



AVATAR

STRATEGIC PARTNERS

CASE HISTORY – TAPESTRY NETWORKS

The company begins cultivating relationships with power tools when multiple address books, spreadsheets, and private notes prove not up to the task.

SITUATION

Tapestry Networks, a company of 25, manages peer-group networks of Fortune 100 C-level executives, networks sponsored by clients who have interest in networks' subject areas (e.g, Sarbanes-Oxley compliance). Given its objective of "flawless execution" in all matters touching clients and network members, the company was straining with its reliance on Outlook address books, spreadsheets, and memory to client relationship and member management. In addition, documents were accumulating in lots of Groove workspaces, with no ability to search previously developed documents for re-usable information or to know who got what documents. Flawless relationship management was at risk, and a failure or embarrassment here was unacceptable to the company. In addition, the company used some social network methods for acquiring clients and network members, methods that were unsupported by tools.

OBJECTIVE

Develop tools for managing relationships, opportunities, networks and network meetings, and documents, all serving as the corporate memory that allowed any team member to interact knowledgeably with a prospect, client, or member. Deploy these tools with potential future social network analysis tools, enabling more effective business development and better member recruiting.

APPROACH

- Formalize the relationship management and knowledge asset management requirements, and review the potential for developing integrated tools for doing both.
- Select candidate vendors and request bids for fixed price contracts.
- Select vendor and specify deployment based on chosen product.
- Use frequent design reviews during construction to gain user insights for each set of features
- Migrate data from Outlook and spreadsheets and cleanse.
- Develop extensive user guides and training, and train team members.
- Deploy and support.

RESULTS

- Launched in 8 months.
- Common body of knowledge about important relationships (which is all of them!) helps cultivate relationships, building business, and enabling the company's "flawless execution".
- Opportunity management tools provide better visibility and consistent process for managing opportunities.
- Relationship management tools integrated with document repository for better "memory" of materials already given to contacts and prospects, enhancing "personal touch".
- More effective network management and meeting preparation, reducing management effort.