



Objective

OBJECTIVE CASE STUDY

FKP



ORGANISATION

FKP

INDUSTRY

Property

BENEFITS AT A GLANCE

- Improved productivity
- Improved business processes
- Increased accountability and transparency
- Enhanced retention of corporate knowledge

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As part of a strategy to facilitate geographic and sectoral growth, FKP embarked on a program of change to improve enterprise-wide collaboration and information management.

FKP is a leading property and investment group with operations throughout Australia. FKP operations encompass activities ranging from construction, design and project management to low, medium and high density residential developments; industrial, commercial and retail projects; master planned residential communities; ownership and management of retirement villages; property investment and funds management.

With outdated document management systems and processes, FKP decided to implement an information management strategy in order to improve governance and collaboration across the organisation and to streamline and enhance document management systems and processes.

COLLABORATIVE INFORMATION MANAGEMENT STRATEGY

Mr Shawn Voss, Information Manager, FKP said: "FKP recognised a need to manage information in a single corporate repository.

"Prior to the implementation of this strategy, information was shared primarily by hard copy or email.

"We realised there was an opportunity to save employees' valuable time when searching for information and to bring greater consistency to the processes for distributing and sharing important documents.

"A more consistent approach to document management breaks down silos across the organisation and enables a more transparent approach to compliance and regulation."

BEST PRACTICE INFORMATION MANAGEMENT

Through this process, FKP identified a number of opportunities to better align business processes with desired outcomes across the following areas:

- Capture, storage and management of documents in a central repository.
- Improved internal communications through better information sharing across business divisions.
- Enhanced transparency and accountability through version control and audit trails.

“ By choosing Objective we were working **directly** with the team that developed the product and were the most **knowledgeable** about the solution. ”

Mr Shawn Voss

Information Manager, FKP



- Improved employee efficiency and job satisfaction derived through ease of access to documents, files and data.
- Higher retention of corporate knowledge and information.

In order for FKP to continue the efficient and accountable processing of contracts, employees require access to consistently accurate contractual data in a timely manner and in the wide number of locations FKP operates across Australia. The opportunity to achieve this through a single platform provided the chance to strengthen and reinforce the processing of contracts, and therefore delivery of revenue.

“The business case for implementing a Document Management Solution (DMS) in FKP has identified over \$1 million in tangible benefits and avoided costs.

“Our principal goal was to create a single source of truth that would grow with FKP.

“This platform would allow employees to be more effective and reduce administrative workload. This in turn would drive higher customer satisfaction through greater

transparency and accountability, while reducing operating costs,” said Mr Voss.

Objective was chosen as the DMS because of its functional fit with FKP’s business requirements and compliance with ISO standards.

“Objective presented as the overall preferred vendor, it is a local company, with strong national and international presence and offered the lowest risk profile. By choosing Objective we were working directly with the team that developed the product and were the most knowledgeable about the solution,” said Mr Voss.

In an enterprise-wide implementation, Objective was rolled out in two stages. Stage one was deployed across all business units and retirement villages. Stage two involved a roll out to all offices and construction sites Australia-wide.

“What appealed to us was how seamlessly Objective integrated into our desktop environment, creating minimal disruptions. It was also able to deliver a familiar user experience, so employees could access

and store contracts without having to leave applications such as Microsoft Outlook.

“Objective Docsearch has been embraced by FKP employees from the executive level down. Feedback from general managers has told us the interface is as easy as using Google,” said Mr Voss.

