



## INDUSTRY

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### Pharmaceutical

Intense demand to bring new drugs to market is the driving force in this industry. Successful pharmaceutical companies have increasingly recognized content management as the key to reaching their goals. ECM systems can reduce the time-to-market for new product launches by weeks, months, or more. Most major players have invested heavily to build their database infrastructure over the last decade and are now targeting their unstructured content the same way in order to reap the benefits of maximized productivity and streamlined operations. Achieving these objectives is a highly rewarding process for organizations struggling with tremendous volumes of content.

Opportunities for improvement are great, as are the potential rewards for successful implementation. The timeline from compound basic research to drug approval is a long and costly process that requires accurate and comprehensive recordkeeping. Manufacturing demands high levels of accuracy, complete accountability and rigorous information retention policies. Sales and marketing efforts require quick information dissemination, instant recall, and collaboration from numerous media streams.

#### **Benefits of working with Solution Quest:**

- Ability to manage voluminous content with significant ROI.
- Demonstrated results solving challenges in related environments and industries.
- Increased collaboration and productivity among research scientists.
- Right content delivered to the right people at the right time in a secure manner.
- State-of-the-art simulation models for improved speed and accuracy.
- Comprehensive project execution processes to expedite validation.

### Financial

The financial services industry is a heavily regulated field that requires the ability to disseminate up-to-the-minute information to clients around the world. In order to succeed, companies need failsafe systems to control the quality, security, and accuracy of records, whether stored on paper or on the Web. Businesses simply cannot afford to be sidetracked by delays caused by inadequate or inefficient handling of key information.

As more and more people conduct their banking online, customers expect more from their financial institutions. Financial companies not only have to keep up with the demands of savvy customers, they must use technology as a creative tool to provide even more Web-based services to attract new clients. The investment field has the added challenges of complex documentation requirements from the SEC, and the threat of hackers and identity theft. Companies that know how to rigorously manage their intellectual resources are the masters of the fast-changing world of banking, securities, financial planning, and insurance.

#### **Benefits of working with Solution Quest:**

- Decreased liability through standardized business letters and forms.
- Improved security procedures for access to confidential documents.
- Streamlined paperwork, automated auditing controls.



## Energy

Deregulation has brought competition to the energy business — competition for fuels, for power, and for customers. To succeed, energy providers must know how to reduce fuel procurement costs, optimize load management, and maximize the value of excess energy or capacity.

### Benefits of working with Solution Quest:

- Higher customer satisfaction because of more accessible, reliable, and robust content.
- Improved resource planning for greater efficiency and market share.
- Maximized return on investment due to better system utilization.
- Accelerated processes while ensuring regulatory compliances.

## Food Processing

As a result of recent concerns about potential bioterrorism and food contamination, the Food and Drug Administration is drawing up new regulations that will bring recordkeeping to new levels in the food industry. Under the latest set of rules, food companies must keep records on the origin of every ingredient used in making their products. The records must be saved for at least a year and be accessible to the FDA within hours of a request for documentation. The burden is already being felt as companies scramble to improve their recordkeeping systems without eroding their profit margins.

### Benefits of working with Solution Quest:

- Quick adaptation to new regulatory requirements, with minimal disruption.
- Ability to instantly track products as well as the origin of food sources.

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*One company learned the hard way the value of a content management system after misplacing some engineering drawings, which were also lost at its architectural engineering firm. The documents had to be recreated from scratch, costing hundreds of thousands of dollars.*

**AFTER THIS EXPERIENCE, THE COMPANY ASKED SQ TO IMPROVE ITS CONTENT MANAGEMENT SYSTEM.**

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## Architectural/Engineering

The architecture, engineering and construction industries are heavily reliant on technology to manage large volumes of information. To support these industries and their complex bidding processes, content management infrastructure must be able to handle a high volume of intricate transactions with simplicity and ease for people in many companies and fields.

Employees from different organizations with different work practices must be linked so that information reaches everyone, yet preserves the integrity of the original companies. The most effective content management systems successfully transmit up-to-the minute information that's simple to understand, modify, and track.

### **Benefits of working with Solution Quest:**

- Foolproof system for tracking change orders and approvals.
- More secure communications among workers at various companies.
- Improved access to shared blueprints and construction documents and specifications.

## Communications

The communications industry faces challenging new market dynamics, including deregulation, intensified competition, increased globalization, and changes in boundaries between wireline, wireless, and emerging technologies. Communications companies must search for new ways to increase revenues while reducing capital and operating costs. Because of this, content management solutions have become an integral part of the picture when it comes to effectively managing critical information so businesses can meet the challenges of the 21<sup>st</sup> century.

### **Benefits of working with Solution Quest:**

- Streamlined competitive analysis process.
- More effective use of technology, leading to higher profit margins.
- Ability to quickly adapt to project revisions and marketplace changes.

## Technology

Time-to-market takes on a new meaning in the intensely competitive high technology industry. Product life cycles are measured in days, not years. Customers are more technically savvy and tend to be loyal to companies that offer superior customer service.

In order to be profitable, technology firms need absolute efficiency in every phase of operation, including R&D, sales, and administration. Today's e-businesses that harness the power of their knowledge resources with advanced content management solutions have tremendous advantages over those with haphazard systems.

### **Benefits of working with Solution Quest:**

- Accelerated time-to-market for company innovations.
- Instant access to accurate information that's constantly changing.
- Improved customer relations.



## Marketing and Publishing

The challenges for marketing, publishing, graphic arts and printing companies are many, particularly because of the differences between print, Web, and audio and video communications. For example, the print medium has much higher reproduction standards for photographs than the Web, so companies must accommodate the differences if they want to use the same photo in both media. The need for attention to detail is multiplied on the Web because of its diverse multimedia elements, including audio, video, and animation, all of which must be properly identified, categorized, utilized, and stored.

Another industry hurdle involves keeping track of various versions of artwork and written materials so that only the final revisions are used, whether in print or on Web sites. PC/Macintosh compatibility presents yet another complexity: Many images generated by graphic designers are on the Macintosh platform and must be carefully coordinated with written copy and other elements generated by PCs. Solution Quest has the depth of knowledge and experience to create enterprise-wide systems that handle the complex challenges of the marketing, printing, and graphic arts industries.

### **Benefits of working with Solution Quest:**

- Maximized brand equity and marketing consistency.
- Automation of routine, non-creative tasks to improve staff productivity.
- Quicker accessibility to multimedia, regardless of platform or file format.
- Decrease in errors, production costs, and time to market.
- Smoother handling of varied technical requirements of creative applications, including color profiles, image resolution, and video play rates.