



Sitecore
Case Study:



SkillsDMC – building Australia’s resource, industry and training sectors online

Summary

SkillsDMC is a not-for-profit skills council for the Resource, Infrastructure and Construction industry in Australia. The organisation provides tools, research and competency based training for individuals, work sites, companies and industry as a whole. Their primary role is to facilitate the education and training needs of all stakeholders operating in these sectors along with being an advocate for these industries and advising Government.

SkillsDMC wanted a site that provided comprehensive information, advice and resources to all aspects of the resource, industry and construction sectors. The goal was to empower these stakeholders to take active control in their training, skills, competencies, analysis and action required in an easily manageable and updatable environment with real time data aggregation and analysis.

In addition, the site would need multiple links to Government departments, industry regulatory bodies, training modules, news, competency assessments, career pathways, general resources, OH&S, planning, publications and other relevant contacts and information.

Challenge

SkillsDMC’s legacy system was comprised of multiple HTML templates with the content managed by their developer. The structure was very simple and there was a lot of duplication required. The site was no longer able to meet the needs of its users.

Developing a new site was fraught with challenges.

Being a non-regulatory body

SkillsDMC could not mandate the

use of this system. Instead the organisation has to rely on these services being well designed, easy to use and tailored to suit the needs of end-users to foster strong voluntary participation.

In addition, the majority of users are based in rural areas with varying degrees of server speed and

SkillsDMC
Web Site

www.skillsdmc.com.au

www.sitecore.net



accessibility. As a result, the website needed to be super-fast along with the application, Skills Maximiser.

Skills Maximiser was another challenge for SkillsDMC. It was time to take what was once paper-based and CD-ROM accessible and put the application online.

The new application needed to be designed to work in conjunction with the website for data transfer, aggregation and analysis with the minimum of fuss and without the need to constantly duplicate information.

Sitecore CMS was used as the base platform as it best met the need for a scalable, flexible and easily updatable content management system.

Some goals SkillsDMC set as part of the site refresh and the application upgrade included:

- **Allowing easy distribution of the functionality to end users**

Quick access regardless of user location.

Timely and consistent delivery of data and updates if and when required.

- **Centralisation of data**

Data stored online to allow aggregate reporting from company, regional, state and national level in a format that is presented to Federal Government Agencies.

Provide value added features beyond the previous product format that allows SkillsDMC to extract intelligent data from the industry that can be provided to Federal Government Agencies managing the mining sector.

- **Improved functionality**

More efficient data management employing an intuitive user interface.

Increase usage from companies to ensure greater awareness of the industry.

- **Extensible platform**

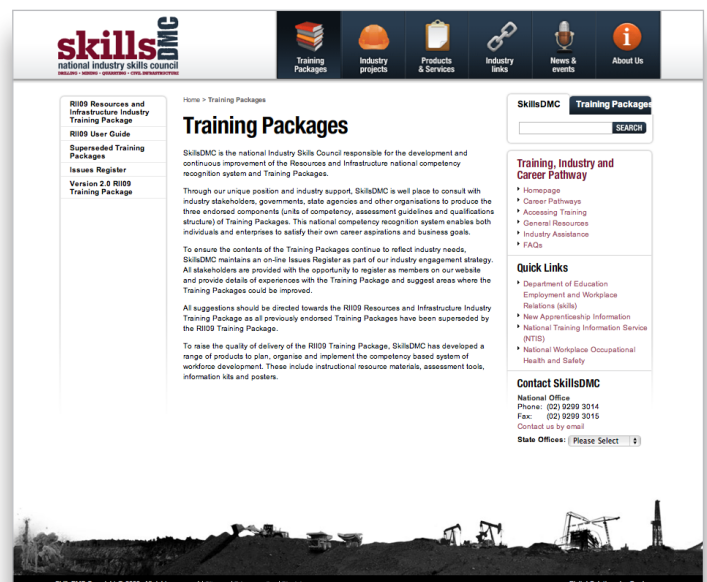
Leveraging the foundation work completed in Skills Maximiser.

Future proof for functional enhancements.

Integration and communication with other applications (namely corporate website and Skills Maximiser).

SkillsDMC
Web Site

www.skillsdmc.com.au





Solution

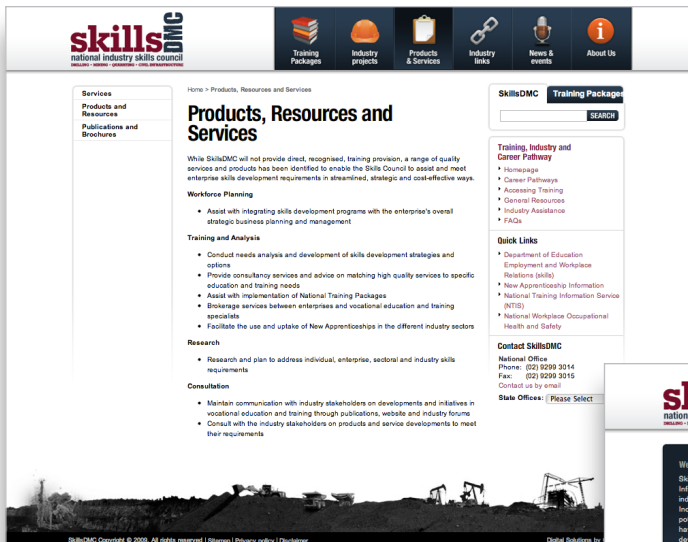
SkillsDMC sought the expertise of Sitecore partner, Gruden to undertake the process of defining the business rules, workflow and goals for SkillsDMC with particular focus on the users' requirements. The process included a detailed scoping phase, business requirements review and analysis, preparation of a functional specification and design and build/delivery.

