

Customer

WhiteConcierge is Europe's leading B2B concierge and lifestyle management service. WhiteConcierge offers unrivalled expertise in helping their customers whenever they need help and wherever they are in the world.

WhiteConcierge started as a management buy-in and immediately required the IT infrastructure to support their needs as a growing business. WhiteConcierge saw this as an opportunity to improve their IT infrastructure by adding functionality and creating flexible IT systems.

Business Challenge

WhiteConcierge employs a multinational and multicultural workforce; between them the employees share a vast amount of expert information that WhiteConcierge simply calls "The Knowledge". WhiteConcierge needed a system which enabled simple collaboration for employees to share "The Knowledge" with colleagues.

The solution required the flexibility to adapt to future changes and needed to be simple to use for employees. Initially, the solution needed to store information on several key aspects of WhiteConcierge's business to maximise the value provided to customers through WhiteConcierge's partners, and suppliers.

CM Consulting

Paulo Lázaro (Business Development Manager) of WhiteConcierge chose CM Consulting due to the company's excellent technical skills and ability to align these talents with business acumen.

CM Consulting provides project management as part of an engagement. Project management benefitted WhiteConcierge by providing an additional point of contact and a dedicated resource to deal with scheduling, project reviews, and regular reviews to ensure that the delivery met the needs of WhiteConcierge.

CM Consulting impressed WhiteConcierge with an excellent understanding of the business problems and their ability to work at different levels throughout the organisation.

Solution

CM Consulting provided consulting services to review the business requirements and design a solution. Our consultants proposed a solution based on Microsoft Office SharePoint Server with several custom components. This solution enabled WhiteConcierge to access search data according to their business needs. CM Consulting also proposed to customize the display format of data to add additional benefits including the ability to display maps to identify the location of suppliers by

using Google Maps and enabling staff to search for suppliers based on geospatial data.

The Knowledge Tool

CM Consulting then provided a development team to produce a fully customized solution based on the proposal. The resulting solution is known as “*The Knowledge Tool*”.

