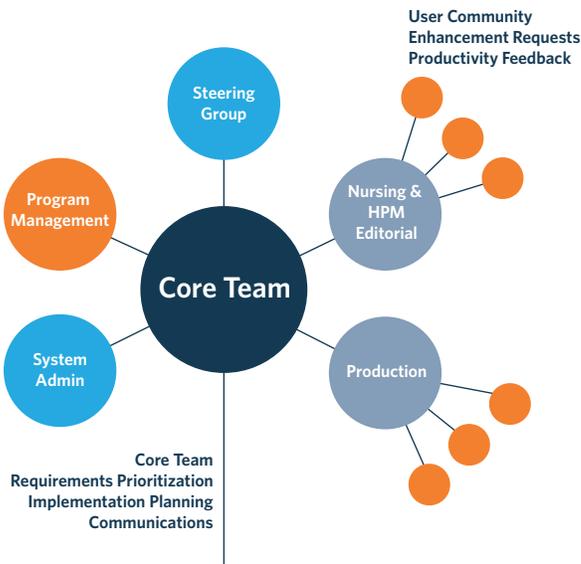
"We evaluated vendors knowing we needed an enterprise architecture that we could work with now, but that could also grow with us in the future," says George Ricciardi, Director of MIS and Internet Services for F.A. Davis. "censhare was extremely strong on both counts."

Bob Lane of Lane Consulting concurs. "censhare aligns with the goals of Davis Forward in three key ways," he says. "It provides a single source of truth for all editorial content, giving staff an easy way to find and manage digital assets. It sets roles and permissions that provide visibility and reinforce accountability. And because workflows and tasks are embedded into the system, staff can continue to do their exceptional work—but now they can work more collaboratively and efficiently with one another."

Digital Workplace Roadmap



Digital Workplace Core Team is the Hub of Communications and Solutions Delivery



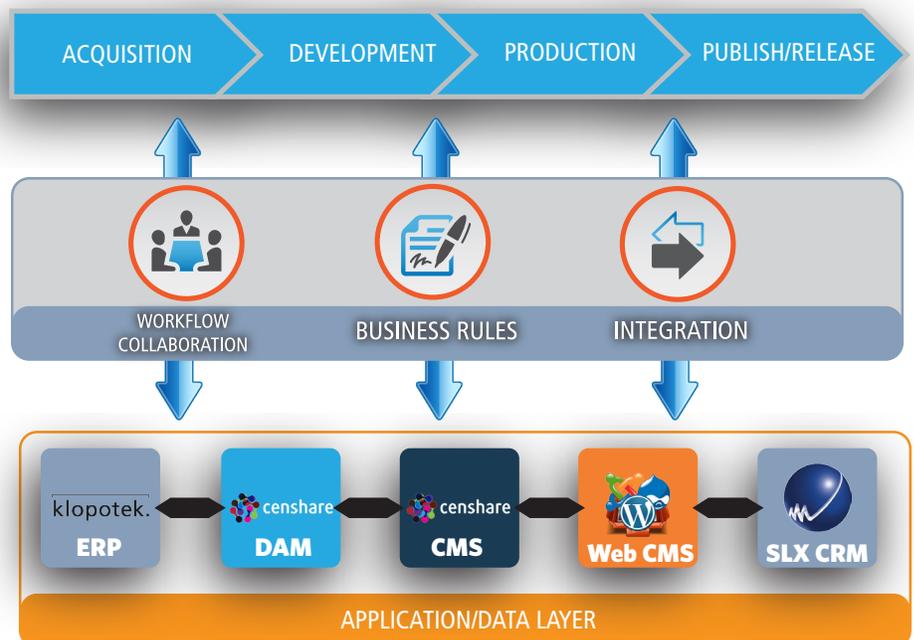
The Digital Workplace program’s censhare implementation has already achieved important objectives, such as centralizing assets and eliminating paper-based processes. But even more importantly, the technology transformation has helped the Editorial and Production business units collaborate more effectively—a phenomenon that will continue to break down barriers to adoption, increase system usage, and accelerate the kinds of process changes that will result in significant business benefits and return on investment for the company.

Next steps

As staff members have gotten familiar with the system, they’ve come up with ideas for ways to expand its use. The core team plans to work with Lane Consulting and IOI to integrate censhare with their ERP and CRM systems as well as their externally facing applications for vendors and partners. At the same time, they’ll build out their collaborative processes to ensure best practices, and they’ll continue to iterate and refine as they learn and grow.

Benefits

- **Faster time-to-market** — With enhanced project visibility, team members’ roles are clear and they’re more accountable for their work, which has led to true collaboration and faster delivery.
- **Competitive advantage** — With censhare automation, F.A. Davis will be able to quickly output their course materials in multiple formats and media, including interactive iPad apps.
- **Cost savings** — With new DAM and rights management capabilities, staff members spend far less time managing assets and can focus more of their time on high-value work. As a result, the company will be able to gain efficiencies that drive bottom line results.





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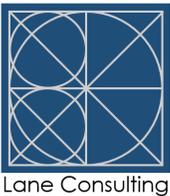
Private Sector

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About F.A. Davis

F.A. Davis Company is an independent Nursing, Medicine, and Health Sciences publisher dedicated to providing print, mobile, and web resources for students and professionals.



About Lane Consulting

Lane Consulting provides expert information technology management services configured to meet the unique needs of each client it serves. Business Analysis, Program Management, Change Management and Project Management solutions have been delivered to major Media, Publishing and Life Sciences companies.



About FYI Solutions

FYI Solutions is an innovative, U.S. -based IT consultancy that specializes in business analytics solutions, software, and staffing for the financial services, insurance, life sciences, media and publishing, and automotive industries.



About censhare

The censhare content management system and enterprise communication platform helps companies build brands, win customers, and enhance their bottom line with omni-channel marketing.



About IO Integration

IO Integration is a leading global provider of censhare content marketing and communications systems as well as other marketing technology software and digital media workflow solutions for the world's top retailers, agencies, publishers, and enterprise marcom organizations.



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