

## **EXECUTIVE SUMMARY**

**Case Summary:** Legendary audio electronics maker Shure Inc. partners with Integrated Document Technologies, Inc. (IDT) to harness global knowledge with the Stellent Universal Content Management system, enabling it to create a central knowledge management repository and fuel an aggressive e-business strategy. The new system permits all the company's information to be stored, accessed and managed on the web, enhancing information sharing and operational efficiency, and making it easier to manage its multi-lingual web site.

Shure, Inc., founded in 1925, operates in seven countries.

**Critical needs:** Create an efficient knowledge management repository that allows intellectual property, operations documentation, and industry intelligence to be digitally managed. Support self-management of content for the multi-lingual Shure web site to simplify content updates by contributors worldwide. Manage the lifecycle and create an audit trail for all Shure information. Integrate information enterprise-wide with company's current SAP system.

**According to the customer:** "Guided by the expertise of IDT, the Stellent Universal Content Management system answered our need for a system that can multi-task and change with our business models. Compared with other enterprise content management systems, the choice of Stellent was an end-to-end solution, making it the best fit for both our enterprise and web content management needs.

The new system will help Shure staff share information and operate more efficiently, and get products to market faster. The web management component has enabled our web site to be truly global, truly integrated, and in multiple languages. The internal integrity of the site is now permanent, giving us tremendous flexibility, especially worldwide. User acceptance of the system, launched ahead of schedule in July 2006, has been so high, we can't keep up with the demand to use it."

- John Purnell  
*Project Manager, Global Information Systems  
Shure Incorporated.*

## **Shure Incorporated Bets On Web-Based Content Management**

*Renowned Audio Equipment Maker Beats Data Overload  
With Universal Content Management*

For a company that produces audio electronics that help people express themselves, Shure Incorporated of Niles, IL has found a new way to better express itself – internally and externally. Use of a new, “universal” content management tool allows all the company’s information to be stored, accessed and managed on the Web.

Best known for the microphones it has produced since 1925 -- considered the gold standard by musicians worldwide -- Shure is a global leader that offers a full line of wired and wireless audio products, from earphones to mixers, turntable cartridges, DJ needles and studio equipment for professionals and consumers alike.

Shure currently employs more than 500 people in seven countries. Like many major corporations, it deployed ERP technology that helps manage production and financial information. It also successfully used an electronic content management system.

Yet, its headquarters’ operations were still heavily paper-based. The vast amount of its data was primarily stored on network drives and individual PCs.

“Our staff was having difficulties identifying the most current version of all kinds of documents. And with our continued global growth, we knew we needed to better manage our intellectual property, operations documentation, and industry intelligence,” says Dale Schiller, Senior Program Manager, Knowledge Management, Global Information Systems (IS) at Shure.

In 2004, Shure’s IS Group took up the task of finding a system to serve as an overarching knowledge management repository. “We wanted one central place for a variety of content, to make it all easier to manage,” says Schiller.

### **Technology for E-Business**

Better knowledge management coincided with the company’s aggressive e-business strategy. A full re-design of the Shure web site was in the works, due in part to data overload issues. Content needed to be managed and updated more easily, and made more accurate and accessible to Shure’s channel partners. Site functionality was also slated for improvements, to better serve customers and bolster e-commerce.

The re-design would also enable Shure staff to modify content themselves. Managing content had become a significant challenge. The site appears in four primary languages (English, German, Spanish and Simplified Chinese), with some pages directing customers globally to local retailers appearing in as many as 40 languages. With numerous languages and more than 8,000 content items – not including the online catalog – keeping the site updated was becoming more and more unwieldy.

Led by John Purnell, Project Manager, Global IS at Shure, a 13-member team was put into place to tackle two goals at once: the creation of a new knowledge management repository and a means of self-managing web site content. Shure needed a depth and breadth of value in a tool that would work across the organization.

