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AAPNA Infotech

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UNIVERSITY OF
PENNSYLVANIA

SERVING ONE OF THE OLDEST UNIVERSITIES,
AN IVY LEAGUE MEMBER, IN UNITED STATES

CASE STUDY | AAPNA

Event Publishing and Management for Penn Nursing

More and more companies are looking for providing processes to the various departments to ensure that any event covered by any unit in the organization is being published to create awareness inside the organization as well as in outside world. In a large environment with events being managed and held by different units, it is difficult to ensure that all information is being managed and published centrally and is in alignment with one universal format.

University of Pennsylvania (Upenn), one of the premier institutions in United States, took on a PR initiative to ensure that all their associates be it students or professors or technically associated people at multiple levels within the institution have access to these events at a central place. The challenge was to ensure not only that people understand the information and the data does not end becoming electronic garbage, but also how to ensure that various process / event owners can access and publish their own information and have access to only their own area.

Overcoming Constraints

Today the website of University of Pennsylvania is running on Share Point connecting all the process owners of various units. Data is available online to provide a 24 / 7 reference so that any content owner can access data from anywhere, including home. This facilitates the content owners in publishing the information in a leisurely manner, if required.

“After carefully evaluating Upenn’s requirements, it was clear that a single application connecting all business units was required with complete central control on content. Objective was to ensure that all events are published at a central place and not just kept isolated within one unit and hence the need was for a common interface which could offer the data in a consistent manner. Content owners participation was required at a very high level to ensure that information being provided is understood clearly.” said Ashu Sehgal, AAPNA’s business analyst. “Using MOSS for Upenn event handling area was an easy choice as it provided a content management system with built-in interactivity and sophisticated user access system delivered in a .NET conducive environment to capture the content publishing from multiple units – all for a lower cost than any other off the shelf alternative.”

The PP Champ Advantage

- Unrivaled Price**
 More Competitive than any other custom built or off the shelf solution of similar performance levels.
- High Readability**
 Consistent information format to ensure consistency
- Complete Solution**
 A single application catering to business units of Upenn providing complete control on content and access management.
- Compatibility**
 Operational on all Window Operating Systems with IE, FF and Safari browser compatibility
- Ease of use**
 Instinctive usage with help
- Maximum Reliability**
 Designed for robust performance to handle thousands of users

Building the Solution

AAPNA analysts reported that the major issue behind the problem was the manner in which the event information was being provided to the world. As a first step, a well defined business process was created with a central system to provide content owners with the content authoring / updating ability and thus minimizing the dependence on any IT team once the system came into existence. This virtually brought down the new content placement / replacement cost down to zero thus minimizing dependence on an external team.

As a part of process improvement, the events were segmented as per the categories and then the same were grouped as per the occurrence. The relevant events data was presented to website visitors by letting the visitor surf on the basis of interest or occurrence thus defining hierarchy of events. All events data and associated images were editable with central control being present with content owner. Facility was provided to the super admin for managing access controls and permissions.

Benefits

Cost Savings, ease of use, flexibility and easy navigation – are the key advantages which Upenn realized as a result of the MOSS implementation. Universal format of events helped in increasing readability among the visitors and ensured the complete information getting published. This effectively ensured that that the event publishing no longer remains a disconnected and inconsistent task often ignored!

Concluded Shailendra: “AAPNA’s solution emerged as the best alternative to off the shelf solutions and other custom quotes. Thanks to the reliability and flexibility of MOSS, Upenn can ensure that events are now centrally collated by the content owners. The gap between “on paper consistency” and “actual easy to use events repository” is being bridged effectively by this application. The results have encouraged Upenn to look at remodelling their other initiatives apart from just their own website, so that due to increased structuring, the management of complete online data becomes easier.

Technology	
Server	SPS
Dev. Environment	C # .NET, MOSS
Browsers	IE, FF, Safari
Database	SQL Server 2005

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