# CAPP Improves Content Accessibility

## With SeeUnity's Echo Content Synchronization

**National advocacy group that represents the Canadian oil and natural gas industry**

The Canadian Association of Petroleum Producers publishes content via a secure, automated synchronization solution.

The Canadian Association of Petroleum Producers (CAPP) represents member companies that produce 90% of Canada's natural gas and crude oil. CAPP recently enhanced their content infrastructure using Echo Content Synchronization - improving accessibility, collaboration and productivity.

## The Challenges of an Aging, Custom System

CAPP provides services and information resources to its members and associate members. These resources are delivered via MemberNet, an extensive portal used by over 1,000 users in various member committees. Committee Sites host collaborative Work In Progress (WIP) content, and bridge access to CAPP's critical information resources - stored in OpenText eDOCS.

Over time, the custom-built publishing system became convoluted and error-prone. "MemberNet did not age gracefully," admits Jeremy Creaghan, IS Manager for CAPP, "publishing complex documents became a task for IT instead of content owners." Mr. Creaghan also cites compatibility problems between MS Office versions and eDOCS.

These growing problems eventually warranted a comprehensive MemberNet upgrade. "The goals for MemberNet 2.0 were to make more content published, which depended upon minimizing IT dependencies," said Mr. Creaghan. "This meant replacing our custom, in-house solution with an easy-to-use software product."

## Building the Next MemberNet

CAPP had prior experience using SharePoint for internal collaboration; it was the logical choice for the new MemberNet. Cost-optimized and flexible, SharePoint's extensible web parts and template system would allow CAPP to support and service a large number of member committees.

CAPP investigated options for publishing eDOCS content to SharePoint, but nothing met their ease of use requirements. Concerta Consulting recommended considering SeeUnity, whose modular products were already being used by CAPP for internal eDOCS SharePoint integration. The recommendation was well timed, as SeeUnity was unveiling a new version of Echo Content Synchronization.

### Industry

Legal

### About the Project

- Number of Documents: Over 240,000 objects
- Systems deployed: SharePoint and eDOCS DM
- SeeUnity Solution: Echo Content Synchronization

### Challenges

- Error-prone system
- IT-dependent process
- Application incompatibilities
- Process discouraged publishing

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CAPP anticipated introducing additional publishing rules on a weekly basis, so being able to easily create, copy and edit synchronization rules was key. "Early demos of Echo proved its ease of use," said Mr. Creaghan. "Building new publishing 'rules' is a snap. Each rule defines a publishing process, including destination and frequency." Echo's features would enable the transformation of content publishing into an automated, self- service experience.

Echo Content Synchronization also offered CAPP additional features, such as preserving or deleting original content, publishing proprietary objects (e.g. eDOCS workspaces or dynamic views), recursive sub- foldering, PDF conversion, optional link publishing, native security mapping and binding. Echo's capabilities go well beyond publishing - including archiving and bi-directional synchronization. Metadata can also be synchronized, with the ability to publish and map eDOCS metadata to SP document sets. These additional capabilities are expected to figure prominently in CAPP's subsequent enhancements to the new MemberNet.

## How Automated Synchronization is Benefitting CAPP

CAPP's new MemberNet is meeting the stated goals. "Our publishing architecture is automated by easily configured rules and self-service tools," said Mr. Creaghan, "IT's role in publishing has been greatly reduced. When needed, new rules are set up in minutes. With Echo making publishing so easy, we're also meeting our content availability goals."

CAPP is now looking ahead to introducing additional sync processes to MemberNet. *"The next step is archiving WIP content,"* explains Mr. Creaghan, *"as committees complete activities and wind down projects, Echo will be archiving content to eDOCS. Documents like meeting agendas and notes, hearing submissions and presentations - Echo can archive them all as PDF. We'll be able to automate routing content, writing new archive folders, and assigning security. We'll even be able remove documents from MemberNet after archiving, to keep the portal clutter-free."*

CAPP views the project as a success, and is looking beyond MemberNet; Echo is currently being evaluated for use within their internal network.

### Solution

Echo Content Synchronization

- Supported, reliable software product
- Automated, secure publishing process
- Self-service publishing tools
- Increased volume of published content

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*- Jeremy Creaghan, IS Manager*




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