traction® software

beyond blogs and wikis

CASE STUDY:

TRACTION TEAMPAGE FOR ENTERPRISE
COMMUNICATION AND INTELLIGENCE

ORIENT EUROPHARMA, CO., LTD.

Contact:

Worldwide:
Traction Software, Inc.
www.TractionSoftware.com
(401) 528-1145

Japan:
Applied Knowledge Co, Ltd.
www.tractionsoftware.jp
www.akj.co.jp

Orient Europharma Adopts Traction TeamPage for Enterprise Communication and Intelligence

This interview with Orient Europharma discusses their background, the problems which led them to deploy Traction TeamPage, and the benefits they've experienced as a result.

Company Name / Company Overview 公司簡介

OEP is a multinational pharmaceutical and nutritional company, headquarter located in Taipei, Taiwan. We also have branch offices in Hong Kong, Singapore, Malaysia, Philippines and China. Our operation has covered several Far-Eastern countries. Our company is founded in 1982 and has over 25 years of pharmaceutical marketing experience in these territories. Our company's annual turnover is over USD $100 million. We are a public company and our shares are traded in Taiwanese Over-the-Counter stock exchange market. You are more than welcome to visit our website: http://www.oep.com.tw

友華生技醫藥股份有限公司是一間同時具有營養專業的跨國性醫藥企業，總部位於台灣台北。此外友華還有設於香港、星加坡、馬來西亞、菲律賓以及中國的分公司。友華的經營範圍囊括了數個遠東地區的國家。友華建立於1982年，目前在遠東地區的國家內已經擁有超過25年的醫藥行銷經驗。友華年度的營業額已經超過了美金一億元。友華同時也是一家上櫃公司，我們的股票透過台灣店頭市場公開交易，非常歡迎您參觀我們的網站

http://www.oep.com.tw

Problems faced by the company 公司面臨的問題

Problems before introducing Traction TeamPage 引進前的問題

Unexpected communication mistakes resulting from the use of email. Problems with email include (1) the pain and distraction of mass email messages (2) time delay in sending and receiving messages (3) mistakes in the shared information and (4) internet delays.

由於大量郵件無法準時傳送接收，或是操作錯誤，或是網路資料傳送延遲所造成的未預期之資訊交換錯誤或誤會.

Expectations after introducing Traction TeamPage 引進後的結果

After initial Teampage application testing, we deployed it easily in 2005. We sought to centralize information, improve the process of capturing and timely distribution of information.

經過TEAMPAGE 的應用測試結果，如果能夠集中管理數據資料，情況就變得比較好，過程也可以順利且準時進行，同時也讓2005年的部署計畫更加容易

Selection Process and Evaluation Period 測試期間

How the technology was identified and chosen? 此類的技術如何被認同且被選擇?

