

Case Study

GoldenComm - Internal Wiki



Industry

Web Development, Marketing

Partner

GoldenComm
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Background

From a company of one to a company of 70, from one location to three, and from one website to building thousands – GoldenComm has grown over its twenty-year tenure. And with growth arises challenges – challenges that present opportunity. The GC Wiki was one of those opportunities.

Goals and Challenges

There was only one objective — increase ROI. But there were many ways to get there. GoldenComm had a Wiki built on Confluence, however it was outdated and lacked the collaborative and wholesome aspect that GoldenComm needed to increase both their tangible and intangible ROI. Its approach was three-fold:

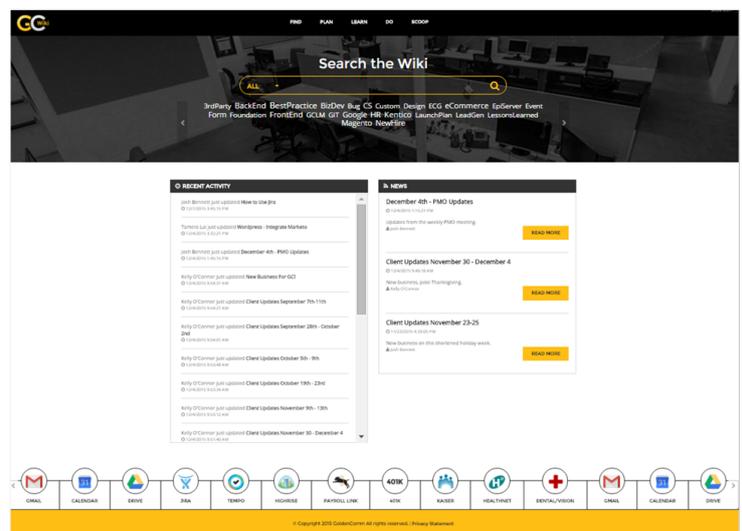
- Centralize information and workflow
- Leverage existing assets
- Document and teach GC Best Practices

Creating a portal that would be useful to each employee and role at GoldenComm was the biggest challenge. Given the diversity of those roles, it was important that GoldenComm create a classification system to which each employee could intuitively understand and relate. We held a number of brainstorming sessions and departmental discussions to get buy-in and ensure each employee would contribute to the product once launched.

Solution

The GC Wiki was GoldenComm's answer to teaching, tailoring, and taking control. It served as a platform for peer-to-peer education, for cementing GC basics and standards, and disseminating knowledge so that each employee could work autonomously.

It became an on-boarding platform for new employees, a database of tutorials for our developers, and a one stop shop for GC news. The results were pretty phenomenal – as a whole, GoldenComm was able to elevate our skill levels and create unobstructed access to information, leading to more available resources than before.



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The GC Wiki contains three blog categories, an interactive company directory, calendar, and custom modules. GoldenComm utilized a tagging system throughout the site, which allows employees to classify their articles and search by those same classifications. Since launch, GC has added an SSO Portal, made the site responsive, added custom editing capabilities for its users, and extended the tagging system to allow users to search custom tables. Although the concept may be simple, it was instrumental in keeping that “small company” feel for which GoldenComm is known.

Results

The GC Wiki planning and design process was a collaborative effort involving the entire company — buy-in was important. But the build process was swift and launched just one and half of months after development kicked-off.

GoldenComm has created over 140 articles by 28 different contributors since intranet launch in July of 2015. GoldenComm employees can easily identify a co-worker’s team lead, contact information and the like — without having to find a veteran. The GC Wiki has created an organization of self-sufficient contributors. Now, GoldenComm employees spend time asking the tougher questions — elevating conversations to topics that can’t be answered in a wiki article.

Key criteria for choosing Kentico

- Security
- Smart Search Capability
- Scalability
- Extensive CMS
- Granular Roles and Permissions Features

