

CASE STUDY: Professional Services Firm



When Knowledge Is of the Essence

This professional services company is a global confederation of member firms. It handles a wide variety of business needs for companies in many other sectors. It has offices in more than 100 countries and employs more than 100,000 people. The company's culture prioritizes ongoing learning and easy access to information. Rising successfully to that challenge made getAbstract one of this worldwide concern's few global suppliers.



The Inside Story

The director of the company's business knowledge department is responsible for bringing the firm's people-focused philosophy to life.

He and his team needed to provide thousands upon thousands of employees with sophisticated, reliable, up-to-date, easy-to-access knowledge about management, leadership, human resources, marketing, strategy, career development, finance, economics, globalization and more.

They surveyed many choices, including ordinary online courses, but found that these alternatives lacked quality, scope, efficiency and timeliness.

The company's corporate learning department has a very picky audience: its professionals value precision, cost effectiveness and efficiency. They want the latest information accurately, quickly and conveniently, in multiple formats, fully searchable. They don't have time to sit at a computer for three-hour courses, or to scroll through or read dozens of business books.

As a professional services company, this client also has a special internal audience with a very specific need: the company's tax and audit professionals wanted to build their general business knowledge – and their grasp of specialized business language in various industries – to enhance

their communication with clients.

Their Solution is getAbstract

We have fulfilled the company's knowledge needs in every department for more than four years, meeting every criteria the team outlined.

At first, the company signed up with getAbstract to cover its continuing knowledge needs in North America, but soon it contracted with us for global access. Today, its employees worldwide have downloaded more than 750,000 summaries.

Our transparent system gives top executives instant, refined and detailed usage statistics, so they know and we know

Achieved Results

- getAbstract provides more than 100,000 employees with the latest knowledge.
- The company's employees have downloaded more than 750,000 summaries.
- getAbstract saves the company money in time, book purchasing and training costs.
- getAbstract is available to employees in more than 100 countries.
- getAbstract's content integrates smoothly into the company's intranet operation.

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exactly how their people are using getAbstract.
getAbstract fulfills every requirement on the
company's wish list:

- getAbstract's superb business book summaries bring the immediacy of bestsellers and crucial works in every field to each desk in the company. Our constantly updated 8,000-volume (and growing) online library covers every aspect of business practice. Our subscribers can search by any key word to get the exact information they want. This client demanded full integration into their global search function, and we delivered. No problem. getAbstract is now an imbedded part of the company's knowledge repository.
- getAbstract's content integrates smoothly into the company's intranet knowledge Web and has proven that it perfectly fits the blended learning programs at internal training events.
- getAbstract satisfies employees, who like the customized summaries they receive in their specialty areas. They like the predictability and ease of handling. The summaries are five pages each, including distillation of the book's content, main points, key quotes and a review. With this practical format, people always know how much time to allot. They can read their summaries on screen, on PDAs or as hard copies to fill ordinarily wasted time while they commute, travel or wait for meetings to start.
- getAbstract also produces audio summaries to meet the requests of the company's employees. This is part of our ongoing client service. We are flexible and can customize our services to meet our clients' needs.

- getAbstract meets the specific requests of demanding tax and audit professionals who want to increase their general business knowledge and vocabulary.
- getAbstract saves the company money in training, book purchasing and time. Conservatively calculating the time employees save reading 750,000 summaries over a span of four years, even assuming that only 2% would have read the books instead, the company saves \$40,000 a month.
- getAbstract accomplished what the firm's knowledge department needed. Its employees were happy to learn that they can access the entire getAbstract library at work, at home or anywhere they go online. Employees can absorb the knowledge in thousands of business books anywhere, anytime and with total flexibility.
- Not only does that meet the needs of 100,000 employees around the globe, it does exactly what the company wants it to do. As the company's mission statement explains, "When our employees have the knowledge to achieve their maximum potential, our clients thrive and so does our company."



“Every time a subject comes up in our in-house discussions, someone inevitably says, ‘I read an abstract about that.’ From strategy to management, from leadership to sales techniques, getAbstract’s extensive library of book summaries always provides new information and insights.”