

Enterprise 2.0

The Collaborative Technologies Conference

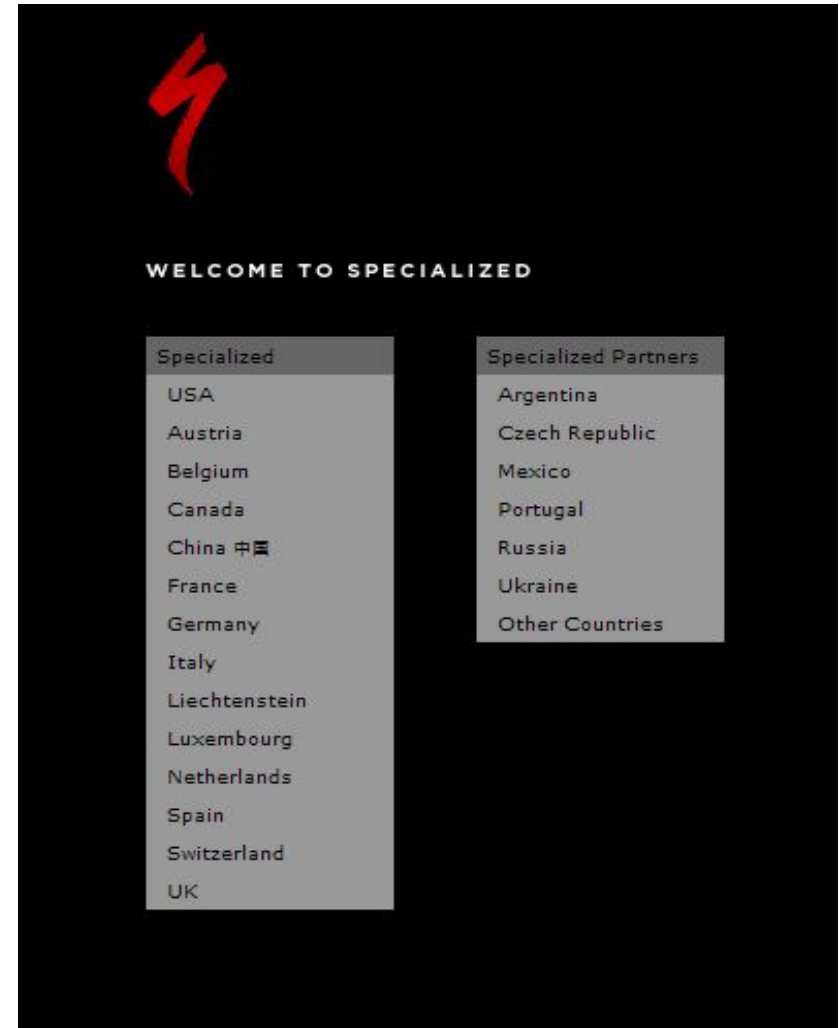
ClearPressure: The Unintended Benefit of Smartsheet.com

*How a simple concept changed the Specialized
Bicycle Marketing Team*



The (Simple) Problem

- One web page – 5 languages
- 12 international team members
- Multiple languages per team member
- Coordination of global team



The Impacts of a Not-So-Simple Process

- Create a 'translation' Excel sheet for each web page to be translated
- Mail to all 12 team members and request translations
- Inconsistent follow up with constant monitoring required by manager
- Last minute 'guesses' made on proper translations when team members failed to respond.
- Often published inaccurate translations
- Two to three week process and many hours of administrative oversight



Training Videos

Personal Library

- Marketing
 - Bike Show Exhibition**
 - Operations
 - Hiring
- Standard Reports

Account & Settings

Message Center

Bike Show Exhibition

Insert A 123 Wrap Show Changes

Share

Viewing (0)

	Task Name	Comments
1	Initial Sign up	
2	Complete exhibit space application form	http://www.interop.com/lasvegas/exhibitor-center/request-info.php
3	InteropLabs	
4	InteropNet	
5	Submit a speaking opp call for papers	http://interop.com/newyork/speaker-center/call-for-papers.php
6	Submit deposit	
7	Pay remainder of space fee	
8	Request booth location	*Select a booth location close to the exhibit hall entrance or along a m
9		
10	Exhibitor Package Forms	Once you commit to be an exhibitor you will receive an exhibitor kit corr
11	Audio visual rental form	Think about how many demo stations you would like to have. Will you r
12	Carpet rental form	Usually the standard carpet will do. Make sure to order the basic padd
13	Cleaning form	Always order cleaning once per day including vacuuming and garbage
14	Computer rental form	
15	Drayage form	Drayage is the cost you incur getting your shipment from the loading d
16	Electrical form	Make sure to order high enough wattage for any specialty lighting. Not
17	Floral form	Plants can be a nice touch in a booth larger than 10x10. Order a few pl
18	Furniture form	
19	Labor form	
20	Lead retrieval system form	
21	Photography form	
22		



The Results

- **The race to finish first: ClearPressure at work**
 - No one wanted to be the last to enter their translation
 - Sense of involvement
 - Team cooperation
 - Healthy competition to update translations
- **Improved accuracy**
 - French double checking Canadian translations
 - More frequent updates: not one and done
- **“That was really good!”**
 - Team members appreciated the streamlined process
 - A simple problem now had a simple solution
 - Spreadsheet + e-mail made things way too complex
- **Entire process took 2 days instead of 2-3 weeks**



Summary

- **Harnessing the Social Pressure to Perform**
 - Adds transparency
 - Team members are more responsive
- **Transparency Lowers Anxiety**
 - Less worry about managing office politics
 - No one can swoop in and take all the credit
 - Project status and results are public: individual contribution is acknowledged
- **Improving Accuracy**
 - Updates are more frequent
 - Interruptions aren't as necessary: "Look in Smartsheet"