

CASE STUDY – SHARE DATA ACROSS MULTIPLE DEPARTMENTS

CLIENT

The Blue Man Group
www.bluman.com

PROBLEM

Two independent departments needed access to the same information. Casting & Training needed a better way to track performers' progress from their first audition, through training, and ultimately to their placement into a full-time role. They also wanted to capture each performer's show experience and continuing development. In addition to that, the Marketing department needed their biographical information for PR and promotional purposes.

SOLUTION

Wendy Ronitz-Baker custom-developed a web-based application that met the needs of both Marketing and Casting & Training. Casting & Training uses this system to monitor performer development. Marketing uses this system to generate press releases and arrange interviews based on biographical information. All information related to a performers' progression from the time he/she auditions and throughout their career with Blue Man Group is captured in this system through an easy to navigate graphical user interface. Different levels of information are accessible based on the permissions assigned to users' logins. Plus, performers are able to update their own biographical information as needed, reducing the amount of administrative overhead.

SYSTEMIQS SERVICES ENGAGED

Systemiqs Implementation Services

- Research and Recommendations on Best of Breed Web Applications
 - Contacted Vendors, Developers, and Service Providers to Evaluate Products
 - Determined Technical Specifications and Implementation Costs
 - Prepared RFPs and Project Objectives
 - Project Management from Time of Procurement through Acceptance Testing
 - Development and Creation of User Guides and Training Materials
 - User Training
 - Troubleshooting and Escalation of Questions to Vendors and Developers
 - Workflow and Information Processing Diagrams
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