

How to Transform Your Business into a Connected Workplace

Use tools you already have to gain agility, improve productivity, and increase sales velocity.



Contents

- 03. How to transform your business into a connected workplace
- 04. Tiny tasks nibble away at productivity
- 04. The invisible inefficiency
- 04. If it ain't broke, don't migrate
- 05. What is the true value of content?
- 05. Activate content to add agility
- 06. Intelligent content collaboration
- 07. Connect content to the place the work happens

How to transform your business into a connected workplace

Digital transformation (DT) is no longer a buzzword for enterprises – it’s now a competitive necessity. The benefits of automating processes and providing better customer experiences are well recognized – increased efficiency, reduced costs, stronger user loyalty, better branding, and more.

The word *transformation* means to make a dramatic change, and companies that seek to transform often bring in consultants that recommend organizational restructuring and standing up new DevOps teams to digitize processes. But that template does not fit not every business. Can companies that are not willing or able to remake themselves entirely still gain the competitive advantages offered by DT without rebuilding their organizations from the ground up?

True transformation is more than using better tools and technology to digitize old processes; it’s about establishing better ways to collaborate and share knowledge. Creating a *connected* workplace is a manageable step toward gaining new competitive advantages without resorting to drastic measures.

And even for those that are preparing or have begun their own digital transformations, a connected workplace should be a top priority. IDC says that [70 percent of digital transformations will fail](#), citing insufficient collaboration as one of the chief causes.

The siloed business structure, where work is completed by one department before it is handed off to the next, is too slow for today’s technology-enabled business environment. Sales reps, bid teams, marketing departments, product managers, subject matter experts, in-house counsel, and other workers need a faster and more fluid way to work together.



85%

85 percent of business executives will allocate up to a quarter of their total budget to **digital transformation** this year.

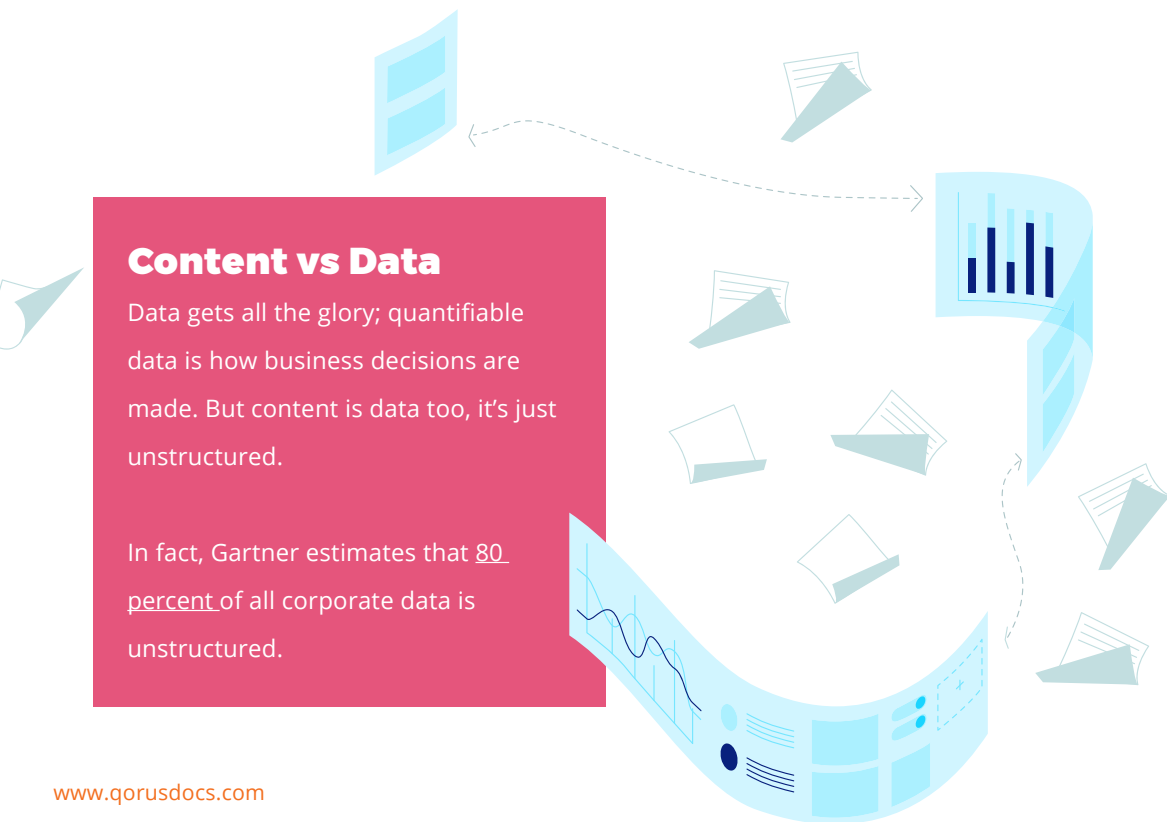
“Companies that prioritize collaboration are twice as likely to be profitable and twice as likely to outgrow competitors.”

