



Case Study

dataDOC Technologies, Inc.



“The value we get is far more than the ability to map out projects, business plans and thoughts. The real value is Mindjet MindManager’s ability to help us think and present that information in a clear, concise and saleable way.”

ROI

By improving customers’ ability to understand complex projects and processes, Mindjet MindManager improves dataDOC’s ability to secure new business accounts.

Company Profile

dataDOC Technologies, Inc. is a Chicago-based company that helps health care and manufacturing organizations improve their use of technology.

Challenge

Understand and solve customer technology problems, then communicate often complex solutions in a way that non-technologists can grasp.

Process Improvement

CTO wins new business by mapping out complex processes using a visual language customers understand

When Richard Goldberg, Chief Technology Officer of dataDOC Technologies, is called in to help a company improve the way it operates, the first thing he does is get a ground-level view of the business. “When we are contracted to reengineer a process, what we typically do is meet with line staff and map out what they do in their jobs, where that touches other areas, and what tools they use to accomplish their jobs.”

Before his company began using Mindjet® MindManager®, Goldberg would undertake this first step using traditional word-processing or flow-charting tools. While these applications created views of problems and solutions that made perfect sense to him, they were usually too complicated for his customers to understand. Mindjet MindManager for Tablet PC improves Goldberg’s ability to work on the go, whether that means making the most of a business lunch or interacting with clients in hospital halls, on factory floors or board rooms.

Maximizing the “Power Lunch”

One prospective health industry customer contacted dataDOC when it was so frustrated with security issues that it was about to simply cut off Internet access.

“They had about 40 PCs in one location with no virus protection, no network administration, no firewall. They wanted to fix it, but didn’t want to spend any money. It was an interesting challenge,” Goldberg says. When his partner first presented the company with dataDOC’s solution, “they just choked on it,” Goldberg recalls.

When his partner started talking about the company’s problem and the proposal over lunch one day, Goldberg opened up his Mindjet MindManager for Tablet PC and started to build a handwritten map of the proposal.

The original proposal was a standard multipage text document that gave all the details of what ultimately needed to be a very complex solution. “But business people don’t necessarily need to see all those details to make a buying decision,” Goldberg says. “They need to see how our proposals relate to them in the real world: ‘What did I say I wanted? How are you going to help me get there? If I have multiple choices to make, how do I decide?’

“I began by focusing on what the company was looking for and how my partner’s solution was going to give it to them – really breaking it down in a very logical way,” Goldberg says. “By the end of lunch, I showed my partner the map and he said, ‘Gee that makes a lot of sense.’ The next day, he took the map to the company and won not just a \$10,000 piece of new business – but a contract for ongoing service and maintenance.”

Brainstorming with the Tablet PC

Another customer for whom dataDOC was providing network services asked Goldberg to help it improve a key piece of PC software.

“I brought the management team together in a conference room and, using a wireless connection to my Tablet PC, projected a MindManager map on the wall. We mapped out the company’s challenges and what the software needed to do to help it meet them-but wasn’t doing. Everyone was amazed at the way I could simultaneously walk around the table, interact with people and use Mindjet MindManager to build a very clear view of what the company was facing.

“We came out of the meeting with an order for a custom piece of software. They came out of it seeing how many major challenges they were really facing. In fact,

Solution

Use Mindjet MindManager, rather than traditional flow-charting applications, to map out, analyze and solve complex technology challenges.

Product

Mindjet MindManager

Key Features

- Pen interface
- Levels of view
- Export to HTML
- Pack and Go

Result

dataDOC gave the client a multipage text proposal, which it rejected. When dataDOC presented the client with a MindManager map of the same proposal, it won not just a \$10,000 piece of new business, but an ongoing service and maintenance contract.

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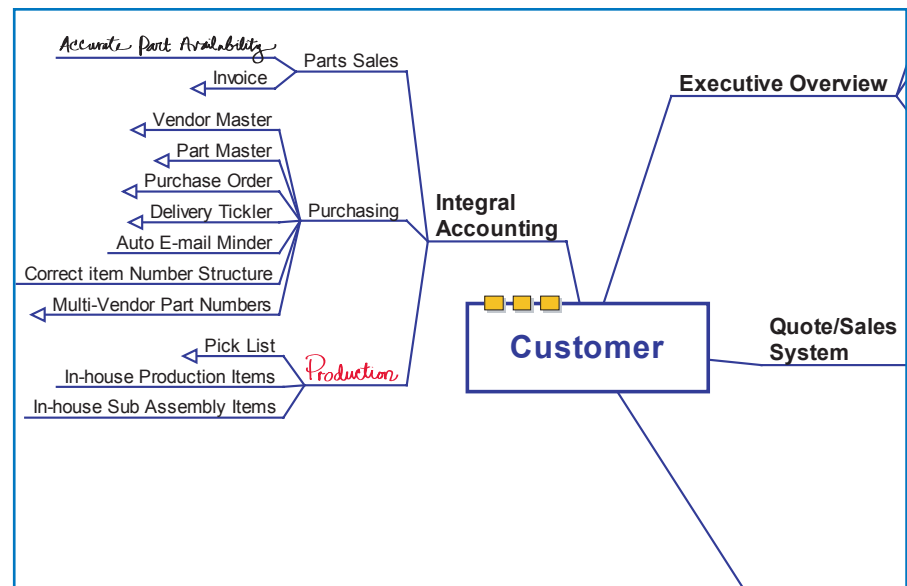
after the meeting the CEO and the President took me aside and expressed extreme gratitude at being able to see their business challenges so clearly. I couldn't have shown that to them with a standard process flow map.”

Peeling the onion

Since the information in MindManager maps is revealed in layers, Goldberg can choose how much information to reveal. “If a client wants to see if we have restructured their network and the new network configuration and PCs that are on it, they can navigate to that section of map and find the hyperlinked document that describes all that. If they want just the broad contours, we stick to high-level branches.

“The point,” he says, “is that it's all there on one document. I don't have to have three separate documents: one for the client, one for sales and one for the technical folks. I can manage an entire project off of one map.”

And he likes the way the maps can be exported to HTML. “Sometimes I'll just send the CEO a zipped file with the whole HTML right in there. They unzip the file, launch right into HTML and can easily navigate very complex project plans to their hearts' content.”



Meeting organization with Mindjet MindManager

Closing the sale

Goldberg says that anytime his team can take a tool that works for them and make it work in more places, both dataDOC and its customers profit. Walking around a facility and talking to the line staff, either showing the map he's building to them or adding their input to it, helps him make sure he is getting the right information and organizing it in a way that makes sense to the customer. And he appreciates the ability to leave his notes in handwriting or to convert them to type.

“Ultimately,” he adds, “the value we get [from Mindjet MindManager] is far more than the ability to map our projects, business plans and thoughts. The real value is the ability to help us think and present that information in a clear, concise, and saleable way.

“Mindjet MindManager allows us to think clearly and then to present that thinking in a way that shows we know what we're doing and where we're going,” Goldberg says. “You can almost hear the clients thinking, 'Oh, that makes sense, no two ways about it; that's the way we need to go.”



To find out how other leading organizations have benefited from Mindjet MindManager, visit www.mindjet.com/casestudies.