CASE STUDY:
Well-Known Global
Software Company

}getabstract
compressed knowledge

Providing Targeted Knowledge for a Global High-Tech Company

This international company's professionals went from zero to 120,000 in six months – 120,000 downloaded getAbstract book summaries, that is. When this leading technology company needed accessible general business information to expand its technology-oriented online library, getAbstract responded – earning a 96% employee approval rating and saving the company $320,000 a month.
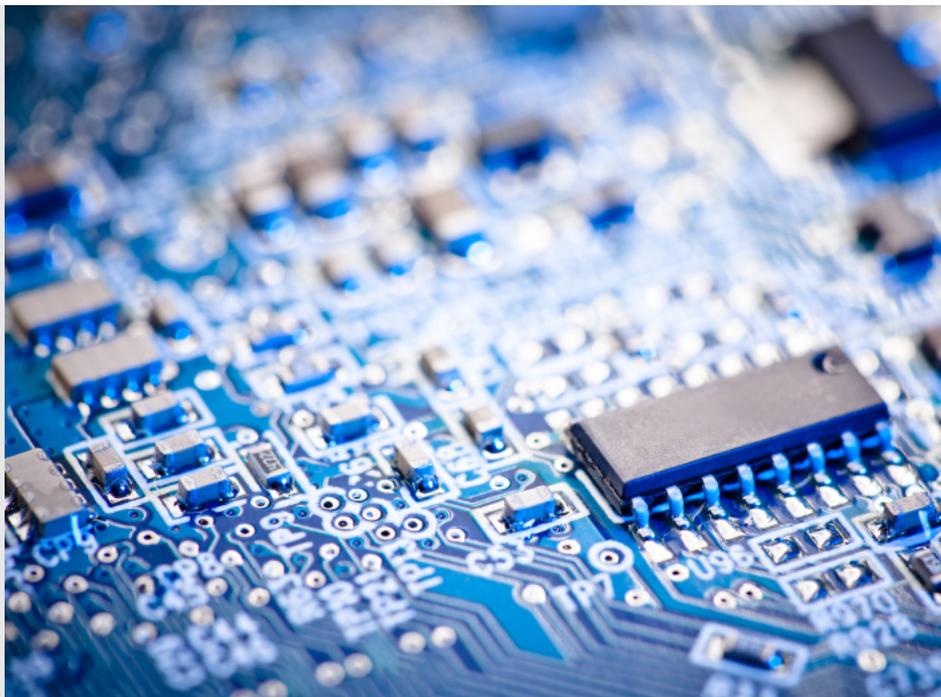
Beyond Library Books

What could this global company possibly need that its own resources could not handle? The company operates worldwide and is world famous for its leadership in technology. But that was the problem: It had plenty of technical information. Its corporate library had a world-class collection of material about programming, technology, legal matters and corporate research, but this pivotal resource lacked a crucial general business component.

The librarians managing this corporate library sought relevant business content to serve the company's executives and managers around the world. getAbstract was the only firm that could

fill that gap, and could do it exactly as the company wanted. The company demanded high-quality business knowledge that would be concise, timely, smart, easy to access and quick to use.

The getAbstract Solution

They found the perfect solution. Now 60,000 employees and 24,000 consultants in more than 120 countries have instant online access to getAbstract's library of summaries of more than 8,000 business books.

getAbstract's five-page condensations cut right to the heart of the information busy people need to build a strong general business knowledge base. How is it going?

In getAbstract's first six months as one of the company's few worldwide suppliers, professionals downloaded 120,000 summaries. The superlative acceptance rate proves that the getAbstract solution is working for many reasons.

Time is crucial to today's professionals. A solution that expects them to scroll through the contents of entire books would be no solution at all. The employees love the getAbstract format: main points, review, summary, key quotes and – in 10 minutes and five pages – a complete picture.

The company's technologically minded knowledge workers, managers and executives want to broaden the scope of

Achieved Results

- The company's employees downloaded 120,000 summaries in six months.

- 96% of employees approved of the getAbstract service.

- 60,000 employees and 24,000 consultants have instant online access to getAbstract.

- getAbstract is available to employees in 120 countries.

- Employees increasingly use all library content.

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their understanding of strategy, management and leadership. They want to know how other companies tick.

getAbstract's business book content exactly meets their needs with corporate biographies and summaries of books on management, leadership, corporate governance, marketing and a myriad of other fields.

As a leader in technology, the company is also focused on new ways of learning. getAbstract's business book summaries have already been extremely useful at internal training events, as a key component in blending learning.

The getAbstract service is personalized, convenient and adaptable in several ways. It can be integrated into the company's business library, with a single sign-on and a single search function – right down to a key word search.

Employee response to getAbstract has been excellent: a 96% approval rating according to an internal survey. Employees appreciate the ability to access the full database at work or at home. Employees can print out summaries and read them during their downtime or while they commute. They have easy access to summaries on any computer, anywhere, and can view them as PDF files or download them to their favorite mobile devices.

Each employee receives a personalized summary every week, based on each individual's field of interest. The current favorites are summaries of books on leadership and strategy, although the menu includes other popular choices, such as

management, career development, economics, sales and marketing.

Measurable Results

getAbstract provides complete statistical reports about online usage. That enables us to calculate how much money a client company saves by using getAbstract. This international technology company's employees downloaded 120,000 summaries in the first six months – an exceptionally fast pickup for a new provider. If only 2% of these employees had read books instead of summaries that help them pinpoint what is worth reading, their time would have cost the company $320,000 a month, by a conservative estimate.

Employee acceptance has been excellent in nearly every country where the company is located, and usage is spread nicely among staff in more than 120 nations.

The company's two head librarians are also pleased that getAbstract has drawn more traffic to the internal library and thus helped steer employees to other library content.

These two professionals work hard to fulfill the company's mission statement, which calls for assisting companies and individuals to achieve all that they can.

Employees cannot make the most of their abilities without a constant supply of fresh, relevant information – and now, this major company's employees and consultants have a direct pipeline for that purpose: getAbstract.
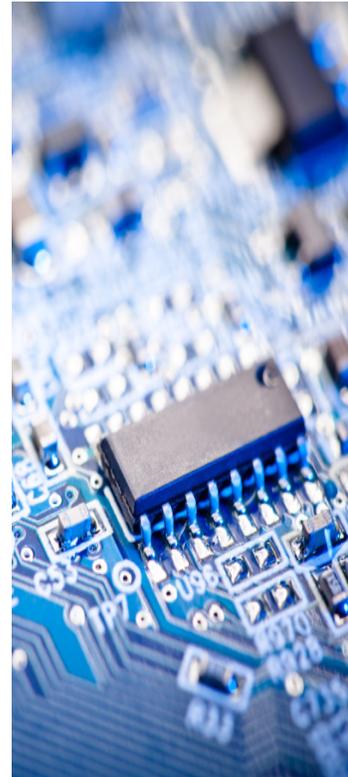
"Very few suppliers can meet our global needs, but getAbstract is the perfect knowledge solution. No matter where our managers and executives are based, getAbstract's business book summaries put training and up-to-date knowledge at their fingertips. Nothing can beat getAbstract's savvy summaries for timeliness, utility and sophistication."

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