Subject: Discuss Content Implementation options

Hey Joan,

Katrina and I would like to meet and chat about some opportunities we have to improve our content implementation process.

The problem: The content implementation team that handles our support content is being broken up and moved to different parts of the organization.

The opportunity: We have an opportunity to integrate content implementation (CI) with our support team. This would allow us to streamline our process end to end and support the orgs new goal of incorporating content implementation into his team.

The benefits include:

- More efficient work between the writers and CI, with shorter publication turnaround times and better cooperation.
- More control over what can be done to improve the support experience because we can discuss our objectives directly with the dev team.
- More effective content because we can tailor it to the KMS template.

We have two options.

- The first is to bring the current NPW contractor in to our team. She is looking for a place now that her team has been broken up. She'd bring her work with her if she came here. If she didn't, she'll no longer be doing the work and we don't know where it'll end up. The con here is that we'd have to get our vendor to take her on. The pros are these (I attached a more lengthy form justifying why she should keep her position):

    o She's been the best CI person we've worked with and does an amazing job with our content.
    o She has the relationships with the dev folks already.
    o She's already fluent in KANA.

- The second is to move CI to me. I'm interested in CI and could handle all of CI for our support team in addition to working on the Enterprise site or doing other work. Benefits include:
    o I'm familiar with CI and have already done it for Collaborate and Cloud portal.
    o I know KANA and the dev folks.
    o I can work closely with the writers for a streamlined experience.
    o As an FTE, I can be a strong voice for us when advocating for KANA improvements for a better support experiences.

Resource	Projects	Rationale
NPW contractor	Sampling of current projects: 1. **NetBond Cloud Portal** – publishing of new and updated content, PDFs, and images via TeamSite CMS tool. Working directly with our team for updates. 2. **Enterprise eSupport articles** – publishing of new content and updated content, PDFs, and images via the KANA KMS tool for inclusion on the Enterprise Support Center. Working directly with our team for updates. 3. **Business Center Support articles** – publishing of new content and updated content, PDFs, and images via the KANA KMS tool for inclusion on the Business Center Support site. Working directly with the wireline writers for updates. 4. **BusinessDirect Learning Center** – publishing of new and updated content, PDFs, and images via the SiteMover tool. Working directly with the PM for updates.	• Possesses excellent business process knowledge; has worked on a variety of teams at AT&T since August 2008. She has been a member of the B2B catalog, profile, and production support teams in addition to her content implementation work on the B2B CMS team, working on Premier Business Center, Premier Help and Support content, and the other areas she currently supports. She has a wide breadth of cross functional business knowledge as a result of this. • Going above and beyond job responsibilities and providing high quality work, she is an excellent problem solver and communicator and already has well established relationships with the partners she works with within our team. • Interfaces very well with cross-functional, cross-department internal customers and has a solid working knowledge of other departments from her personal work experience. • Excellent at building the relationships necessary to ensure successful project clarity and completion. • Performs PA/BA responsibilities across all Help/Support portals • Skilled in both Agile and Waterfall • Skilled in use of JIRA process tool • Important to long-term strategical and short-term tactical goals within Business Center Help, Enterprise Support, and Cloud Portal sites. • The addition to our team would allow the end-to-end process to reside with us entirely – from content creation to publication.

Thanks,
Clay