

Changing your Business Culture with Mosaic

How Mosaic Revolutionized Information Flow at IXI

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Abstract

IXI's personnel are scattered all over the world. In a fast-moving, competitive environment, it is essential that up-to-the-minute information is available to the consumer who needs it. Previously, e-mail and faxes were the only means of publishing information on a wide-spread scale resulting in the individuals hoarding information that quickly grew old and forgotten. Today, information dissemination within IXI has taken on a whole new meaning. Consumers not only have a central location to access all company wide information, but publishers have a simple and attractive means of distributing it.

Sales people can now quote figures direct from the developers about expected product release dates, the production department can keep a daily tally of when to expect product hand-offs from QA, marketing people can easily prototype sales literature which the developers can participate in and journalists can simply download whole articles and product reviews.

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