Purnell's team started its research by looking at itself, meeting with various stakeholders, charting workflow and developing use cases. The team then mapped out a plan for selecting and even rolling-out the new system.

### Selecting the Right Software

Purnell's own knowledge of tools and system integrators led to the involvement of local experts Integrated Document Technologies, Inc. (IDT), Itasca, IL, a national provider of integrated enterprise content management, enterprise resource management, and customer relationship management solutions. As an independent technology consultant, reseller and integrator, IDT is skilled at tackling multiple business process issues, then customizing content, financial, CRM and other data management systems to meet unique workflow requirements.

"The greatest asset to Shure would be a system that could multi-task and change with its business models," notes Paul Winiiecki, Business Development Executive at IDT. "Looking at the careful preparation done by Purnell's internal team confirmed the need to address Shure's internal workflow processes."

"Workflow is typically the biggest problem, and should be the beginning of the solution," says Winiiecki. "Employees and managers know there is duplication and inefficiency in the way documents are handled, but until you backtrack the processes, you can't streamline them."

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IDT, Inc.

Shure also placed importance on information security. "Controlling access, viewers and the like were critical. We did a separate security assessment for each department as part of the selection process," says Schiller.

The IS team evaluated three enterprise content management (ECM) products that were cited in the "leaders" quadrant in Gartner, Inc.'s "Magic Quadrant for ECM, 2005, explains Purnell. After scoring each system on various technical capabilities, Shure chose Stellant's Universal Content Management (UCM) offering, with IDT, a Gold Level Stellant Partner, serving as the systems integrator.

"Each of the three systems scored high in different areas: some had strong document management capabilities, but none of the Stellant competitors had a completely integrated ECM strategy," says Purnell. "By that I mean an end-to-end solution that would effectively and affordably manage our organization's enterprise content needs." Among Shure's needs:

- Web content management for multi-lingual web sites and the company intranet
- Digital asset management for managing intellectual property
- Records management to manage the lifecycle of all Shure's content
- Document imaging and transactional workflow for integration with SAP

Stellent Universal Content Management is built on a Web-based repository, so all content is stored for management, reuse and access. Application modules, such as web content management, document management and others can then be added to the foundation. Each treats content according to its needs for specific additional services, such as publishing web content; managing multiple web sites; capturing paper-base documents; collaboration and more.

"Taken together, the benefits of working with IDT and the Stellent system provided a very good fit for Shure. They fit us best for all of our implementation needs," says Purnell.

IDT agreed with Shure's choice of the Stellent UCM system. "The product is easy to use. It has a very good user interface and dashboard. But overall it gives Shure a content

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repository where all their data can be audited and tracked. In essence, it is a new way for Shure to manage all its projects and enhance workflow," notes Winiacki.

Factors aside from pure technical scores also weighed in on the decision. "One of the systems would have required at least two to three people to keep it running," Purnell notes. "The Stellent system needs just one person, and probably only about one-third of his or her time."

The choice fit Shure's Global IS strategy to move toward systems that are more usable and cost-effective for the company – in short, IS systems that don't require intensive programming. "The Stellent system gives us all the functionality needed, without us having to be experts," says Schiller.

### **Knowledge and Web Content Management in One Tool**

Phase one of the new Shure Universal Content Management system includes:

- *Stellent Content Server with Verity*, the system's content repository. Core services applied to all content include library, security, conversion, workflow, personalization, index/search, replication and administration.
- *Multi-Site Web Content Management*, an application module providing tools for creating, managing and publishing Web content, including an infrastructure to support as many as thousands of sites.
- *Document Management*, an application module with services for capturing, securing and sharing digital and paper-based documents.

- *Collaboration Management*, an application module that enables easier collaboration.
- *Content Tracker*, an application to provide an audit trail of content usage.
- *Site Studio Publisher*
- *Content Integration Suite*
- *Enterprise-wide Consumer License*

The initial roll-out, which began in July 2006, involves transitioning away from Shure's previous document management system and includes various departments at Shure's headquarters: Human Resources, Product Development, Global Legal, Global IS, Corporate Quality, Marketing, and Accounts Payable.

