



Objective

OBJECTIVE CASE STUDY LANDCORP



ORGANISATION LandCorp

INDUSTRY Public Sector

BENEFITS AT A GLANCE

- Increased operational efficiency and effectiveness
- Improved collaboration and transparency
- Streamlined business processes
- Support for risk management and business continuity
- Improved control of information assets
- Regulatory compliance

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LandCorp's decision to implement an Enterprise Content Management (ECM) solution was prompted by the rapid growth of the organisation. In the two years prior to embarking on the project, LandCorp increased their staffing levels by 50%. Strong organisational growth meant it was more important than ever to mitigate risk and move quickly to tackle information management issues across the business.

As the Western Australian Government's land and property development agency, LandCorp's focus is squarely on sustainable development across the state. Their work aims to secure economic and social prosperity for all Western Australians.

Projects are managed from initial identification of land needs, through to planning, construction and marketing. Access to accurate, timely and secure information is critical to the success of projects where multiple people are involved in varying stages. Acknowledging the importance of information as an asset, LandCorp selected Objective to provide an ECM solution that would underpin its role in creating sustainable development across the state.

A CHALLENGING LANDSCAPE

Prior to implementation, LandCorp managed their records as hard copies. Staff printed out all electronic documentation, including emails, which were created internally or received from an external source. The hard copy was then filed in a physical file. This process was both time consuming, resource intensive and did not facilitate collaboration across the business.

LandCorp faced a number of other challenges including:

- A difficulty in searching for and sharing information across the business.
- An inability to manage a high volume and diverse range of information types.
- Reduced physical space available for an increasing amount of documents.
- Ineffective capture of key data associated with electronic digital information.
- Unstructured information management that did not support key business processes.

Mr Roland Parrotte, Manager Information Technology, LandCorp, said: "As a land and property development agency, our

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Mr Roland Parrotte

Manager Information Technology, LandCorp



main business activities are very process driven, for example, lodging an application for subdividing land into industrial lots. We have to communicate and negotiate through multiple stages with local and state government departments, local authorities and community bodies in order for the development to go ahead.

“We needed to find a solution that would align to our sustainability principles and help us manage correspondence with stakeholders and the large amount of documents associated with these processes.”

SEARCHING FOR A SUSTAINABLE SOLUTION

Following an extensive tender process, LandCorp awarded the contract to Objective under the WA Common Use Arrangement - 8005, the preferred supplier panel of Electronic Document Management System (EDMS) suppliers for Western Australian government. Objective was selected due to its extensive search capabilities and demonstrated ease of use.

“During testing, our staff appreciated that the application integrated easily with existing

applications such as Microsoft Office and Outlook. For users that have not previously used a document management program, it was reassuring to find it so easy to use,” said Mr Parrotte.

LandCorp selected Objective to:

- Provide a single information repository that bridges the gap between physical and electronic information.
- Create a corporate memory that improves decision-making processes and provides a real return on the information that has been costly to acquire or produce.
- Provide a management framework for information to ensure information is not lost through individual filing systems.
- Improve capability and discipline in the organisations’ information management and recordkeeping practices.

LAYING THE FOUNDATION

LandCorp’s evaluation team were so impressed with Objective’s ease of use that they have elected to implement the system enterprise-wide in a single rollout.

LandCorp wanted a cohesive approach to implementation to ensure all staff from senior management through to administration were introduced to document and records management equally and that everyone had access to the same system from day one.

Key stakeholders who were part of the evaluation team were also active participants throughout the implementation process. This played a crucial role in facilitating and assisting with deployment and the change management phase of the project.

Project planning commenced in December 2007, LandCorp and Objective worked closely over the next six months to determine the scope of the project, finalise the project delivery schedule during the definition stage, before moving onto the analysis and design stage.

“Users were regularly engaged via workshops to consult on the proposed functionality of the system. Simultaneously, we ran a Steering Committee with key user group members invited to contribute to the design stage. We made sure we undertook copious user testing in the lead up to Objective going live,” said Mr Parrotte.

With no previous electronic document management system in place, the introduction of Objective provided LandCorp with the opportunity to introduce a Business Classification Scheme (BCS) tailored to their specific business processes. Data was migrated from existing shared drives and subsequently phased out, providing the organisation with a single file plan.

The BCS was recognised as being essential to the productive use of Objective and its understanding and adoption by staff was a key element to the projects success. As change management was a major consideration, a program of training and development was instigated to introduce the BCS to staff. This was to ensure they were familiar with areas of the BCS relevant to their work prior to Objective going live.

Training was another crucial element that added to the success of the project.

As part of the internal education program, a training needs analysis identified five key users who were selected to undertake the 'Train the Trainer' course. Utilising their customised Objective End User Training Kit, the LandCorp trainers then successfully conducted and delivered corporate-wide end user training.