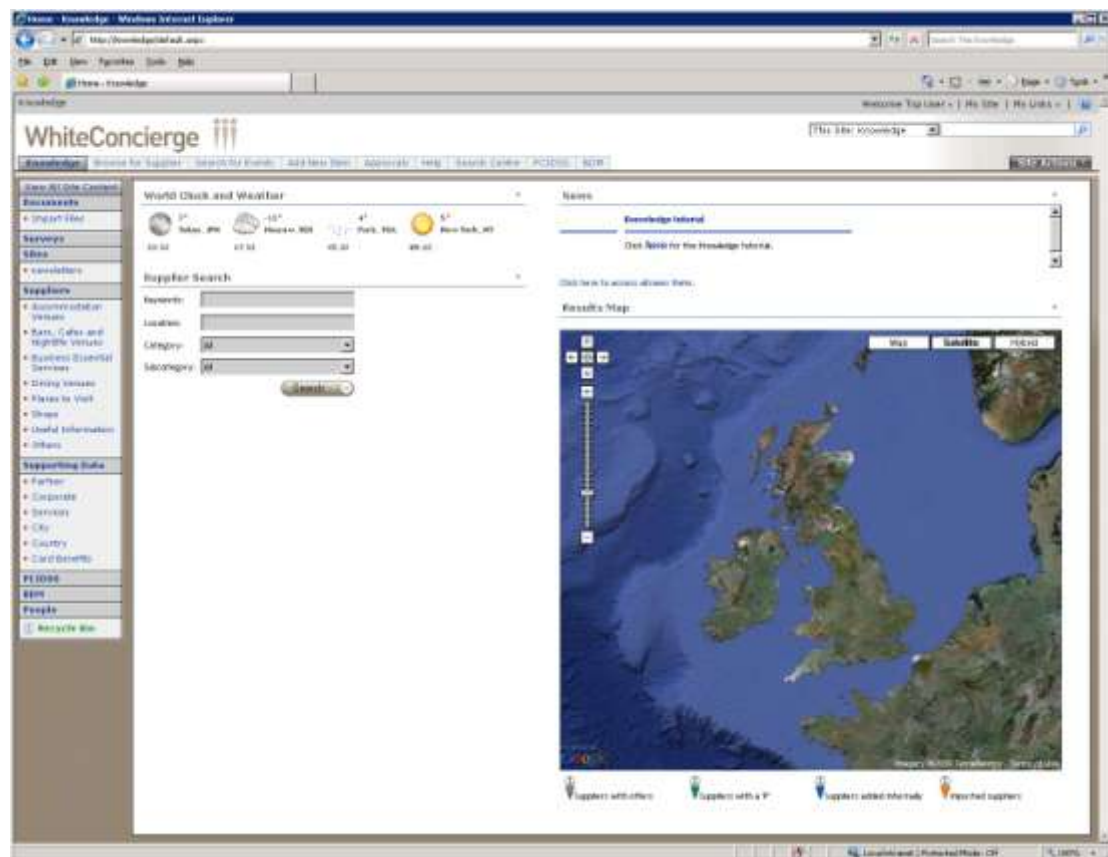


Figure 1: The home page of *The Knowledge Tool*.

WhiteConcierge employs many experts who need to access and share vast amounts of data. Accessing data stored in a Microsoft Office SharePoint Services list by using the standard functionality causes severe performance issues when lists grow beyond 2000 items. The data that WhiteConcierge needed to store drastically eclipsed this number, so CM Consulting proposed a number of solutions to enable WhiteConcierge to rapidly access current, accurate, and relevant information.

Custom Search Tool

First CM Consulting proposed and developed a search tool which enabled staff at WhiteConcierge to retrieve data by using search criteria which matched WhiteConcierge's business needs. The search tool displays results with relevant details immediately available in a list, as well as on a map to enable the staff member to see exactly where a supplier is located in comparison to other search results.

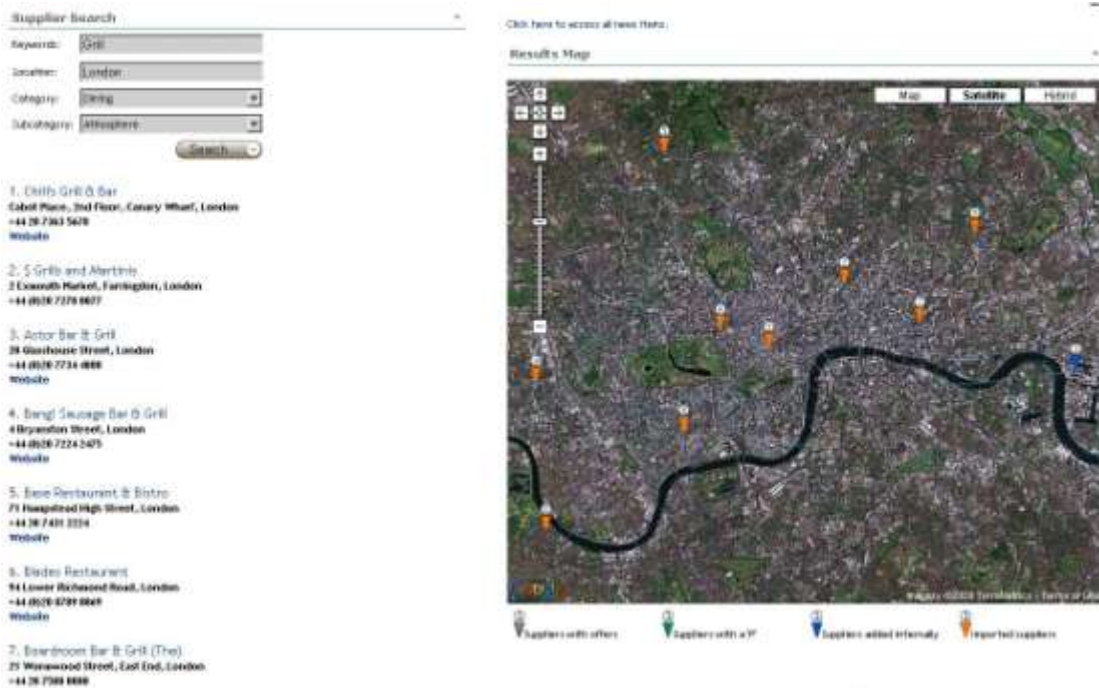


Figure 2: The search results page displaying a list of atmospheric dining venues in London.