Deloitte

Tiny tasks nibble away at productivity

Walk through any corporate office and you'll see the majority of workers clattering away at their keyboards. They're sending emails, creating documents, and working on RFPs – they're handling content. People spend the majority of their days in apps like Microsoft Office 365, SharePoint, or an enterprise document management system.

This is particularly true for workers on the revenue side of a business, like sales or marketing. Often, they don't have the right content at their fingertips, so they have to stop what they're doing, leave the app they were working in, and open other apps to find content. Then they have to download or copy and paste what they find and reformat it to make it match the content they're in the process of creating. These tasks seem small, but they add up: if every knowledge worker leaves an app to find and format content a few times a day, the productivity cost across the organization becomes meaningful.



The invisible inefficiency

Decision-makers know their content impacts their ability to win more business. They know that having the right content to inform their customers throughout the sales journey will move prospects to a buying decision more quickly. But they may not realize how much time their workers spend seeking and retrieving content, or how much of their content is lost in unmanageable departmentalized systems. The costs of creating and managing today's massive volumes of content fly under the radar.

Marketing departments can show budgets for their content efforts, but content is created in unplanned ways by people throughout an organization. A guide to compliance produced by the legal team or a presentation on proprietary technology put together by an engineer are not accounted for in content costs – and because they are one-off efforts that are not part of a greater strategy, they are not archived into a central repository or made available across the organization, and so they remain hidden in their creators' hard drives or departmental shared folders, unable to be re-used across the organization, updated by subject matter experts, or audited to meet regulatory requirements, and their value is diminished or lost.

If it ain't broke, don't migrate

A big cost of rolling out new software is the productivity slowdown that inevitably occurs while workers become familiar with the new solution. Bringing in a new enterprise document management system is particularly draining: document management impacts almost every single person in an organization, since everyone works with documents at some point in their day. There is training to conduct and months of increased support costs. Everyone is used to the old processes: they write emails in Outlook 365 and documents in Microsoft Word. They search the corporate internet or Google to find additional content. That's how they've always done things, and they'd rather not learn new systems if they can help it.

But productivity gains can be achieved without having to rip-and-replace or retrain an entire organization. Beef up the systems already in use by incorporating a productivity solution that can be deployed without disrupting users' routines or engaging the IT department in a massive implementation. Look for a productivity solution that uses innovative technologies to make content more easily accessible to users through the Microsoft products they are already comfortable with. When a user can access contract language, job description texts, or product descriptions without having to leave Microsoft Word, their workflow is not disrupted; they can stay in the flow and more easily complete their tasks. This is the path to improving productivity and competitiveness without having to recreate the entire organization.

What is the true value of content?

Marketing teams create content in response to requests from sales leaders, but they lack formal feedback channels that would help them understand if the content they delivered was successful.

An agile productivity solution solves that problem by providing hard numbers on which content was actually used by sales reps, whether content was attached to an email, whether excerpts from a piece of content were inserted into proposals, when demand for a piece of content fell away, and other insights into a piece of content's effectiveness and lifecycle. Marketers could even connect a piece of content to the number of deals it was used to help close or the number of winning bids it was included in.

Conversely, a document management system that supports agile business will help marketers and other content creators plan their future efforts. Content strategists should be able to see the search terms used most frequently by internal customer in order to plan future content based on those requests.

That way, production costs are never wasted on collateral that didn't hit the mark.



33%

Mature organizations spend **33 percent** of their **marketing budgets on content.**

This is immensely valuable because content is costly to create. In fact, content creation drinks up between 14 and 40 percent of most companies' entire marketing budgets. That ability to produce desired content and track the effectiveness of individual content pieces enables an organization to determine the value of content on a piece-by-piece basis – a benefit that has been impossible up till now.

Activate content to add agility

Most content stored in a corporate document management system is static. A paragraph that was written for a specific customer becomes a template that must be changed every time it's used for other customers. This process is time-consuming and error-prone.



A Qorus use case:

Unchain your sales reps from their desks

Qorus can do more than report on the effectiveness of individual pieces of content. It can free sales reps from their desks so they can spend more time in front of customers.

Qorus connects sales reps to multiple content sources, such as SharePoint, or external locations, directly from the enterprise software apps they are already using. Sales reps answering customers' questions can access accurate product descriptions written by their corporate marketing departments or videos produced by their OEMs without ever clicking away from the Office 365, SharePoint, or CRM app they're already working in.

And Qorus does more than connect people to content – it connects people to people.

When sales reps need additional information to provide a reliable response, they can click a button right in the mail message or word processing window to easily and quickly connect with a subject matter expert.

