

## Online information repository

### Case study of Totem's work for PwC

#### Client

Price Waterhouse Coopers (PwC) are one of the top five Global Accountancy Practices with four service lines in 22 in industry-specialised practices. As an organisation they have already embraced online technologies to develop a number of innovative internal and external products.

#### Project aim

Totem were commissioned to develop the **Inform** and **Finreg** products. The aim of this joint development was for PwC to launch the definitive information resource for UK corporate financial reporting. Both these online information repositories would provide a mixture of content and service. With the advent of the Sarbanes-Oxley report, (post Enron) and the changes this initiated within corporate reporting i.e. IFRS, PwC realised that it must provide Real-time online information. This was deemed critical if it, as one of the top five, was to remain a dominant force in the market place.

#### Project solution

Totem worked extensively with the PwC Global project team to develop a solution capable of managing the huge amounts of information this site would contain. Our own pattern matching technology (ActiveData™) provided an automated solution for the categorisation, summarisation, personalisation, and retrieval of all forms and formats of unstructured, semi-structured and structured information.

Linked to a powerful Bayesian inference engine and managed by no less than three content management systems the site soon grew to include RSS, MMS and other external information feeds from LexisNexis and Reuters. This was followed by online training, live and historic video feeds and a PwC advisory capability. Totem then presented PwC with a detailed strategic development plan. This concentrated on achieving ROI by increasing the number of subscriptions to the service.



#### Features

- Sophisticated search using Bayesian Inference
- Integrated RSS feeds
- CMS (integrating Zippy, Notes and Documentum)
- Online training (full LMS)
- Pay-per-view
- Financial reporting tools
- Searchable media archive
- Territory specific capability (primarily Europe)
- eCRM (PwC Global)