"During the course of the training, users expressed a need for a one-page quick reference guide for the common topics that were covered. Subsequently, we provided them with a 'cheat sheet' on basics such as 'how to save a document' or 'how to request a file' as a tool that they could call on regularly to help them adjust to using Objective," said Mr Parrotte.

Consistent clear communication with staff ensured a smooth transition through the training period leading up to Objective going live. A detailed communication plan ensured all staff were notified of training schedules;

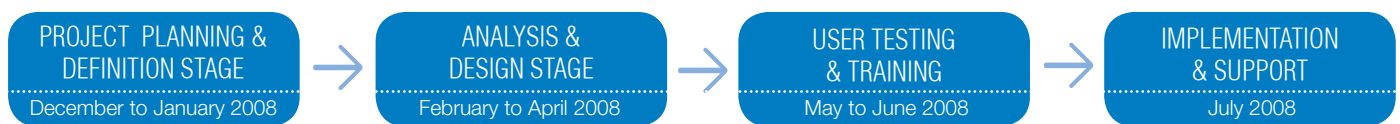
updates on the implementation progress; key project dates; and how changes to the system would impact business units.

In July 2008, the Objective enterprise-wide deployment went live. The solution is used by 150 staff for document and records management and workflow. Following Objective going live a staggered approach to closing down network drives took place.

"Initially the documents stored in these drives became 'read only'. Staff could still view and read files that were stored there but if they wanted to edit them or create a new document, they would have to store it in Objective. However it was their responsibility to begin migrating their own old files into Objective," said Mr Parrotte.

"We found this worked successfully for us and as a result we now have a single repository for all our electronic documents."

IMPLEMENTATION TIMELINE



POSITIVE OUTCOMES FOR THE LONG-TERM

"The success of the project can be seen in our user engagement. 100% of our licences have been taken up by 150 LandCorp staff using Objective on a daily basis. Over 70 gig of data is currently being stored in Objective but it is growing exponentially as staff increasingly use the system," said Mr Parrotte.

Objective is being used to manage the large volume of information surrounding LandCorp's key business processes including: selling and subdividing land, redevelopment of government property, development and project management of urban developments, responding to incoming

and Ministerial correspondence and internal administration.

Extensive project management systems surround the sale of a piece of land and involve a variety of different teams within the organisation, in different locations, contributing to various stages in the project. Therefore it is business critical that documents can be found quickly and easily. Objective's process management capability streamlines this process and allows project teams to more effectively search for information and collaborate.

By integrating Objective into LandCorp's document centric business processes, it is improving operational efficiencies by

reducing the time and costs associated with accessing information.

"With Objective, we now have a great capacity to search for information. I was recently asked by a staff member to help find a document. Searching our physical filing system, it took me two and a half hours to locate the document and complete the search. However, using Objective to search for the same file took three seconds," said Mr Parrotte.

"One of the biggest business benefits has come from having a standard file structure and all our information indexed in Objective. Each project now has its own file structure; staff can easily search and access the

“ Objective has helped us gain **greater control** over our information whilst also **supporting** our **compliance** with the State Records Act (WA) 2000.”

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project information in a systematic way. Documents and files are no longer kept in personal areas or network drives, making them accessible to the wider organisation.”

FUTURE DEVELOPMENT

Objective plays an integral role in the day-to-day activities of LandCorp. It has facilitated the efficient management of information across the business and prompted a greater awareness of the value and importance of corporate information.

“Objective has helped us gain greater control over our information whilst also supporting our compliance with the State Records Act (WA) 2000 and the State Records Commission Principles and Standards 2002,” said Mr Parrotte.

“Foundations have been built that will allow us to further utilise Objective’s capabilities. We now have a solid secure solution that can support the increasing amount of information we have to manage as the organisation grows in the future.”

Moving forward, LandCorp plans to review their corporate file plan to ensure they are positively managing their information to

suit their business needs. They are also looking at integrating Objective into other corporate business systems, such as their intranet and scanning software, to refine information flows. For example, staff will be able to search their intranet for the latest Occupational Health and Safety policy, which will be displayed having been pulled directly from the published document in Objective.

LandCorp are also looking at ways to enhance their workflow development for processes such as Correspondence Management and Building or Offer Applications. Currently, each application is manually tracked - notes are collated, emails are printed and filed, forms are completed in hard copy and applications are put on hold until each person or organisation manually approves their part of the process.

Using Objective workflow will allow LandCorp to manage this process electronically in a single secure location, increasing transparency across the process and reducing the time taken to complete and approve the application.

ABOUT OBJECTIVE CORPORATION

Objective Corporation (ASX:OCL) is an established leader and specialist provider of proven content, collaboration and process management solutions for the public sector.

Our solutions empower public sector effectiveness, efficiency and transparency, helping governments deliver better services at a lower cost to the community.

Through direct customer engagement, Objective is committed to delivering outcomes that have a positive effect on the public sector, its citizens and the community.

Since 1987, we have been trusted by Government and Top 1000 corporations to deliver long-term valued business outcomes.