Purnell estimates that over thirty thousand documents were incorporated into the system after the first month, with each department using the system a bit differently. "User acceptance has been a major driver of success from day one, so we are controlling the number of initial users. But the plan is to have all divisions using the system by August 2007," notes Purnell. Eventually, every employee in the company worldwide will use the new technology.

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Among the key capabilities of the Stellent Universal Content Management system:

- Automated routing and approval cycles for all types of content
- 24/7 browser-based access to all digital assets
- Consolidation of all content (Web, records, paper documents) into one shared system and architecture
- Consolidation of web servers and infrastructure for multiple web sites
- Thorough back-up, recovery and roll-back support
- Legal compliance for data retention

For the complete system implementation and integration, Shure relied on IDT. "We were confident in IDT's capabilities, and it was clear they knew the Stellent product very well," says Purnell.

But why buy from a reseller rather than direct from the manufacturer?

Purnell sees the pros and cons of both. But, he says, ultimately IDT's technical expertise, the availability of those technical resources and the fact that IDT is the ongoing first line of defense with the new system made the Shure team more comfortable that the system launch would happen on schedule, and that ongoing support would be reliable.

"IDT's expertise with many different systems and companies had a positive impact throughout the process at Shure – from the initial system demonstration to the implementation, as well as on security issues," says Purnell. "Its service and responsiveness with the core system integration has been excellent."

"A rollout of this magnitude amounts to much more than simply choosing and installing a piece of software. It is a living project," explains Winiecki. "An important part of our role is to work closely with companies like Shure before, during and after the technology investment so they can maximize that investment to its fullest potential and realize an impressive, result-driven ROI."

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While using one tool – the Stellent UCM system – for both document and web content management "sounded great on paper," Purnell says, there was a natural concern about the system actually working as promised. IDT installed a test and development server to allow Shure to go from idea to reality with a trial run. Within hours (not days, weeks or quarters), Purnell and the IDT team had the trial system up and running.

The real system rollout that followed also went well. "Overall, the ECM rollout has gone better than we expected, with no significant problems," Purnell notes. "The Stellent software has been relatively trouble-free." Both the Shure IS team and IDT consultants attribute this to Shure's preparedness for every phase of the implementation and launch.

### **System Benefits to Shure**

"Every day associates are getting more comfortable with the paradigm shift from folders and directories to Google™- style searches and metadata," says Schiller.

Input from Shure associates using the new system has been "extremely positive," says Purnell. "We can't keep up with the demand to use it."

The original goal of establishing a new and more useful repository for knowledge management has been accomplished, notes Schiller. "Getting everyone to understand the value of a true knowledge management system was an obstacle greater than the system cost," he says. Now that the new capabilities are in place, "demand to make even broader use of it is very high. People are starting to gain a first-hand appreciation of why we needed to make this investment."

While it is too early to cite specific metrics showing the system's impact on the business, Purnell believes the new technology will help Shure associates share information more efficiently, and get products to market faster. Workflow is also greatly enhanced by the system, to the extent that it can even help direct associates to follow new workflow procedures.

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The benefits of Universal Content Management for the new Shure web site have been more immediately obvious.

"The system is handling thousands of pieces of content from content contributors *worldwide*," says Joe Hasselwander, Senior Manager, E-Marketing.

Among the most notable capabilities of the Stellent system are that it enables Shure to:

- Gain sweeping control and organization of all content
- Update that content in a universal and efficient manner, reducing the static nature of the previous site
- Allow site content stakeholders to control more of their own destiny – changes can be immediately seen

"Now the site is truly global, truly integrated and in multiple languages. The internal integrity of the site is permanent," says Hasselwander. "This is giving us tremendous flexibility, especially worldwide. It is allowing us to introduce new products and branding initiatives faster."

