

Content Management:
Making sure the right people get the
right information at the right time...
every time.



Ryerson University's
Open College unit
finds a new way
to manage
intellectual assets





PROCESS WORKFLOW

Storing and organizing paper documents have long been challenges for organizations of all types and sizes. Now, as digital content moves into organizations faster due to intranets and the Internet, there is an even greater need to effectively manage intellectual assets. After all, stored information is only valuable if it is easily accessed by the people who need it.

Traditional content management processes

Digital information is typically stored on the hard drives of the people who own the content. Paper documents are delivered by mail and stored in on-site filing cabinets. There are several challenges with these methods, however:



Digital information and multimedia assets stored on multiple hard drives is scattered and impossible for everyone to access.



Information stored on Web servers do not necessarily organize the raw media assets in a file structure that is easily accessible.



Maintaining integrity of paper documents is difficult. Paper documents are easily damaged, misfiled or misplaced.



One set of paper originals prevents multiple users from accessing documents simultaneously. Using file cabinets to store paper documents wastes valuable office space.



Obtaining source materials on paper is not as efficient as obtaining digital files directly via the Internet.



Accessing paper documents manually is inefficient. Workers must get up from their desks, walk to filing cabinets, search for a particular document (hoping it will be there), find it, walk back to their desks, use the document, walk back to the filing cabinet, re-file it.

Fortunately, Xerox has introduced new technology that makes the capture, storage, accessibility, and distribution of documents—and the information they contain—fast and easy. Just ask the Open College unit of Ryerson University's Continuing Education Department.

“DocuShare has proven to be a sound decision—and a very cost-effective solution compared to other enterprise solutions.”

Dr. Bill Brimley

Open College brings life to learning

The Continuing Education Division at Ryerson University in Toronto provides over 42,000 learners more than 1,000 courses, 71 certificate programs, and advanced Information Technology designations.

In an effort to provide more flexible, convenient learning opportunities for its adult students, Ryerson launched *Open College*, which is the Continuing Education Division’s distance education unit. With over 100 courses, Open College allows students to study any time, any place, using a variety of media (Internet, print, audio).

Informed decisions pay off

Like any good business built from the ground up, Open College recognized the need to make a decision on how to manage its intellectual and digital media assets. Dr. Bill Brimley, Open College’s Project and Production Manager, and Dr. Richard Malinski, Program Director for Distance Education, did not want to tie up all their education products in proprietary courseware. Brimley and Malinski were aware of—and wanted to avoid—the problems associated with traditional paper/hard drive content management. They also recognized that in an increasingly digital age, content arrives from

multiple sources—in paper and digital formats, as Microsoft Word documents, PDFs, video, multimedia, etc.—and the Open College will have to integrate it all into one system and manage it effectively. Lastly, they wanted to make sure that authorized users had immediate and convenient access to all stored information.

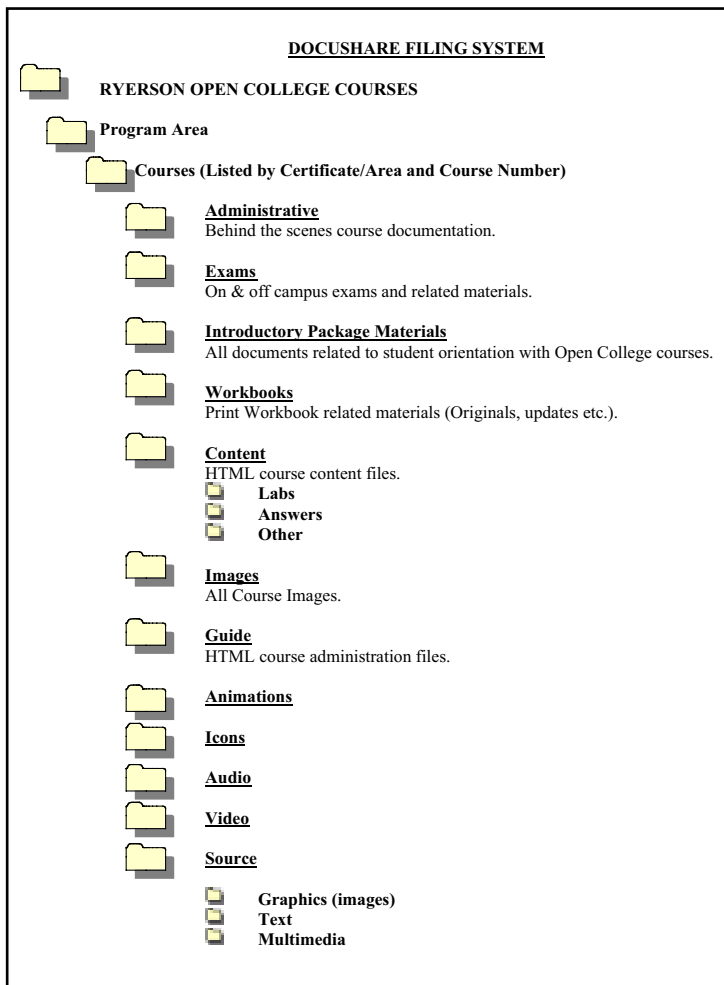
After a thorough search of the marketplace, Ryerson’s Open College chose to implement a Xerox Document Centre multifunction device and Xerox DocuShare, which is Web-based knowledge management software.

The digital filing cabinet

Together, the Document Centre and DocuShare ensure Open College has a logical organizational infrastructure, which is vital as the unit stores over 24,000 files in the system—from administrative documents and exams to images and animations, to multimedia and audio files.

Open College staff members and course authors use DocuShare as the office “digital filing cabinet”. They still use their own PC hard drives for saving works in progress, but once a file is complete, it is uploaded to an appropriate DocuShare folder. Files that originate in hardcopy are scanned on the Document Centre and the newly created digital file is then uploaded to an appropriate folder.

Once the files are stored digitally, they are instantly available by authorized users with the click of a mouse.



Reaping the benefits

The staff at Open College is extremely pleased with Xerox's content management solution, and they are taking full advantage of its flexible capabilities. They are using the solution effectively, and the results they have experienced are apparent:

▼
Users have a single location to store and retrieve files. No searching in file cabinets or tracking down the file from a content owner's hard drive. No warehousing expenses or damaged/lost paper documents. Just immediate access to mission-critical digital files.

▼
The unit's management and course authors/developers have the ability to set up folders and subfolders within the system. Users simply upload documents and files into appropriate folders.

▼
Content owners can share files with DocuShare guests by either posting files as unrestricted, or granting temporary permission for guests to view the files.

▼
Participants are responsible for keeping their own content accurate and up-to-date. Because DocuShare is community-maintained, all users have a vested interest in the success of the system.

▼
Open College uses DocuShare to store, search, retrieve, and manage 115 courses and tens of thousands of documents and multimedia assets.



▼
Digitizing hardcopy is increasing now that more staff realize the time savings in scanning on the Document Centre and digitally editing documents. Open College has already digitized all of its print workbooks for print courses, and more paper is being scanned every day.

▼
DocuShare's extensive indexing and search capabilities help users access files quickly and easily—even if they don't know exactly where the files reside.

▼
Digital files can be accessed via the Internet by any authorized user at any time—at school, from home, or on the road. Also, multiple users can view a file simultaneously.

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