

Case Study

**GM Financial
moves content
from the past to
the future with
Upland Panviva.**



INDUSTRY
Financial Services

COMPANY
**General Motors Financial
Company, Inc.**
Fort Worth, TX
gmfinancial.com

GM Financial is the wholly owned captive finance subsidiary of General Motors. As a global provider of auto finance solutions, it operates in the U.S., Canada, China, Europe, and Latin America.



GM Financial used Upland Software's Panviva to consolidate knowledge content in a central system and standardize its creation. With consistent content across departments and faster system-wide process deployment, employees are more productive *and* more accurate.



How do you consolidate information from disconnected knowledge bases into one central repository?

A new system called for new content.

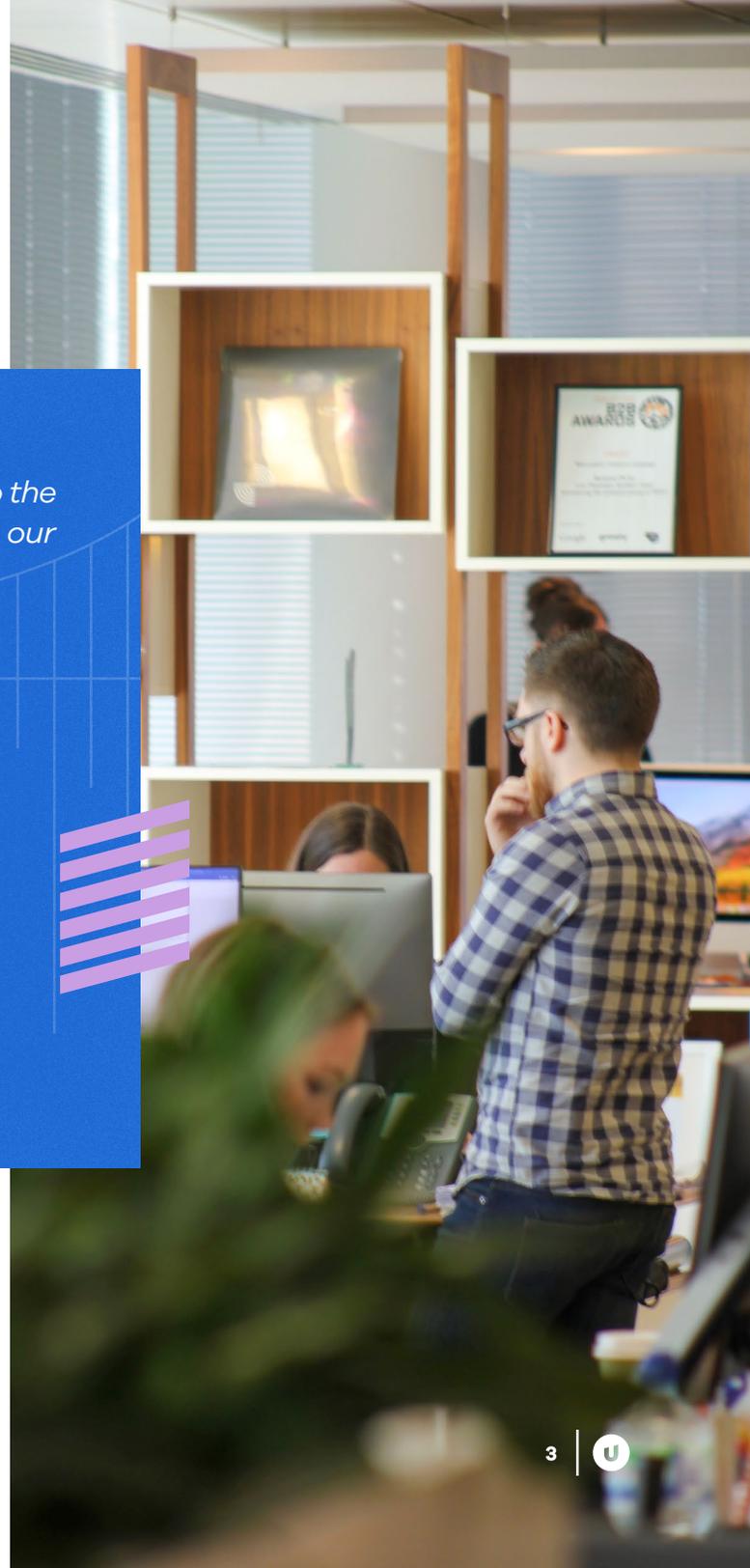
GM Financial faced a huge challenge: It needed to implement a new corporate system that would change policies and procedures across the enterprise. Virtually every department from customer service to call centers to the entire dealership network would be affected. Finding a way to get current and new content ready for the changeover was a daunting task, one that the current knowledge system wasn't equipped to meet.

Consolidate and simplify.

With Panviva, GM Financial consolidated information from a number of disconnected knowledge bases into one central repository. Simplified, too, was the process of creating content, making it easier for content creators, designers, and those who train the teams that use it. Now, content is both easier to author and easier to find, ensuring employees have the right information, exactly when they need it.

"We chose Panviva to move our content into the future and away from our fragmented past."

– Heather Morrow
Enterprise System Specialist II,
GM Financial



The content creation process is consistent using Panviva

A successful pilot program.

"We are a large company and we were changing the way everyone works. We had to provide help for them (to make the change)," explains Heather Morrow, Enterprise System Specialist II.

GM Financial process changes with Panviva centered on a complete content overhaul beginning with a pilot. The team began with a small amount of content, then worked with the Panviva support team to train GM Financial content authors on the new tool. The easy-to-use, feature-rich content environment the authors discovered in Panviva helped fuel immediate results in the content development process.

A content creation tool authors love to use.

One big advantage Panviva drove was consistency throughout the content creation process. "We love the way it drives a consistent setup. Everything has a similar feel. Panviva makes creating content easy for authors, trainers, and content designers. This tool guides them to get what they need and nothing more," says Morrow.

Once content is finished, it's also findable. "Before Panviva we had information everywhere. It was all very fragmented and difficult to find information. SharePoint

would bring back thousands of results (for a query), Panviva puts all the knowledge in one place and gives us access to information quickly. It is easy for end-users to find exactly what they need when they need it," Morrow adds.

With Panviva, GM Financial has also seen faster system-wide deployment of processes, increased employee productivity, and a reduced risk of non-compliance errors.