

Big-4 Audit Firm reduces learning content preparation time from days to minutes using icTools software from Ictect

SITUATION

One of the big-4 audit and accounting firm ("the Company"), delivers high-quality learning programs for its audit professionals. These programs are regularly updated and facilitated by coaches, ensuring compliance with evolving industry regulations and audit standards.

The content for these trainings is authored by Subject Matter Experts (SMEs), with technical editorial support from Subject Matter Resources (SMRs). Once developed, the content must be converted into structured XML for storage and distribution within the Company's enterprise content management system – Tridion from RWS.

Traditionally, this XML conversion process was managed by a specialized team within the Company's global Center of Excellence (CoE) with resources in India, Philippines and the US. While effective, the process was time-consuming and required substantial coordination between SMEs, SMRs, and CoE resources, often resulting in delays and bottlenecks in training content delivery.

The Company sought a way to streamline this process, empower SMEs and SMRs with more autonomy, and reduce reliance on the CoE without compromising quality or XML compliance.



When it comes to Microsoft Word and XML, Ictect is the only game in town!"

Amber Swope

**Information Architecture
Consultant**

DITA Strategies, Inc.



SOLUTION

The Company implemented Ictect's Intelligent Content software—a Microsoft Word-based solution that automates XML tagging and quality checks within Word. In addition to text-based content such as quotes, quizzes, discussion topics, they also include visual content to make training more engaging for the audit professionals – with Smart Art in Microsoft Word. This gets converted to XML using Ictect's Intelligent Content Tools (icTools) software, and then formatted as PowerPoint from the XML

With Ictect's solution, SMEs and SMRs can now develop, review, and structure audit training materials themselves without needing in-depth knowledge of XML or assistance from the CoE. The software integrates seamlessly with Tridion's XML requirements, allowing for a smooth handoff of finalized content to the content management system.

This transformation allowed the Company to redefine their learning content workflow:

- No more waiting for CoE resources to process documents.
- No need for duplicate versions of the same file for XML export.
- No specialized tools beyond Microsoft Word were necessary.
- Error resolution and compliance checking could be done instantly through an XML structure panel within Word.

What previously took days – sometimes even weeks – can now be accomplished in minutes, significantly improving the Company's agility in delivering up-to-date training.

RESULTS

- Content preparation time reduced from days to minutes.
- SMEs and SMRs empowered to create XML-compliant content.
- Minimal CoE involvement frees up global resources for higher-value tasks.
- One source file for both print-ready PDF and XML.
- Streamlined integration with Tridion CMS.

RESULTS



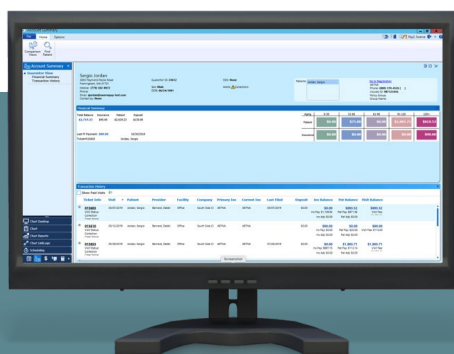
Single platform to generate print ready version and XML



Software solution to create XML-compliant content



Significant time savings



With Ictect's Intelligent Content software, we no longer rely entirely on CoE for XML conversion. Our SMEs and SMRs now deliver structured, high-quality learning content faster than ever before."

– Senior Learning Manager, Big-4 Audit Company