

## Case Studies

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### InSource Partners

**"Groove has moved from something we used to share documents to the cornerstone of how we manage our projects, how we manage our golden repository, and how we pipe out information for each project. "**

#### Company background

InSource Partners is a highly specialized, mid-sized consulting firm focused on helping companies achieve IT service delivery. It offers a unique suite of capabilities and services that enable its clients to achieve reduced cost, increased levels of service, and operational efficiencies. Typical clients are global 2000 companies, such as Bank One, Boeing, and Exelon, who are looking to identify and improve the delivery of IT services.

InSource Partners services its clients via a distributed network of consultants based out of home offices, client sites, or offices in the central United States (Dallas, Houston, Austin and Chicago).

#### Business challenge

To effectively serve its growing, global client base, InSource Partners has an extremely distributed, mobile workforce. Consultants around the U.S. and abroad, work daily in virtual work environments, often with limited or no network access. The firm has two-thirds of its consultants work primarily from home, and nearly all travel back and forth between client sites.

Under such austere conditions, consultants and executive staff must work together effectively to respond to new opportunities as many as 40 concurrent client projects. Each project is unique and requires the sharing of confidential client intellectual property among consultants. Complicating matters, contractors brought in for just one project require secure access to all project data from their own PCs.

To effectively meet its business requirements and maintain competitive advantage, InSource Partners realized it needed a secure, distributed, mobile project teams to work together as efficiently as if they were in the same office. The solution had to be implemented and used, and perhaps most important, completely secure.

Initially, InSource Partners adopted a hosted, Web-based collaboration tool called b2bScene.com to share files and information for project activities and schedules. Quickly, though, the company found several problems with the Web-based solution. First, information was compromised when mobile consultants, who needed to work offline, would download files from the project Web site to their own PCs because b2bScene.com centralized all project data, InSource Partners could not compartmentalize project information, and information was exposed to all consultants. Finally, the teams found the product's Web-based interface cumbersome, particularly for the uploading and downloading of files.

Kyle Spencer, InSource Partners' CEO, realized the firm needed a solution that more aptly suited its consultants' mobile connectivity to access files and project information, had to be secure, and had to be flexible enough to meet the unique requirements of each project.

#### Groove Workspace solution

For the past two years, Groove Workspace has served as the cornerstone of the collaboration toolset InSource Partners uses. It runs on the laptops of employees, contractors, and other third parties who deal with intellectual property or collaborate on client projects, supplementing Groove software's real-time communication capabilities. Groove software helps InSource Partners overcome three key challenges:

1. A secure, virtual office that allows the firm to share files and information securely among distributed, mobile project teams.
2. A secure "extranet" that affords clients a virtual window into work-in-progress.
3. A company information center to foster online discussions and provide one place to access material such as benefits information and organizational announcements.

#### A Virtual Office

Groove solves InSource Partners' distributed project management challenge by providing the company a "virtual office" that is available anytime, whether or not they are connected to the network.

on the project, and the administrator, have access to the data, protecting intellectual property.

When new consultants join the company, the Director of Intellectual property issues a new standard Groove license as seamless backup of all individual accounts and password resets. She then invites them to pertinent project and compa can be immediately revoked and reissued to another consultant when needed.

As projects progress, Groove workspace serves as the nerve center for all activities, discussions, files, schedules, and document-intensive, the Groove Files tool is critical, providing the team a shared, Windows-style folder directory (see Consultants most appreciate that they can drag and drop files into Groove, rather than having to upload files to and d automatically available to the project team in the individual Groove space, consultants save time by not sending multip other's changes.

In addition to the Files tool, InSource Partners' project teams often utilize the Groove Calendar tool to keep track of ea conversations about specific project activities or documents.

For certain projects, InSource Partners invites its clients to join their project workspace, providing them a window into clients appreciate this level of transparency: "[Clients] have been pretty pleased. It's like we allow them on just a piec information."

## A Virtual Information Center

In addition to managing client projects, InSource Partners uses one Groove workspace as its virtual company informat Info-Center (see visual), this Groove workspace serves as the headquarters for internal company files and discussions:

- **Company documents** - A Groove Files tool stores company files such as the monthly internal newsletter, con of information relevant to all employees. Employees have a synchronized copy of these files on their PCs. Groc employees. Executive staff can limit who can modify certain files.
- **Bulletin & Message Board** - Several Groove Discussion tools are used to host online conversations related to consultants use the boards to post information, request help from subject matter experts, share information a software's alerts automatically notify others when new discussion topics are posted, creating an interactive dia

## Benefits

Having used Groove for more than two years, Spencer believes Groove has provided more benefits to InSource Partne something we used to share documents to the cornerstone of how we manage our intellectual property, how we open repository, and how we pipe out information for each project. We are using it a lot more extensively than we had imag quantitative and qualitative benefits provided by Groove Workspace:

### Quantitative

- **Eliminated server purchases & maintenance**  
Groove Workspace has saved InSource Partners thousands of dollars by creating a virtual office infrastructure without purchasing or maintaining a client/server-based network. Groove simply extends the company's existing investments in laptop and desktop PCs, Microsoft Office, and Internet access. "If we didn't have Groove, we'd probably have a star network of servers," says Spencer.
- **Reduced monthly fees associated with hosted service providers**  
Investing in Groove Workspace has allowed the company to reduce costs associated with its hosted Web-based collaboration services provider and hosted Intranet services.
- **Reduced cost of hosted email storage**  
By sharing files with Groove, InSource Partners has reduced costs associated with third-party email storage. "We've eliminated the need for emailing around large files. We deal with a lot of data, so the expense would be significant," says Spencer.

## Qualitative

- **Collaborative culture**

InSource Partners is a fast growing company, achieving more than 100% growth year over year and maintaining company's success can be attributed to the collaborative culture Groove has helped foster. "We have to collaborate to bring client value, and advance our own capabilities. And our collaboration is enabled through Groove."

- **Secure intellectual property**

InSource Partners consults directly with CIOs and CFOs who grant the firm access to sensitive and confidential information, and a core business requirement. Yet prior to Groove, Spencer said it was difficult to enforce security in the work world. IP was strung across people's C-drives. Dedicated drives [on servers] never seemed to work. We've created security at the laptop level, yet people can still keep their files there and work on them. If a consultant's laptop is lost, it's a disaster for the company's data or key intellectual property items."

- **Stronger deliverables through increased productivity**

InSource Partners' key business process is producing deliverables for its clients, mostly in the form of documents. The process of reviewing deliverables among a dispersed team was very difficult. Groove has improved the process by providing a shared workspace for conducting document reviews. "When we're working on a deliverable, we need to do a 'red team' review of the document. Groove easily allows everyone to see it, read it, review it and eliminate any mistakes, etc."

Spencer adds that the ability for consultants to review deliverables while offline increases productivity and reduces the time to get a document approved. "When a consultant is working on a plane or from a client office, they can work on the document and they're all there. As soon as they hook onto the network, everyone on the project is automatically synchronized and plug into the network, and don't need to do anything. You sit back, and in five minutes you're totally synchronized and ready to go."

- **Virtual community**

Prior to Groove, the virtual nature of InSource Partners' workforce hampered company community and camaraderie. InfoCenter and team project workspaces have fostered more closeness among employees and contractors. "Groove has created a sense of corporate community even when you're globally distributed, or on planes all the time. Our whole collaboration is around making people feel like they're part of the company, easily communicating, getting information, and being able to get things done quickly."