



# Find out how our Launch Pad for Web (LP4W) intranet solution empowered a company to re-engage with its valued employees.

*“The Point Alliance team and their LP4W solution were integral in helping us develop a new intranet. They helped us to exceed our business objectives of increasing intranet usage and overall employee engagement. We valued their expertise, forward-thinking, and hands-on approach—a great team to work with!”*

Dagmar Kanzler  
Director, Communications  
Lawyers' Professional Indemnity Company (LAWPRO)



## Our Solution

### Web Content Management using LP4W

Using LP4W as the powerhouse solution for our client's new intranet, we built and deployed a creative and user-friendly site that better supported some basic intranet navigation along with some innovative and customized features making it a true, reciprocal portal for employees.

**Here are some of the key sections that LAWPRO wanted showcased on their intranet's home page to re-engage with their employees:**

- **Carousel of images and text**—Creative and engaging web interface which includes multiple, customizable graphics that refresh after a few intervals along with the latest information such as: “breaking news” and current “job postings”
- **Calendar of events**—Allows for quick and easy reference of current and upcoming events
- **President's blog**—With one click, employees can read and comment on messages from the company president
- **Seating plan**—Using dynamic Flash, employees can at a glance see where their colleagues, meeting rooms, and peripherals are physically located within the building

## Opportunity

LAWPRO recognized that its in-house intranet no longer served the needs of its small but mighty team of approximately 130 employees. Over time, the company's intranet became convoluted making company information difficult to source, ultimately leaving employees uninformed and/or disengaged. LAWPRO looked to Point Alliance's seasoned expertise to build a brand new intranet that would help them re-engage with their valued employees.

## Client Snapshot



Lawyers' Professional Indemnity Company (LAWPRO) is a wholly Canadian owned insurance company that provides professional liability insurance to lawyers in private practice in Ontario and provides TitlePLUS title insurance coast-to-coast. LAWPRO provides liability insurance to more than 22,000 members of the Law Society of Upper Canada. LAWPRO is headquartered in Toronto, Ontario, Canada.

To learn more about our valued client, please visit their web site at: [www.lawpro.ca](http://www.lawpro.ca)





## Outcome

After launching the new intranet to employees, LAWPRO received rave reviews about its simplicity, ease of use, and overall creativity. Post launch, LAWPRO conducted face-to-face meetings with its employees and was pleased to learn that overall adoption of the intranet increased and that employees were more satisfied and engaged. Some measurable results to support this include:

- Intranet visits more than doubled from an estimated 200 visits to upwards of 500 visits per day.
- Content management activity almost tripled from 10 stories per week to upwards of 30 stories.

### Here is what some of the employees had to say about their new intranet, LAWNET:

*"LAWNET is a great intranet tool. It's very user friendly and looks great overall."*

*"The new version of LAWNET is a one-stop source for company news and personal stats. Within a few clicks of the mouse, I can find the information I'm looking for."*

*"I find the new graphical element of LAWNET a big improvement over the previous version. I also like how the content is cleaned up and better organized."*

*"From a content management point of view, LP4W has made my life infinitely easier. It's a simple interface that our employees can navigate through easily and post content. Plus, it's powerful enough to produce a professional and visually impressive website which has been a huge success with our staff."*



## About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

## About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective.

### What can LP4W do for your business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding

## Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management