We chose Teampage for our blog solution not only because its features exactly match our enterprise's operations functions, but also because it deployed easily and has good support for team work.
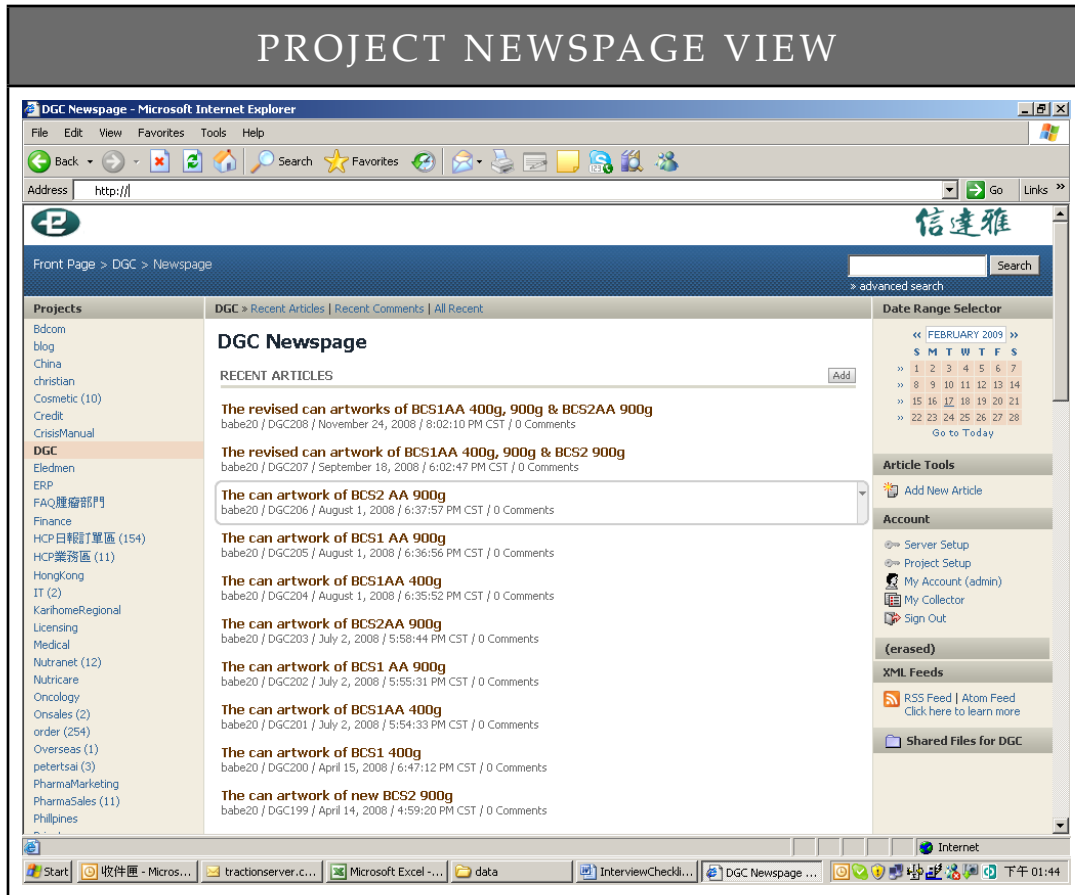
我們之所以選擇TEAMPAGE來做為友華部洛格的最佳應用程式不僅僅因為它可以確實的符合企業的運作功能，而且也非常容易讓新的使用者上手操作，同時還有一個良好團隊的後端支援

How many months did you evaluate before deciding to choose Traction TeamPage ?

經過幾個月的測試你才決定引進*TEAMPAGE?*

In the year 2005 we searched blog application options as a means to strengthen our operation in communication of documents and other information. After testing TeamPage for one month, we found it fit our needs. First we started with a 50 user license. In the second year, we upgraded to 150 users.

在2005年我們想要找到針對BLOG的運用來強化我們組織在資料溝通方面的運作，TEAMPAGE在經過一個月的測試後，我們發現這就是我們要的。一開始我們只買了50個使用者的權限，隔年我們又增加了使用人數，一直到現在我們已經擁有了150個使用者

PROJECT NEWSPAGE VIEW

Promotion department 推廣部門

What departments and positions author in and promote Traction TeamPage? 哪種職位需要去推廣*Traction TeamPage*?

The IT department initially promoted Traction TeamPage starting in 2005. Now, secretaries from all departments are key contributors.

資訊部門於2005年開始推廣TEAMPAGE，現在已經讓所有的部門秘書都可以操作它了

How many people were in charge of the deployment at its introduction? 有多少人負責推廣? *And how many people in charge now?*目前又有多少人負責這部分的作業?
One person was in charge at the time TeamPage was introduced. Now we have three people who provide support .

一開始，只有一個同仁透過指導手冊的方式來負責推薦TEAMPAGE，目前我們一共有三位同仁來支援這部分

的工作

Benefit 優點

What was done with Traction TeamPage to solve the problems faced by the company? 使用*Traction Team-Page*之後解決了什麼問題?

1. Faster communication (better than Email)
快速的溝通速度(比郵件好又相戶搭配)

2. User friendly search with any of three ways to find information; by date, by project, by label
易操作的資料找尋方式, 僅需三步驟即可完成(依據日期, 專案或是標籤)

