

Turner Broadcasting Case Study

CORASWORKS

THE NEXT STEP IN THE EVOLUTION OF COLLABORATION

Turner Broadcasting's Network Sales Leverages Knowledge Management with Microsoft SharePoint and CorasWorks

When Vince Cunard, Senior Operations Analyst for Turner Network Sales joined the company nearly two years ago, the current intranet portal was cumbersome, not user-friendly, and had lots of limitations that were hindering the sales team's ability to report their information to the executive team. Turner Network Sales needed a business solution that was easy to use, satisfied the needs of the diverse internal audiences, and provided only the information needed upon request. Cunard knew the real win would be if he could execute this within his small IT group and not have to tap Turner's Corporate Enterprise Applications to do it.

Turner Network Sales Strategic Goal

In 2006, the Turner Network Sales strategic goal was announced as "Leverage Knowledge Management" "We wanted a better way of sharing information about customers, competitors, and ourselves and we needed to fill in the gaps of that knowledge," says Cunard. "Corporate IT created an initial solution, but it was older and cumbersome with nearly 300 fields. It was dying on the vine."

Turner's Enterprise Applications division offered Microsoft SharePoint Portal Server 2003 to disseminate and track project documents. Cunard's team pushed it as far as it could go, and while the TNS Portal looked great, staff couldn't find what they were looking for. They had a user adoption issue, and native Microsoft SharePoint search was lacking.


In researching the issue online, Cunard's team came across CorasWorks. CorasWorks software was a big help in overcoming the search obstacle. The TNS IT team received user feedback – Can you change the menu? Cunard and team didn't want to write their own navigation, so they turned to CorasWorks again, incorporating the CorasWorks Workplace Suite cascading navigation drop down menus. "There's such an ease of navigation now," says Cunard. "CorasWorks is slick!" What started as a need for a simple search tool led the TNS IT team to implement several CorasWorks capabilities across their entire Intranet. With CorasWorks on top of SharePoint, Cunard's team is able to quickly build and modify the solutions they need as their business needs evolve.

"We have not had to engage the Corporate IT folks on the development side, which is a big win for our small department. CorasWorks does just what we needed it to do," says Cunard.

CorasWorks Brings Turner Network Sales to the Next Level of Reporting with Roll-Ups.

In late 2006, reports came in from the four TNS Task Forces focused on the Knowledge Management goal. Quarterly updates were required on Network Intelligence, Customer Intelligence, and Competitive Intelligence, and Cunard's team needed to aggregate information across differing platforms so users wouldn't have to go to each different site created. CorasWorks' Roll-Up technology was the obvious solution. The TNS sales and executive team didn't have a concise way to share information like this before. Once implemented, team members were further impressed they could subscribe to alerts and manage the new information at their fingertips.

"We went from nothing to something great," adds Cunard, citing the company is managing information like they're never done before. Intranet usage numbers have tripled, and they've noted at least 1/3 of the company is on the intranet daily. In fact, Cunard shared a surprising fact, "We completely decommissioned



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the old system already, well ahead of schedule. There's no need to maintain it, so it's freeing up my team to work on something new."

Cunard admits that attempting a custom solution to do what they did with CorasWorks would have been a 6-9 month project. "We dramatically saved development time," he adds.

So, when we asked Cunard how CorasWorks helped meet the Knowledge Management goal, he smiled and said, "We're smarter than we were before."

About Turner Broadcasting System

Turner Broadcasting System, Inc. (TBS, Inc.), a Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry. TBS, Inc. also has interests in professional sports and real estate and employs more than 8,000 people worldwide.

Turner Network Sales (TNS), a division of Turner Broadcasting System, Inc. (TBS, Inc.), is responsible for the sales and marketing of Turner Broadcasting's 10 domestic basic cable networks -- TBS, CNN, Headline News, TNT, Cartoon Network, Turner Classic Movies, CNN International, CNN en Español, Boomerang and Court TV -- to cable and satellite affiliates and special markets throughout the United States, Canada, Puerto Rico and the U.S. Virgin Islands.