The solution proposed included a Flex interface with a supporting administration system allowing for various levels of user access and privileges that provide functionality and reporting to national, regional and company levels, administered by the individual user's login account.

Sitecore was chosen as it could integrate well with Flex, back end systems and data synchronisation from their Skills Maximiser application as well as allowing for easy future upgrades.

After the website build, SkillsDMC wanted to update their CD ROM based training and skills management tool - Skills Maximiser. The brief was for Skills Maximiser to be adapted to allow data aggregation and information exchange between the website, the Sitecore CMS platforms and end-users in the field.

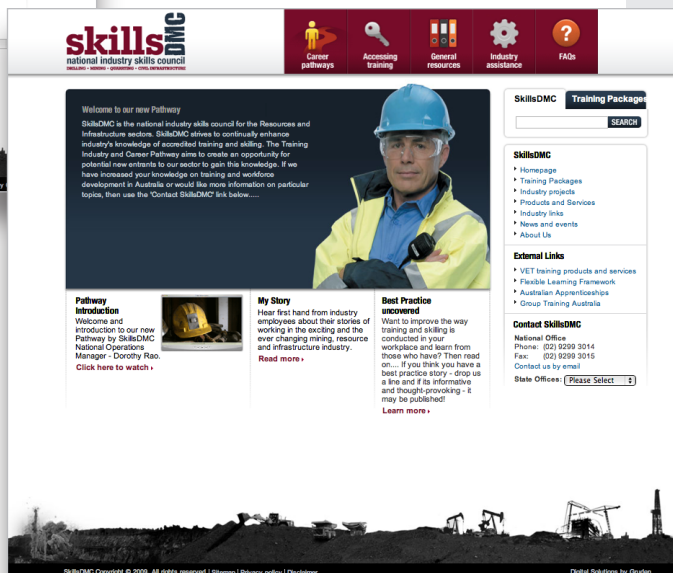
Before starting development of the application, Gruden planned and managed a comprehensive scoping and requirement gathering phase, involving multiple rounds of stakeholder and end user workshops that effectively laid the foundations for the specification and construction of the tool. Throughout the design and build phases the stakeholders and end users were regularly involved to validate and refine the approach. As part of this methodology, personas were developed whereby each type of user was given a unique name as a reference point to define their characteristics, experience levels, vocabulary and touch points to help the Gruden developers design and build the application in relation to the site.



SkillsDMC Web Site

www.skillsdmc.com.au

SkillsDMC
Web Site
www.skillsdmc.com.au





“The feedback we have been getting from the industry is all the things we hoped it would be – it’s user friendly, it gives them what they want in terms of their work force planning and numbers. It allows them to work out what they need in terms of their production, their equipment and their people.”

– **Dorothy Rao**
Deputy CEO,
SkillsDMC

Gruden developed a custom solution using Adobe Flex, the .NET MVC Framework and Sitecore CMS. The main focus was to make it easy for users who ranged from OH&S officers on construction sites in the CBD, to mine managers in the Kimberly to manage their data. An advanced permissions system allowed a wide range of organisations to roll out the system in a way that makes sense to their business.

The project was developed in 3 key phases, including a scoping and definition phase and a two phased development and delivery of the application to users. The project commenced with the scoping and definition phases in October 2009 running for approx. 1 month. The first round of development and delivery commenced November 2009 and ran through till February 2010. The final phase commenced February through till July 2010.

Result

Three months after the site was launched adoption rates had exceeded expectations. Of the 60 largest mining companies, 42 were using the application across 57 sites. In just a short time since its launch there has been a sharp uptake of the system within the mining industry to over 80%.

The site is updated with new data from the Skills Maximiser application and has improved the efficiencies of both SkillsDMC in compiling and using the data and in turn has improved the bottom line of the companies using the system.

It has given the resource companies a quick and accurate method to plan their workforce in terms of competencies, production, equipment and people and has allowed SkillsDMC access to fast and accurate data to be used for Government advice and in their role as an advocate for the industry.

“The feedback we have been getting from the industry is all the things we hoped it would be – it’s user friendly, it gives them what they want in terms of their work force planning and numbers. It allows them to work out what they need in terms of their production, their equipment and their people.” Dorothy Rao
– Deputy CEO, SkillsDMC

Technology Description

Solution Special Ingredients:

Blog module

Yaf forum

*Custom export of data to CD Rom
for aggregation / compilation / analysis*



Sitecore redefines how organizations engage with their customers online, powering experiences that can sense and adapt to a customer’s needs to increase revenue and customer lifetime value and satisfaction. Sitecore was the first Web Content Management system (WCM) to incorporate marketing automation, intranet portal, e-commerce, Web optimization, social media and campaign management technologies into a cohesive, integrated open platform. Sitecore’s software makes it easy for businesses to identify, serve, engage and convert new customers online.

Sitecore’s broad choice of capabilities enable marketing professionals, business stakeholders and information technology teams to rapidly implement, measure and manage a successful website and online business strategy. Its powerful development platform, integrated marketing automation tools and intuitive editing workspace enables successful websites of all types.

Thousands of public and private organizations have created and now manage more than 24,000 dynamic websites with Sitecore including ATP World Tour, Computer Associates, ISS, Lloyd’s of London, Microsoft, Omni Hotels, Siemens, Thomas Cook and The Knot.

Sitecore
www.sitecore.net

SkillsDMC
www.skillsdmc.com.au

Gruden
www.gruden.com