

ITC Case Study

The Information Technologists' Company (ITC) was granted Livery status in 1992, becoming the 100th Livery Company of the City of London and received its Royal Charter in 2010. ITC is based on four key themes: Charity, Education, Industry and Fellowship. Its 750 members include Bill Gates, Tim Berners-Lee and Vint Cerf as well as the founders of most of the UK IT industry and major CIOs.

ITC is one of the largest and fastest growing Liveries in the City of London and the company needed a solution to support both the members and administration in managing its numerous committees, panels, social groups, and educational and charitable activities. ITC is full of active and enthusiastic members who are short on time but may be active in several committees.

The Liveries have a 900 year history of philanthropic support to the "Big Society". The ITC's Technology Panel was tasked with creating a next generation online members system for the Company, which would also act as a model for all the other 108 Livery Companies.

A platform was needed to help perform basic document management, engage members, and optimise connections and communications between meetings, all of which would result in building and strengthening relationships.

The ITC specifications required an online portal with the following capabilities:

Provide confidential individual member centric dashboards with multi-level access to different documents and groups with user controllable alerts and news including real time updates of new content across users relevant committees, panels and groups.

A sophisticated events system was also highly desirable to co-ordinate and alert members to the Company's events and meetings, as well as including personal calendars so that users could select to view events specific to their interests and groups.

A document management system to allow each individual, committee, panel and social and charitable group to produce their own editorial content with a mixture of voice, video, photographic and text, using ITC standard formats.

Various membership services were needed online, and a space where members could contribute with valid input and volunteer their expertise. The ability to manage and contact members, and committee and panel representatives via one central online service, in a secure manner, was also of great importance.

However the ITC wanted a platform that was simple and intuitive to encourage participation and adoption in their busy, tech savvy members.

Why Mvine?

The Technology Panel selected Mvine over several other companies because Mvine delivered 90% of the system five days after receiving the tender document, whereas other vendors were quoting six months to supply and build a site. Mvine had a core deliverable already in place which fitted the ITC's needs for a state of the art platform.

““The 740 leaders from the information technology and communications sectors, who are members of the Information Technologists’ Company, are discerning and demanding. They are a difficult group to please and we are delighted with the success and rapid acceptance of our new MVine driven website.” Charles Hughes, Master, 2009-2010

Benefits

Providing ITC members with an easy, secure and accessible online service has allowed the Company to engage with its members on a regular basis, who otherwise would only meet three or four times a year.

The Livery has managed to reduce their administration costs by delegating the management of the committees to the relevant users, allowing them to control the method and frequency of communication, and participate in the online activities within their committee groups. Information is kept up to date through the document management system, which publishes and shares the latest information, in real time, with members. By empowering each committee and panel to own their own content the ITC has reduced central administration costs and speeded up the supply of new information for members.

The access to information and the ease of communications, through the use of social technologies such as: telephony, video conferencing, instant messaging and online discussion groups, provides committees with the tools to carry out their important work any time, any place, allowing the company to drive forward with its various ambitions.

The ITC takes part in a great deal of charity work, from its relationship with Hammersmith Academy, to its pro bono work with IT for Communities, where the company helps connect over 5000 volunteers with charitable IT work across the UK. The Mvine platform helps seamlessly connect the ITC with some of its wide variety of projects allowing for efficient communications and a high level of organisation.

Ideas for the Future

Mvine’s key capability is to empower member’s communications and enhance their collaboration with external parties. In 2011 ITC are looking to place themselves fully in the cloud, in all aspects of the company’s operations. Some of their goals include showcasing new technologies and services to benefit the whole of the City of London and to engage key industry players. ITC have already started this programme with a joint venture between themselves and an Mvine/BT showcase.

“My theme is Engagement. Which I see in three dimensions: members, the City, and the Industry.” Ken Olisa, Master 2010-2011