

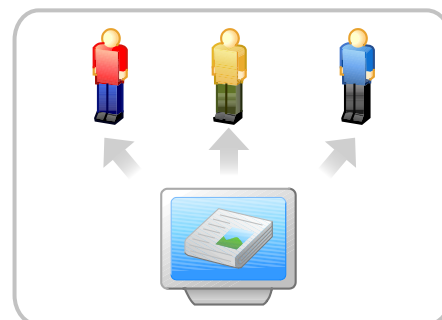


Case Study : Kangaroos Football Club takes advantage of iD Technology - 1 of 3



Overview

The AFL Kangaroos Football Club implemented **Intranet DASHBOARD** technology in 2004. It was able to improve its communications and public relations through the e-Newsletter manager. Twelve newsletters to 25,000 members and 5000 corporate sponsors helped to promote the club and generate membership and corporate revenue. The system also used the Statistics Reporter feature of **Intranet DASHBOARD** to capture useful marketing information and user behavior to continually improve the content of the newsletter and website.



Client Profile

The hugely popular Australian Rules Football club 'Kangaroos Football Club', which formed in 1869, has embraced intranet and web technology to provide e-commerce and online communication options for its members and sponsors. Its 18 support groups use the e-Newsletter to help attract members and financial support.

The Challenge

The Kangaroos required a streamlined system to communicate with potential and existing club members and sponsors. They wanted a cost effective and user-friendly way to develop relationships with their member base. The club needed to be able to manage content and distribution lists with ease and be able to track audience behavior.

In summary they needed a system that would:

- Save them untimely and costly application development.
- Deliver cost reductions in terms of communications and public relations management.
- Empower non-technical staff to publish newsletters quickly.
- Enable them to monitor the success of its public relations campaigns.

The Business Case

Clever tools

Intranet DASHBOARD comes with a suite of over 35 applications. Under any other circumstance just one similar bespoke application such as the e-newsletter manager could cost more than the entire iD package.

The unique collection of clever tools or 'killer apps' contained within Intranet DASHBOARD enhanced the intranet, encouraging employee usage and return visits. They combine features found in disparate applications including, but not limited to:

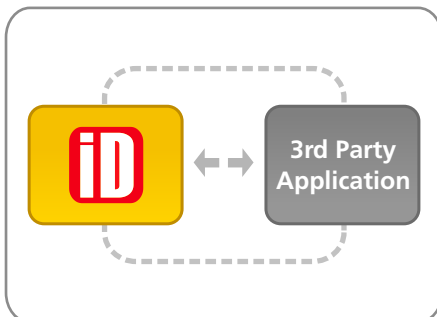


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The Business Case

- Document Manager, Forums and Contacts Manager to enhance knowledge management.
- Survey Pro and Quick Polls to gauge staff opinions or preferences; gain instant feedback.
- File Express for sending large files.
- Digital Assets Library and Photo Library to manage branding.
- Forms Manager to streamline business processes.
- Staff Offers from selected retailers.
- E-Newsletter and Company Calendar to aid internal communications.
- Travel Agent providing all information for the travelling employee.
- Meeting Room Booking and World Time, to better organize meetings and resources.
- Acronym Manager to help understand what people are actually talking about in meetings!

Cost management



Intranet DASHBOARD enables organizations to quickly realize business value by streamlining the creation, management and deployment of their intranet. Implementation is faster than fully customized solutions, reducing the initial outlay. Deployed in real time, information becomes immediately available to employees. Furthermore, clever tools eliminate the need to purchase other proprietary products or add-ons.

Work processes

Reducing the need for full-time publishing staff, Intranet DASHBOARD frees up people's time to devote to other strategic activities. The framework is easily manageable, reducing the number of web servers and staff required to maintain the system. An easily customizable layout enables different parts of the business to respond to different user needs.

The Solution

The content management process was revolutionized by allowing both experienced and novice users to publish to the extranet. No HTML or technical knowledge is required to administrate e-newsletters or the statistics tool.



Case Study : Kangaroos Football Club takes advantage of iD Technology - 3 of 3

The Solution

Other foreseeable benefits include:

- Improved brand management and consistency of the Kangaroo brand; identification with the club's culture.
- More effective content management; speed to push out important information.
- Improved employee productivity and effectiveness, realizing ROI.
- Improved communications and continuous improvement of content through information obtained through the Statistics Reporter.

For more information on Intranet DASHBOARD please visit www.intranetdashboard.com or contact a consultant on +613 9819 6333.

For more information on the Kangaroos Football Club please visit www.afl.com.au or www.kangaroosfc.com.au