Custom Tree View

In addition to enabling staff at WhiteConcierge to type search terms to locate suppliers, CM Consulting also proposed and developed a tree view to display suppliers based on location and category. Staff at WhiteConcierge can browse the tree to locate a supplier according to their customer's needs.

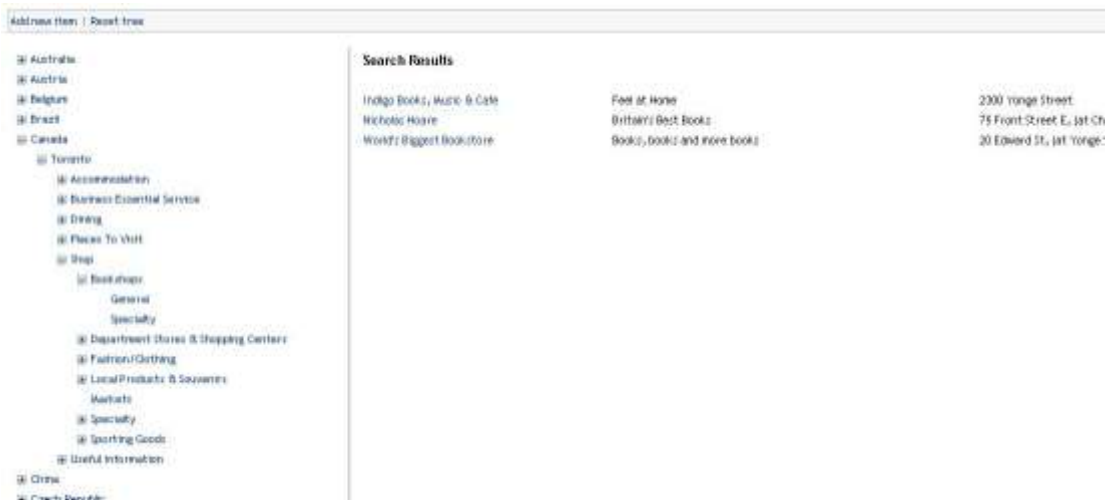


Figure 3: The browsing tool enabling staff to browse suppliers by location and category.

Custom Display

CM Consulting then customised the display format to display the fields that WhiteConcierge required. CM Consulting staff added functionality to standard item

display forms, including a map to identify a supplier's location and links to enable staff to find other suppliers located nearby.



Figure 4: A supplier details form, including a map of the supplier's location and links to search for other suppliers located nearby.

Dynamic Development

CM Consulting provided regular reviews for the customer, demonstrating functionality as it was developed. CM Consulting developed the software dynamically by incorporating feedback on a rolling basis to ensure that the resulting solution matched WhiteConcierge's requirements and expectations.

Deployment

CM Consulting consultants provided guidance to WhiteConcierge on the hardware and software requirements for the proposed solution. Our consultants then assisted WhiteConcierge IT staff in configuring and tuning the software. In addition, CM Consulting ensured that the solution performed effectively in WhiteConcierge's environment and provided hands-on training to key stakeholders in the project.

Benefits

WhiteConcierge has realised many benefits from the expertise provided by CM Consulting including:

- WhiteConcierge can search for suppliers based on geospatial data.
- New members of staff become effective very rapidly through immediate access to a significant pool of knowledge identifying who to ask when they need specific expert knowledge.
- Staff find it easy to share knowledge rapidly by adding articles to a news feed.
- WhiteConcierge has a bespoke solution based on a retail software base. This solution enables WhiteConcierge to adapt the solution according to future business needs, without the need for tight integration with existing components.
- CM Consulting provide support to WhiteConcierge as needed under a support agreement selected by WhiteConcierge.
- WhiteConcierge can be confident that the information they pass to customers is accurate and first-hand.

Client Feedback

Paulo Lázaro, WhiteConcierge Business Development Manager noted: “It’s [The Knowledge Tool] already a success; our specialists are now using it as their main research tool, updating it and suggesting new features.”