Operational efficiency benefits are also clear, both internally and externally: customers can go online to make purchases, making it easier to do business with Shure. Stakeholders are empowered, and that, he says, "has renewed their enthusiasm about the web site."

As a manager, Hasselwander likes the content management benefits of the new platform. "I like any tool that gives me this much control over content. The fact that I am not dependent on a third-party to make changes saves Shure a lot of money."

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Long-term, the content management capability brings survivability and business continuity to Shure. "The business endures less of a chance of negative impact if something happens to a staff member," says Hasselwander. "The site is in better shape than in the past. It takes fewer people to maintain the system, and overall cost of ownership is lower. The whole platform has been elevated, and is now fairly bulletproof."

For the communications team at Shure, the system means easier resource planning. "Now, we can hire marketers instead of coders," says Hasselwander.

Additional applications for the Universal Content Management system are already in the works. In the Accounts Payable department, an advanced data capture process is being trialed for electronic invoice scanning and routing. Plans are in place to create a fixed content management solution from IDT that will integrate with Shure's SAP system, which now manages financial data. For the web site, Shure will add more interactivity, including more product demonstrations and tools for its markets.

Perhaps the greatest benefit from Purnell's perspective is that the new system has been well accepted across the organization. "Involving stakeholders early in the process is the best advice I can give anyone trying to make this big of a change at once," says Purnell. "All the work that went into assessing needs and designing use cases paid off."

Purnell credits the Shure IS team and IDT for launching the system nearly a month ahead of schedule. "We stayed true to the process we had laid out in advance," he says. "The team had its eyes wide-open going in. That helped us weed out the product pretenders from the contenders."

If you don't define your processes up front, he continues, you risk failing during implementation – something that happens at companies all the time. "How do you do it is the first question," says Purnell. "If you answer this up-front – something strongly emphasized at Shure and bolstered by IDT throughout the process -- you will have less pain."

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#### **About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced a wide variety of high-quality professional and consumer audio products, providing a vehicle for an individual's personal sound. Shure's diverse product line includes world-class microphones, premier wireless audio systems, consumer earphones and mobile phone headsets, problem-solving mixers, digital signal processors, personal monitor systems, and top-rated phonograph cartridges. Today, Shure products are used wherever high-quality audio performance is a top priority, in a wide variety of industries, markets, and settings.

Shure Incorporated corporate headquarters are located in Niles, IL in the United States. Regional sales and marketing offices are located in: Heilbronn, Germany; London; and in Hong Kong. For more information, visit [www.shure.com](http://www.shure.com) or contact Shure at (847) 600-2000.

#### **About IDT, Inc.**

Integrated Document Technologies, Inc. helps small, mid-market and enterprise firms achieve maximum efficiency through document imaging, workflow automation, ERP, CRM and line-of-business solutions. From pre-engineered IDT Pilot Packs™ that ensure quick return-on-investment, to phased and flexible integration of industry leading software applications, IDT places the power of scalable systems at the client's fingertips. Since 1992, IDT has provided a single-source knowledge base for system design, integration, customization and long-term support. For more information, visit [www.idt-inc.com](http://www.idt-inc.com) or contact IDT at (630) 875-1100.

#### **About Stellent, Inc.**

Stellent, Inc. is a global provider of content management software solutions that drive rapid success for customers by enabling fast implementations and generating quick, broad user adoption. With Stellent Universal Content Management, customers can easily deploy multiple line-of-business applications — such as public Web sites, secure intranets and extranets, compliance processes, and marketing brand management — and also scale the technology to support multi-site management and enterprise-wide content management needs. More than 4,500 customers worldwide have selected Stellent solutions to power their content-centric business applications. Stellent is headquartered in Eden Prairie, Minn. and maintains offices throughout the United States, Europe and Asia-Pacific. For more information, visit [www.stellent.com](http://www.stellent.com) or contact Stellent at (719) 260-4301.

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