"We're great supporters of eRoom at Diamond, because eRoom offers us the collaboration platform we need to succeed with our clients."

Drew Jemilo
Web Technologies Manager
Diamond Technology Partners

Introduction

Diamond Technology Partners Incorporated is a leading e-commerce services firm that helps clients develop and implement Digital Strategy[SM]—business strategies for the digital age. Diamond also manages the implementation of these strategies. Headquartered in Chicago, the company primarily serves clients across the United States and internationally, in the financial services, consumer products, consumer services, telecommunications, utilities, insurance and health care industries. Diamond's professionals use a collaborative approach to provide important management oversight of the strategy implementation process, coordinating teams consisting of client personnel, contractors, and vendors.

Business Environment

Conceiving business and technology strategies in parallel requires a rapid, highly iterative and inclusive approach. For most of Diamond's clients being first to market is critical, and this translates to a very fast-paced environment for service delivery.

Challenges

Diamond's role as a high value-added strategist and program manager requires them to use collaboration, document management and program management tools to link together heterogeneous teams consisting of clients, vendors and contractors. However, no single package met all of Diamond's needs, which also included ease of use and low training requirements, and low setup and administration requirements.

Solution

After being exposed to eRoom at a client site, Diamond saw first-hand how valuable it could be for their business. So they evaluated a host of competing products. eRoom made the short list and was selected because its superior user interface and lower admin/support overhead costs.. Diamond subsequently developed a web application for program management, and integrated this with eRoom to create a consulting engagement toolset.

Benefits

Diamond needed a tool that would not get in the way as they execute rapid implementation, highly iterative consulting engagements—and eRoom met that need. By setting up a new eRoom for each engagement Diamond achieves several benefits such as:

- **Quick user adoption.** eRoom training requirements are negligible as most staff are already familiar with the desktop/web browser metaphor. This is key in a fast-paced consulting environment because eRoom's ease of use helps reduce ramp up time when an engagement team gets started.
- **Excellent document collaboration for teams.** eRoom is better than e-mail applications for all document management functions including tracking, version control, and workflow. This is critical as team members are comprised of multiple organizations and are often geographically dispersed. More than document management, an engagement eRoom helps to create the record of what has occurred during an engagement. This helps reduce the ramp up time if new staff is added to an engagement later, or when staffs are acquired through a merger or acquisition.
- **Easy administration.** eRoom was adopted with little burden on the IT or end user staffs at Diamond. This is key because as engagement team memberships and roles change, the team itself can alter membership and access profiles. eRoom has become the tool of choice when engagement team members must be linked across heterogeneous infrastructures. And because more and more projects take place on client sites with T1 or T3 connections, there is more of an option to use tools like eRoom, which requires an Internet connection, making the availability of Lotus Notes' off line less important.

Next Steps
As they move beyond engagement management, Diamond is pursuing two strategic thrusts with eRoom. The first involves moving the operation of the Diamond Exchange into an eRoom. The Diamond Exchange regularly brings together top executives from a number of industries with a world-class group of permanent fellows, visiting fellows, and experienced practitioners from a wide range of disciplines to explore the pitfalls and opportunities of the digital future. The second involves using eRooms to collect insights gleaned from many engagements (without violating client confidentiality), analyzing and

synthesizing them, and publishing the knowledge gained on Diamond's web site for wider audience availability. Both of Diamond's strategic thrusts model new ways its clients can use eRoom as a part of their own digital strategy.