

cowork – a case study

a new art to work...

cowork is versatile and completely industry-independent application . The following case study describes a typical, practical workflow using cowork in a corporate environment. This case could be applicable to any other department or company.

The company Bike-In Ltd. would like to launch its new Mountain-bike "Cheetah 2020".

It is planned that the new product novelty be promoted simultaneously on the company's homepage and with a product prospect for the dealers and end-consumers. The Product manager J. Aeberli receives the assignment from the company management, to launch, coordinate and lead this project.

To start the process Mr. J. Aeberli decides to take up contact with the following persons:

Mr. R. Mueller, Marketing Manager Bike-In Ltd.

Mr. P. Maurer, Production Manager Bike-In Ltd.

Mr. Aeberli defines a new workspace "Chetaah 2020" in cowork, which he shares with the Mr. Mueller and Mr. Maurer of the Marketing and Production department respectively. cowork informs the two new members of the workspace automatically by sending them an invitation emails. Now the time Mr. Maurer or Mr. Mueller logs into the cowork system he will have instant access to the shared workspace "Chetaah 2020".

The Marketing Manager Mr. R. Mueller works together with an external advertising agency Creative Ad Ltd. Mr. Mueller creates two new folder in the workspace, one he shares with Mr. J. Miller from the Creative AD Ltd. the external supplier and the other he shares with the Mr. W. Konrad the internal webmaster responsible for the Intranet and the company intrnet website.

Mr. Maurer creates a folder "technical Specifications" and allows access to all the members of the workspace.

The employees of the Creative Ad Ltd. create their texts, Layout drafts and product photographs and upload them over the internet onto the cowork server. cowork informs the project owner Mr. Aeberli and other members of the workspace according to their preferences of the new updates.

After the advertising agency finished its suggestions, the Mr. Aeberli and Mr. Mueller together with Mr. Miller of the Creative Ad Ltd. evaluate the drafts via online conference and decide on a definitive version . The necessary corrections are agreed upon and a time schedule for deliverables is determine d. The minutes of the online meeting is recorded in the discussion forum. All the members of the workspace are informed and look up discussion as per privileges on cowork.

After the corrected versions are uploaded, Mr. Mueller controls it for the last time and gives the frees the documents for press, to do this he changes the status information of the document in the version control module. The new product website is also uploaded by the webmaster onto cowork. Mr. Mueller controls it and changes the status of the website to released. After receiving this status Mr. Konrad the webmaster uploads the website to the internet directly from cowork.

As the project is finished Mr. Mueller archives the folder on cowork for future reference . Thus these valuable data are available at any time also as reference for future projects, without the external partners having further access to it.