IESE Business School, the graduate school of management of the University of Navarra, is located in Barcelona and Madrid. Founded in 1958, IESE is the leading business school in Europe and ranked number 4 in the world’s top business schools according to Financial Times, 2003 Educational Ranking. IESE offers the MBA, Global Executive MBA, Executive MBA and PhD in Management degrees, as well as a wide range of executive education programs for global senior executives and Continuing Education programs for alumni.

\section*{PROBLEM}

The University of Navarra’s IESE School of business is unique not just for its comprehensive programs, but for its global reach. While many IESE courses are held in the school’s two international campuses- Barcelona and Madrid-others take place at various global locations to fulfill the diverse needs of companies worldwide.

IESE faculty members travel frequently, leading programs throughout Europe, Asia, Africa, Latin America and the United States. The staff needed to be able to connect with students and faculty from anywhere. Students also required the ability to connect with other students. Most courses require students to work in groups, which presented challenges for students who travel great distances to attend class on campus or live overseas.

IESE realized, as the program grew in size and complexity, that traditional forms of communication between students, professors, directors and administrative staff were creating inefficiencies and consuming valuable resources. In order to improve the quality of the program and stimulate collaboration to ensure effective distribution of information, IESE needed a platform to centralize knowledge among these diverse groups.

IESE’s previous website did little to support partnership and teamwork among students and faculty. Only a few faculty members had access to their own web pages, which created inconsistencies in security, interfaces and level of complexity.

MBA affiliated clubs and associations had developed their sites independently, which also created disparities in access, design and functionality. Although the school had successfully created an online presence using a StudentsHomePage, with valuable information about the school, students and professors generally communicated via e-mail.

\section*{Challenges}

- No web-based system to support IESE’s academic group setting and no system to link students to their colleagues, professors and organizations.
- Little partnership and participation among IESE clubs and organization.
- Disparities in access, design and functionality.
- Few IESE faculty members had access to web pages.
- Most communication between students and professors was performed only through e-mail messages.

\section*{Solution}

- Facilitate IESE’s efforts to establish an effective flow of information to enhance distribution across the organization.
- Offer one single point of access to all users.
- Permit the use of several applications and file formats.
- Create a forum for students to communicate with professors and fellow students.

\section*{Benefits}

- Supports a one workspace, one workplace environment.
- Enhances functionally and streamlines work processes.
- Simplifies tasks.
- Creates consistency in content and knowledge distribution.
NEORIS SOLUTION

Neoris focused on consolidating all of the systems and communications for IESE into one virtual workspace for students, professors and other faculty members to perform their daily activities.

The objective was to simplify tasks and create consistency in content, processes and knowledge distribution. Neoris developed one consistent protocol for users. In order to provide students with one single point of entry to all of their virtual places in IESE, Neoris developed a personalized, "at-a-glance" view of all of their majors, project groups, clubs and organizations where they participated.

Other features included new functionality which substituted traditional web pages with course specific areas, where information could be uploaded and downloaded. Interactive tools were created to foster communication among students, faculty and staff using instant messaging tools and message boards.

Secured role-specific areas were developed in accordance with IESE academic model, which required students to work in groups. Each group was provided access to their secured group site, where project information was posted. Students had the ability to communicate among their group members without sharing details of their projects with members outside the group. The solution also offered group-oriented areas for faculty and staff.

Clubs and other departmental units were provided virtual workplaces, which not only simplified business activities, but also provided improved access to business applications. The solution consolidated the school’s intellectual resources.

RESULTS

- Reduced paper costs.
- Reduced spam by 90%.
- Increased efficiency and online collaboration.
- Boosted enrollment.
- Supported IESE’s efforts to establish an effective flow of information to enhance distribution across the organization.
- Offered a single point of access to all users.
- Permitted the use of several applications and file formats.
- Created a forum for students to communicate with professors and fellow students.
- Responded to the individual needs of IESE students and staff.

CUSTOMER QUOTE

“We needed a solution that responded to the specific needs of IESE’s well-defined program. Neoris delivered precisely the right tools to address these needs effectively,” said Luis Palencia, Director of IESE’s MBA Program.