

M Squared Group



***Data mining and database
marketing firm uses Intranets.com
as extranet and knowledge
management tool***

Consulting

The M Squared Group
Minneapolis, MN

“We use Intranets.com as both an extranet for our clients and as our central knowledge management tool,” says Mark Price, Managing Partner of The M Squared Group, a consulting firm in data mining and database marketing, based in Minneapolis, MN.

“The key to succeeding, in a small company, is to deliver outstanding work as efficiently as possible; Intranets.com has become the central knowledge management and business organizing tool for our company. I believe that a lot of the features and functions within Intranets.com are mission critical to us.”

The mission of his six-person company, says Price, is “to help Business-to-Business (B2B) customers figure out who their best customers are and how to increase the amount of revenue from those customers and target other customers like them.”

“We use Intranets.com as our documents repository,” says Price.

“What we’re sharing in the Intranets.com Document Manager is presentation and supporting documents, transcripts from interviews, output files from analyses, things like that. We also have our proposals and our financial information on here. We monitor our cash flow every other week on Intranets.com. We are basically using Intranets.com as the central repository for all the critical knowledge of the company. It’s our operations center.”

It’s also the company’s extranet.

“Intranets.com is particularly helpful as we iterate a number of versions of various documents and reports for our clients. We have found it very compelling to open specific folders in Intranets.com to our clients and use it as an extranet for them. To do this, we set our clients up as Intranets.com members and control their access to documents through the permissions system. At any given point, we can see how many clients are on our Intranets.com. Right now, as we speak, I can see 13 clients online,” says Price.

“Internally, Intranets.com allows us to access and keep track of historical documents, analyses and approaches — which would be almost impossible to do without something like Intranets.com. This type of knowledge management is critical in our business. Otherwise, you reinvent the wheel, over and over again. We can’t afford to do that,” says Price.

“Intranets.com has been key in helping us to grow the company. We began using

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Intranets.com within 30 days of starting the company two years ago. Overall we are very heavy Intranets.com users. We are on it almost constantly during the day. Everyone's in the same office, but Intranets.com allows us to work remotely too – at home and at client sites.”

Besides using the Intranets.com Document Manager, The M Squared Group also uses many other Intranets.com functions as key business tools. “We’re using the Intranets.com online calendar to do all of our scheduling, and the Intranets.com timesheet function to track hours worked for each client. We also use the Intranets.com Expense Report and we just started using the Contacts Directories application. We’re using the synchronization function to transfer contact data from Microsoft Outlook.”

“Intranets.com has also really helped when we had a little bit of turnover on our staff. We were able to handle the transition almost seamlessly, with a lot less bumping around than we would normally have, because documents were reachable on Intranets.com.”

“I am very big on keeping everyone to the discipline of loading all the documents they’ve been working on into the Intranets.com Document Manager -- every single day before they leave the office. We have yet to have one of our laptops have a spontaneous meltdown, but it does happen. We don’t have an IT person on our staff, so we’re using Intranets.com as our document backup, as well as backup for our clients’ critical documents.”

“I actually came out of software development, on the marketing side, before going into services, and I know how hard it is to develop good software. Intranets.com has a wonderful product here. We beat on it hard. We’re on it five days a week and it really does the job. Across the company, it is essentially doing what we need it to do. Intranets.com is a very compelling piece of software.”

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