3. No delay in message communication
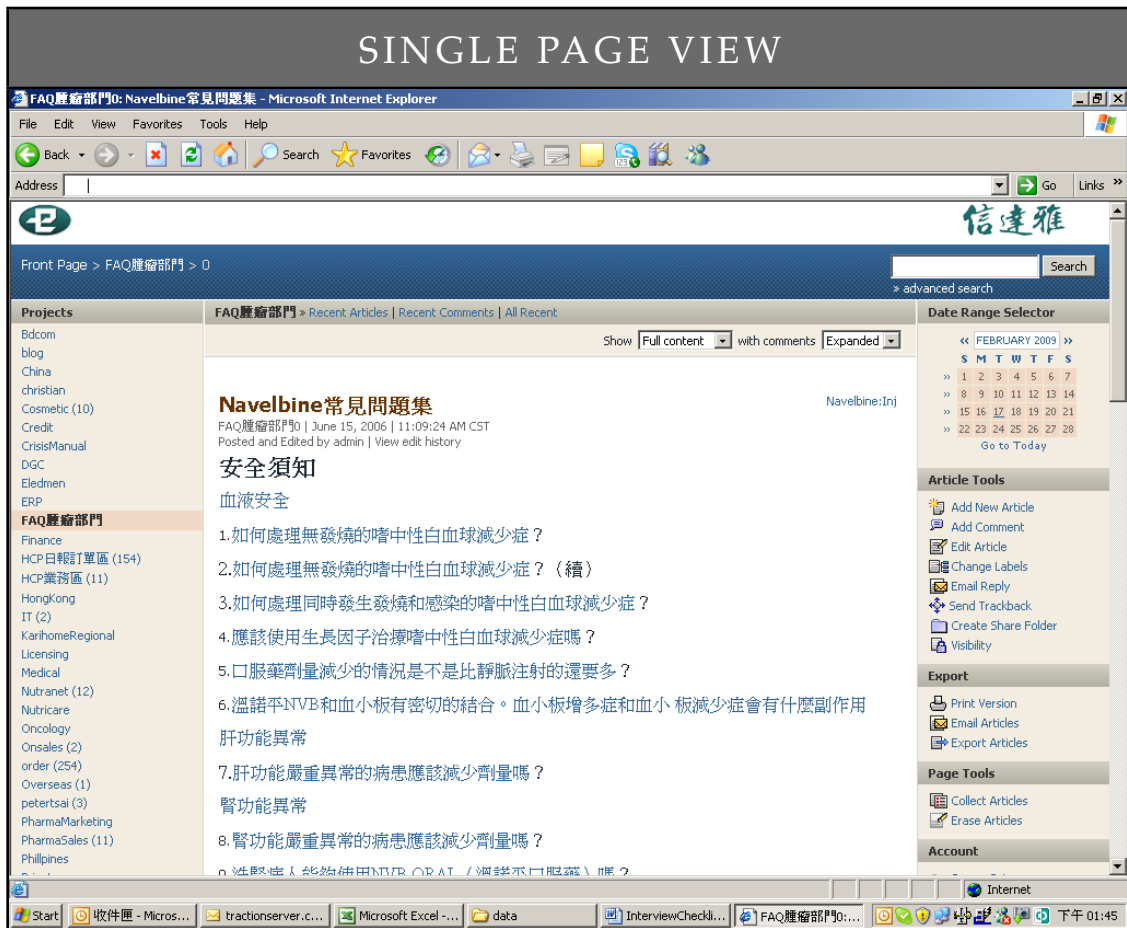沒有訊息溝通上的延遲

4. Centralization of Data
集中管理的資料庫

5. Good permission controls for administrators to allow or deny access to information
容易存取以及控制權限的方式讓管理員容易去做設定

What business benefits have been obtained? 何種商業上的優點已獲得認同

Teampage is now our internal communication tool. We use it to strength our relationships across each of our departments. It is easy to access data from Teampage.

TEAMPAGE 是我們內部溝通的工具, 我們利用它去強化組織內每個部門之間的合作關係, 透過TEAMPAGE可以非常容易得去存取資料,省不少時間那就是金錢的事.

Barrier 使用障礙

Did you have any problems until introducing Traction TeamPage ? 引進*Traction Team-Page*後有沒有遇到任何問題?

We have not experienced any problems introducing and deploying Traction TeamPage. When needed, we ask Applied Knowledge Co (AKJ) to support or we consult the Traction TeamPage documentation.

到目前為止，我們只要遇到問題都會請AKJ來支援，或者透過Tractio溝通平臺的方式來解決問題

Training 訓練課程

Have you conducted Traction TeamPage training courses for your employees? 你有沒有甚麼針對*Traction TeamPage*的訓練課程?

No.無

Expansion 附加功能

How has the use of the technology evolved and branched out? 技術使用上是如何進步且拓展出去?

Yes, I trust TeamPage will be a good tool for many use cases, and king of solutions in Competitive Intelligence field.

是的，我相信TEAMPAGE的新版本能夠在情報優勢競爭的領域中，提供有效且完美的解決方案