



Large Energy Company Upgrades Content and Access in the Field

Content management critical to operational efficiency
and equipment maintenance



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EXECUTIVE SUMMARY

Holistic approach to content management



Volumes of procedures, machinery acquisitions, and an immediate need for updated standard operating and maintenance procedures leave Fortune 500 company's internal resources exhausted. With limited capacity for new projects, the organization was struggling to keep their procedures and guidelines updated for their teams in the field. Innovatia's content management experts delivered updated content and a scalable system for ongoing content management services including an on-demand technical writing team. The client was able to improve their operational efficiency and reinforce their commitment to ongoing operational excellence.

02

THE BUSINESS PROBLEM

1500+ content artifacts, limited internal resources



Our client approached Innovatia faced with the ongoing challenge of managing up-to-date maintenance information for business units ranging from a dozen to several hundred people across a wide geographical area. Ultimately, there were over 1500 artifacts including standard operating procedures, guidelines, and forms related to compliance with various regulatory bodies governing the energy sector.

Many companies face similar challenges in keeping their content and documentation up to date. Frequent changes to systems, personnel, equipment, compliance regulations, industry best practices, SOPs, and even locations can be a drain on the internal resources.

In this case, there were a lot of procedures in place that needed to be addressed. This required the input of multiple teams to ensure the information was accurate and a complete maintenance process could be established and implemented.

Updates to machinery meant there were sections where new documentation and processes needed to be established and integrated into the existing maintenance program information. The content required a specialized approach that could also address the growing pains of equipment acquisitions and subsequent operator onboarding.

With limited internal resources, the company was faced with the decision of increasing the capacity of internal teams or engaging with a content services partner. With aggressive deadlines and ongoing operations requiring maintenance procedures updated and implemented as soon as possible, ramping up internal teams posed the problem of an onboarding time lag the company could not afford.

Working with Innovatia's experts with extensive knowledge of the energy sector meant our teams could hit the ground running with their technical expertise and industry experience.

03

OUR SOLUTION

Expert team assigned to maintaining SOPs and maintenance procedures



It was important to standardize the documentation and make it available in the flow of work to the right teams at the right time in the right place. Facing limited internal resources to manage the information and implement a distribution system across multiple locations is a resource intensive task.

Innovatia's content management team reviewed all the procedures, documentation, systems, and delivery methods in use. Our tool-agnostic approach meant we were able to leverage the company's existing systems and implement improvements that standardized the information and made it easily accessible for on-the-job workflow.

Beginning with an in-depth analysis of the client's current information ecosystem, our team was able to:

- Identify bottlenecks and inefficiencies
- Establish a holistic view of the current system
- Curate, update, and maintain content
- Ensure content accuracy
- Create a system to ensure content was always up to date
- Establish a system that scaled with the client's needs
- Set up processes to match the client's required operational efficiency levels

The client opted for continued content management services including setting up a team of writers available to them on an "as needed" basis updates to standard operating and maintenance procedures that can be implemented in a scalable and cost-effective manner.

With extensive knowledge of the energy industry, Innovatia's knowledge management teams worked alongside the client's teams bringing to the table a deep understanding of the requirements of companies operating in highly regulated industries such as the energy industry.

04 RESULTS AND IMPACT



With the implementation of Innovatia’s content solutions, the client experienced significant improvement in the maintenance and management of information. They were able to reduce delays and improve overall operational efficiency. They were provided with dedicated, skilled teams that would ensure the maintenance information was always up to date for increased accuracy and consistency in operations. By integrating the new content system with other teams Innovatia was able to facilitate better collaboration across multiple departments which led to improved decision-making.

To support the client’s changing needs, Innovatia provided scalable teams to be able to ramp up when necessary or scale down with changes in demand.

New team members were equipped with the information they required to hit the ground running. This was very helpful in mitigating delays when new resources were onboarded.

Ultimately, the client was delivered a system and resources to maintain smoother operations, reduce risks, and ensure the safety of their employees and their assets.

Innovatia is an end-to-end content solutions provider servicing clients looking to manage and overcome challenges with their content. For more than two decades, our experts have worked closely with client teams to help design, transform, and manage their content with a view to driving business goals through knowledge and content solutions.