



CASE STUDY: GHD

with Jamie Blair
Executive Advisor

1.

The Challenge

As a professional services firm, GHD provides expertise to clients across five sectors, through more than 200 offices, spread across five continents. Given this breadth, we identified the need to add new capabilities, enabled by innovative technology, that aligned with our 'client-service-lead' ethos. The result was a new proposed client portal, GHD Edge.

Our client engagements are all often at the C-suite level. Senior business leaders use our content to guide operational and strategic decision-making surrounding investments. The information we provide needs to be timely and effective, so searchability and convenience were key.

In order to be successful in this project we identified one primary challenge. We needed to enable our teams to develop new digital content and deliver that to their clients regularly and responsively, without relying on software developers.

As Executive Advisor of GHD, my role has overseen the development and implementation of GHD Edge. The brief for the solution meant clients would each have their own log-in to a new site and have access to digital (rather than paper-based) reports on our areas of work for them, as well as relevant visualisations of analytics data that would help them in that work.

2.

The Solution

I was tasked with leading the search for the right platform for our GHD Edge project. Essentially, the platform needed to support a central repository for a growing body of knowledge such as industry benchmarking, where we could also publish project-specific deliverables and contact details. At its core, the critical success factor for the technology we invested in for this project would be user experience.

We eventually selected HighQ for its breadth and flexibility. We were particularly interested in the HighQ Publisher module which gives us the ability to combine task and information management with customisable digital content management and publishing, all within one platform.

Our investment in HighQ is not so much about automation or increasing speed for us, but rather how we can reach a much broader audience across client organisations. HighQ can spread out a number of log-in permissions, and as a result, we have built more of a one-to-many relationship than was previously possible.

Before using HighQ, our projects have traditionally involved just pushing our own content out to clients. However, several recent instances required collaboration and information sharing with several stakeholders working in a number of organisations, across multiple locations. HighQ is now helping and enabling us to support and streamline this new collaborative work flow for content creation. This work flow ensures better quality content, which is more compelling for our robust portfolio of global clients.

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3.

The Future

HighQ has significantly broadened the technologies we can harness for the ultimate goal of enhancing the client experience, and will continue to do so into the future. The implementation of HighQ resulted in a platform primed for further collaboration opportunities.

In the early post-transformation days, GHD has predominantly used HighQ's Publisher module. Now, we're exploring the full range of modules and intelligent work capabilities the platform offers.

There are one or two clients that have already joined us on our collaboration site, so that they can track our progress through their assignments and contribute to the management of some content deliverables. That isn't something we had envisaged when we started.

Furthermore, the solution road-map HighQ offers includes integration of various third-party apps, particularly for new business intelligence visualisation techniques as well as interfaces of various modelling languages.

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