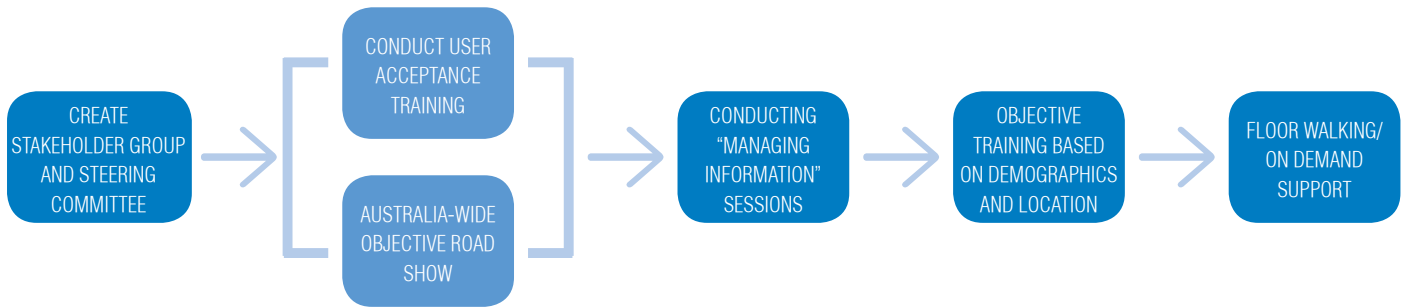
CHANGING BEHAVIOURS

FKP operates from more than 100 locations across five states, so one of the critical success factors to the rollout was ensuring the highest level of training and support for more than 750 users of Objective.

“Technology was only half the solution. We also had to ensure our change management program gave people the tools they needed,” said Mr Voss.

FKP created a management steering committee to act as internal ambassadors for the project. The committee assisted in managing the expectations of users, working collaboratively with the project team who were conducting user acceptance training. This assisted with the adoption of Objective and helped identify areas of concern from employees.

CHANGE MANAGEMENT AND TRAINING



FKP ensured that there was a constant flow of information to employees during the project and developed a communication and training strategy to help educate users.

This included a road show around Australia to demonstrate Objective capabilities and “Managing Information” sessions to educate employees on how to manage emails in Microsoft Outlook with Objective. These were followed by two-day Objective training sessions. Employees participated in an initial three hour basic training session, followed by a subsequent two hour training session the following week. This training was supported by

floor walking and on-demand support, where employees could raise queries as they used Objective in their own working environment. This training program was developed to minimise the impact on employees.

BUSINESS BENEFITS

The Objective solution had delivered the following benefits to FKP:

- Security layers applied to sensitive project information.
- A single source and access point for all information from multiple nationwide construction sites.
- Compliance reporting capability at retirement villages and corporate levels.
- Reduced reliance on email and hardcopy, therefore, reducing duplication of tasks and time taken to find documents.
- Reduced time taken to deploy and standardise new processes across the company.
- Well established and maintained audit trails.
- A platform that can form the basis for FKP’s technology architecture to support future projects.



“Objective is the **single source** of truth for FKP. We are now seeing the evidence of **greater collaboration** across different locations.”

Mr Shawn Voss

Information Manager, FKP



Objective has improved business processes and information management for FKP. It has positively changed the way employees work and has provided them with a greater understanding of the importance and benefits of information management.

“Objective is the single source of truth for FKP. We are now seeing the evidence of greater collaboration across different locations. Now, when a retirement village organises an event for its residents, the Village Manager can search Objective to find existing marketing material used in other villages undertaking a similar activity.

“The extensive search capability means that information is easier to find. Some areas of the business have been able to move away entirely from paper-based hard copy mailing and faxing,” said Mr Voss.

FKP has also introduced a single file classification structure for the entire organisation. This structure system allows FKP to maintain consistency and ensure stored information is accurate and current.

Accountability and transparency have increased across FKP. Employees can now access contracts, confident in the knowledge that the information they have is the latest and most accurate across all divisions.

“Objective has allowed our employees to better focus on doing their core jobs. We are confident that all our information is now within Objective and that our corporate knowledge is retained for future use.

“We have come a long way in our information management strategy and have seen clear and positive business benefits. Moving forward, we would like to provide external stakeholders like contractors with access to Objective, so we are able to retain the information they share with us,” said Mr Voss.

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.