

Client Profile

- Our client is a not-for-profit professional association and the authority on governing information as a strategic asset. Having approximately 27,000 members, ARMA International offers resources such as:
 - Legislative and regulatory updates
 - Standards and best practices
 - Marketplace news and analysis
 - Global network of information management professionals.

Challenges

- As the authority on information governance, ARMA wanted to provide an online Information Governance Assessment that could be used by organizations in order to manage their information. Their previous attempt at a tool had proven inflexible and difficult to support. The existing system was only used by very few customers.
- ARMA needed a cost effective, flexible revenue earning tool where organizations could find out:
- Strength of information governance in their organisation
- Information-related risks and opportunities for improvement
- Organizational transparency and data integrity.

cibsys Approach

Explored end-to-end solution design

Worked with client to develop specifications for a scalable and profitable solution

Defined time, costs, and project milestones using a phased delivery approach

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Result

Key Outcomes

- Developing the Next Level Information Governance Assessment, cibsys provided a new system that was:
 - Cost-effective
 - Developed on time and on budget
 - Rapidly deployed via Salesforce.com
 - Delivered fast to market for a fixed price
 - Highly scalable
 - Bug-free
 - Secure and trusted
 - Easy to use

Value Creation

- Transformed the way the organisation interacted with its membership base by providing members with a new solution for assessing their information governance practices.
- Increased member satisfaction due to an innovative and actionable new service offering, resulting in higher member loyalty.
- Increased cross-selling and upselling opportunities

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