This is what collaboration looks like in a connected workplace.

Qorus makes it easy for content owners to ensure only the most recent content is available to the organization. As content is released to the organization, users can insert it into their documents directly through their word processor application or update their existing documents to meet current needs. For instance, embedded "smart" fields let a user enter the name of a customer just one time, and then that customer name replicates throughout the entire document. Qorus turns every piece of content into a re-usable asset that can be leveraged in many scenarios, and the bigger the company, the greater the productivity impact.

Intelligent content collaboration

As organizations strive to digitally transform, their document processes need to be as agile as their backends or customer interfaces. To help them achieve that, technology advancements like artificial intelligence and machine learning are currently being incorporated into Qorus software. Qorus is now working on a content hub to connect users to multiple content sources directly from Office or a CRM system. The hub will be intelligent: it will understand what content is requested, who has requested it, and what it was used for. The hub will find patterns that allow people to use content more accurately than ever before.

A CEO will set strategic priorities for the business, and then check the hub to see if the priorities are being implemented based on themes of content that are being produced and updated. The CEO and other business leaders will be able to look into the hub to gain a perspective on what's trending in the company at any moment – and that will provide insights that can't be captured in a conference room.



The hub's artificial intelligence engine will understand users' search patterns and recommend content for them before they've even asked. It will comprehend their writing and offer recommendations of relevant content. The more people use Qorus, the better it learns to give them what they want – sometimes before they even know they want it.

While Qorus' AI engine will learn, it will also respect users' privacy. It will know who used a document and when they used it, but it will not track the actual words a user wrote. Qorus will minimize the amount of personal data it stores, and people can keep their content wherever they want – it will never be replicated into Qorus' systems. Content in use or in transit through Qorus will continue to be protected protected by Microsoft Azure, which is secure and trusted.

Connect content to the place the work happens

Qorus is designed to help businesses allow their content to flow freely throughout their organizations without the pain and cost of an enterprise software implementation. Qorus embeds directly into Office, SharePoint, and CRM solutions, so there is no need to migrate content stores, train personnel, or stand up new help desks.

Unlock the value of content across the entire organization and gain the benefits of better productivity, consistent branding, dynamic content planning, and faster responses to RFPs with Qorus.



A Qorus use case: Quickly create accurate RFPs

Think about how your organization bids on RFPs. Maybe your federal sales division is responding to an RFP from a government agency, while your LA office is pitching the same product to a major studio. They each need a product description, which has to be tweaked to appeal to their prospects and vetted by product marketing managers and business analysts.

On the East coast, the federal bid team grabs the language used on their last three bids. It's a bit stale and it may not be perfectly suited for the agency that put out the RFP, but they want to come in first with their bid and they don't want to go back to Corporate for new language that will take days or weeks to be written and approved.

On the West coast, the other bid team also digs up an earlier bid to re-use its product description but they don't have as much call for this product, so the description they use is out of date. Someone on the bid team spends an hour to clean it up a bit, but the result may be inaccurate or may not reflect the current corporate product strategy.

The sales rep isn't happy, and spends another hour making changes to the content again. Efforts have been duplicated, time has been wasted, and the unvetted end result is still less than stellar.

If the business had a system built to support agile business practices, the bid teams on each coast would have had access the correct product descriptions directly from their SharePoint or enterprise software apps. They could instantly plug in content that was written to appeal to their unique markets and that was regularly updated by corporate marketing, subject matter experts, and other stakeholders. When necessary, they could pull in subject matter experts to collaborate on a bid just by clicking a button inside their Microsoft or CRM app.

These capabilities reduce the costs of responding to RFQs and RFPs. That, in turn, enables businesses to respond to more requests and increase their chances of winning new business.



80%

Productivity increases reported
by Qorus customers

About Qorus

About Qorus

We help organizations create business critical documents more efficiently and accurately. From pitch presentations and proposals, to contracts, statements of work and RFP responses.

We work closely with Microsoft to enhance document productivity across the Office platform. Our software is incredibly powerful but highly intuitive and very easy to use. Even the most untechnical of users can quickly create accurate, personalized and compliant documents.

Our clients include law firms and organizations that want to streamline their bid, sales and content management processes.

Qorus Software has offices in Seattle, New York, London and Cape Town.

If you'd like to find out more about Qorus and how we can help your company, visit the Qorus website at www.qorusdocs.com or contact us on info@qorusdocs.com

VISIT OUR WEBSITE NOW



80%

faster creation
of pitches and
proposals



60%

less time required to
respond to RFPs



50%

less time wasted
searching for
reusable content



40%

less time wasted
formatting
documents

Microsoft
Partner



2018 Partner of the Year Finalist
Customer Experience Award

2017 Partner of the Year Winner
Customer Experience Award

2016 Partner of the Year Finalist
Modern Marketing Award



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