Australian Wool Innovation Ltd Case Study

A global integrated authoritative store
for Australian Wool Innovation Ltd

Australian Wool Innovation Limited (AWI), the owner of The Woolmark Company, is a not-for-profit company that invests in research, development and marketing for the Australian wool industry. Owned by more than 29,000 Australian woolgrowers, the company invests along the global supply chain for Australian wool – from woolgrowers through to retailers.

AWI has operations in Asia, Europe and America that need access to authoritative source information. iCognition worked with AWI to develop an integrated solution to capture and manage vital documents and records into a global store using HP TRIM. Global access is provided via the cloud and allows access to the objects in the store from AWI's key line-of-business systems, SAP and Salesforce.com.

The Challenge

Prior to implementing the iCognition solution, AWI had multiple silos of disconnected information across its global business. They risked providing incorrect or incomplete information to clients and stakeholders. Users had difficulty in finding the authoritative information to do their job. AWI also wanted to ensure they managed and disposed of information in compliance with international records management standards.

AWI desired a solution which provided reliable, authentic and accurate information, while still enjoying the benefits of best-of-breed business system functionality. In order to promote the concept of a single corporate and authoritative store of information across the global enterprise, AWI decided to integrate key enterprise applications, SAP and SalesForce.com, to HP TRIM to store all key records and documents. The complexity of these various enterprise systems and the difference in technicalities posed a challenge to the integration exercise.

iCognition was chosen by AWI to provide a solution that allows for a 'loosely coupled' integration between these systems with seamless global cloud-based access to authoritative information via the best-of-breed systems.

The Solution

The solution was designed and delivered by a team working from different geographic locations across the globe. This integrated solution of SAP, SalesForce.com and HP TRIM was deployed on the intranet and a public cloud with access from more than 20 countries.

The solution makes use of iCognition's web service Diem Broker middleware product, with the Diem Trays presentation layer, to integrate the various business applications together. This 'seamless' integration approach allows staff to undertake their work using the specific line-of-business applications best suited to the task at hand, while also accessing relevant documents and records in HP TRIM without loss of time moving between tasks or systems.

Architecturally, Diem Broker allows for the exchange information between line-of-business systems using a loosely-coupled mechanism.

Information is packaged up as XML and sent to the Broker, which then talks to HP TRIM for package processing. Information can travel in the any direction between HP TRIM and the line-of-business application.

The Diem Trays component provides users with HP TRIM functionality from within the line of business system. Users can search, retrieve and store records within HP TRIM from the business system via the Diem Tray component, which easily integrates into the line-of-business application's interface.

This model is easily scalable and can integrate almost any line-of-business system to HP TRIM. iCognition has used the same framework to integrate Computer Associates Clarity PPM system, and a corrections system for 5000 users provided by Syscon Justice Systems.

The Outcome

The solution is now fully deployed and is being used across the world in over 20 countries via the cloud. This enables AWI staff to effectively and efficiently access, view and modify records directly from within SAP and SalesForce.com via the integration to HP TRIM.

The solution is easy to use and is designed around user-centric principles. End users need minimal training, using a consistent web interface across the three enterprise systems to access their documents stored in the corporate repository via the cloud.

The iCognition solution allows AWI to integrate their major enterprise applications and manage documents and record metadata in a single global authoritative store of information. The approach did not include any hard-coding between various systems, making it easy for AWI to:

- upgrade them in the future without impacting each other, and

- to add more integrations to other business systems over time.

Benefit Assessment

AWI's business driver was the desire to create a 'single source of truth'; an authoritative store of compliant documents and records. This solution implemented led to a reduction in records management costs, a reduction in document duplicates and versions, and, in the long term will lead to a reduction in storage and file server costs.

The generic approach facilitated user adoption and solution take-up. It provides:

- a single consistent interface to access documents and records across business systems;

- information in the context of the business process; and

- savings in training and change management.

AWI estimates that the productivity savings across its global enterprise is likely to be around $800K per year. This calculation is based on a savings of at least 20 minutes per day per person in the ability to easily access the right information. AWI also estimates that document storage reduction will be significant over a five year total cost of ownership analysis.

iCognition's integration approach using our loosely-coupled middleware has also improved the ability to maintain systems, allowing system upgrades and expansion to be easily conducted. Further integrations can be easily added over time using the same framework.

Finally, iCognition's approach allows AWI to ensure that data sovereignty is retained. That is, all vital documents and records are captured from the cloud-based application into the HP TRIM system located in a data centre on AWI's Sydney premises.

iCognition

About iCognition

iCognition is an Australian company delivering specialist consultancy, implementation and managed services centred on Information Management and Governance. The company provides consulting, strategy development, innovative solutions, systems integration, product development, implementation and managed services that cover strategic and project level services.

iCognition is a HP Preferred Partner and Alliance One Partner, Microsoft Silver Partner and Intelledox Partner. iCognition is also the developer of Diem Enterprise Solutions that provides value-added products for HP TRIM. Our flagship products, Diem Portal and Diem Broker, are designed to maximise the efficiency, effectiveness and satisfaction in capturing, discovering, managing and collaborating around corporate information.

Further information

iCognition website: www.icognition.com.au
Diem Enterprise Solutions: www.diemsolutions.com