



Case Study: Houghton Mifflin Harcourt

Houghton Mifflin Harcourt is an educational and trade publisher in the United States. Headquartered in Boston's Back Bay, it publishes textbooks, instructional technology materials, assessments, reference works, fiction and non-fiction for both young readers and adults. The company was formerly known as Houghton Mifflin Company but changed its name following the 2007 acquisition of Harcourt Publishing.



Challenge

As with any large company, communication to the masses can be a challenge. The company had employees spread all over the globe, trying to collaborate from different locations and time zones. Most communication was based on email, which included sending various versions of documents and a Microsoft Access database back and forth. They were in desperate need of centralizing their communications and document sharing.

Objective

Indigo Interactive created a centralized web-based system that would communicate company announcements, share files, manage data, track schedules and other administrative work. The system provided staff the ability to submit time off requests, download sales templates, estimates, proposals and PowerPoint presentations. By creating permission-based logins, correct distribution was ensured for end user access to files and sensitive data. The intranet also provided a calendar to schedule meetings that could be downloaded into Microsoft Outlook. As meetings were scheduled, or other time sensitive activity was performed, the system would send email notifications to the appropriate end users to take action.

Results

Communications were streamlined as the intranet site became the "go-to" digital hang out and hub of real-time data. The sales support staff saved hundreds of hours through the improved method of communication and document sharing.

Contact Indigo Interactive to effectively communicate with your staff, board of directors and constituents!