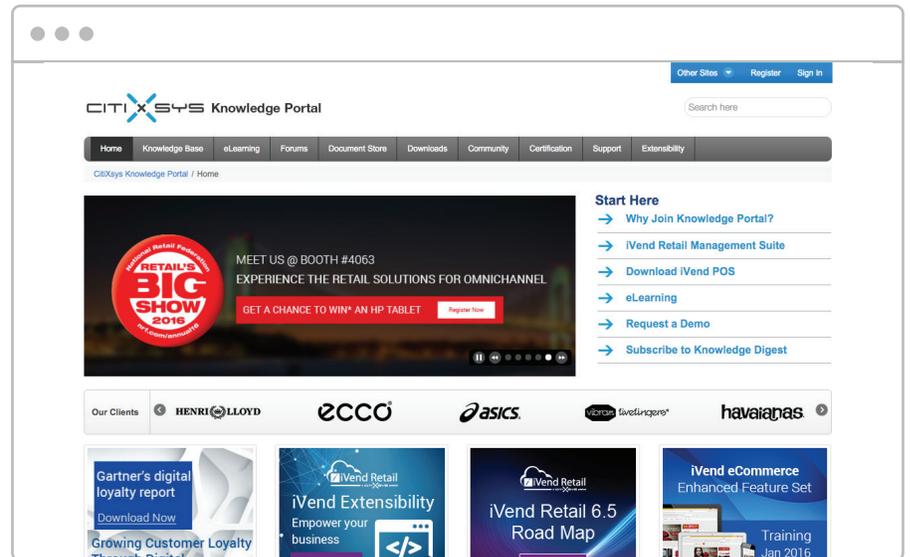


# CitiXsys

Easy, intuitive knowledge sharing platform becomes pivotal tool for company expansion.

knowledge.citixsys.com



## In Brief

### Company:

CitiXsys

### Country/Region:

United States, India

### Industry:

Retail and Wholesale Distribution

### Use Case:

Collaboration Platform, Intranet, Knowledge Management Platform

## Global Software Provider for Retail & Wholesale Distribution

CitiXsys specializes in retail and distribution supply chain domain with software solutions that enable its customers to become more profitable and efficient. With thousands of customers in over 45 countries, CitiXsys provides a series of cross industry and industry-specific software solutions along with implementation, integration and customization services to its partners and customers worldwide.

## The Challenge of Information and Knowledge Sharing

As a growing organization, CitiXsys started to experience setbacks in their communication and knowledge sharing amongst their wide user base. The traditional means of information exchange through Wordpress blogs, product-specific websites and emails were causing friction and miscommunication due to outdated technologies and lack of management capabilities.

CitiXsys needed to build a strategic knowledge management platform that would unite their community of customers, employees and partners. The platform would have to manage and share information in a practical, streamlined way to keep up with its user growth, as well as provide services such as technical support and product cataloguing.

Success for this project would mean transforming a once hidden and stagnant CitiXsys community into a visible and thriving knowledge-sharing community.

## Building a Responsive, Knowledge Management Platform

With the help of InfoAxon, CitiXsys looked to design a knowledge management solution that would foster a culture of collaboration and communication amongst its users. Liferay Portal was selected as the main framework to build out the solution.

With the help of InfoAxon and Liferay, the CKP has become our main engagement platform and has ushered in a collaborative knowledge management environment that has transformed our business.

Manish Chaturvedi  
Vice President, CitiXsys Americas

Using Liferay Portal, CitiXsys was able to deliver a user-centric knowledge sharing platform, known as the CitiXsys Knowledge Portal (CKP). The CKP features a document management system for case studies, presentations and solution demos, along with an expert knowledge article database that allows community members and experts to post content spanning the entire community. It also showcases a dynamic eLearning module that contains training videos with transcripts to enable partner training resources.

The site is also integrated with external training and certification platforms for partners. Users can achieve certification badges for sales and implementation that become linked to a visible user profile. It includes a discussion forum that functions like a help desk where common answers can be marked, up- or down-voted, and presented to the community.

The new solution achieved the main goal of easy knowledge sharing with greater usability across multiple channels including tablets and smartphones, with additional features such as:

- A weekly Knowledge Digest that dynamically selects contributions, articles and discussion threads to be emailed to users
- Salesforce integration with captured leads via CitiXsys product downloads funneled and distributed automatically to sales teams
- Developed eLearning site featuring videos, tutorials and transcripts to run online classes for CitiXsys partners
- Advanced reporting modules to measure CKP performance in terms of registrations, forum posts, most viewed pages, and most active users
- Mandrill integration, SSL certificate implementation
- Liferay knowledge taxonomies and vocabularies mapped to product categorization
- Responsive layout templates
- Additional media and document capturing and hosting capabilities

## Achieving 3x Higher User Adoption Rate

The new CitiXsys Knowledge Portal (CKP) platform is a centerpiece of CitiXsys business expansion and creates a rich community of resellers, solution partners, customers, employees and customer service staff that enables knowledge management and collaboration across the business.

Not long after the solution was implemented, CitiXsys experienced greater and more active collaboration among users, which improved overall customer services and support efforts. Users have quickly taken to the CKP, with an adoption rate that jumped from 30% to about 90% among the partner community.

Information swapping is much more consistent than it had been previously, with the CKP acting as the sole source of valid information for partners. CitiXsys has also fostered an eLearning culture internally without having to invest more resources into additional eLearning tools.

Over the years, CKP has emerged as the key platform enabling CitiXsys's ambitious growth of partners and customers.

### The Liferay Difference

#### CitiXsys experienced:

- User adoption up to 90% from 30% after CKP was implemented
- Completely mobile responsive site
- Message Boards transformed into Help Desk
- Knowledge Digest that dynamically picks contributions and articles to notify all users

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