



Kalleid Newsletter - September 2022

Welcome to Kalleid's newsletter for the month of September, where you'll find some of our most recent content.

Featured Blog Posts



The Elusive Promise of Managed Change

Reframing "change management" into "organizational transformation" allows companies to rethink the concept and see that it requires more than just the corralling of humans. In this blog, we discuss how to lay the foundation for a robust engagement plan with outreach that is customized, well-timed and actionable according to the needs of your various stakeholder groups.

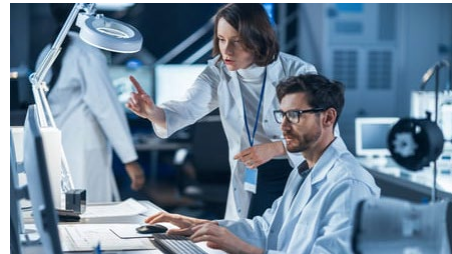
[Read more](#)



Data Privacy Essentials in a Regulated Environment

Businesses must understand what data they are collecting, how the business uses that data, and the risks associated with that data. In this blog, we discuss important privacy principles and provide best practice recommendations for enhancing the data security of Personal Information in your organization.

[Read more](#)



Choosing the Right LIMS Hosting Solution for Your Laboratory

When installing LIMS, one of the most crucial decisions to be made is how to host the system, as this dictates how the software is installed, managed, and maintained. In this blog, we examine the most suitable options for laboratories; on-premise, externally hosted, and SaaS (Software as a Service) LIMS.

[Read more](#)

Featured White Paper

WHITE PAPER



Content as a Service (CaaS)

The future is challenging traditional publishing in ways hardly imagined before. Traditional publishing relies on assembling content from many different sources of information, including technical specs, procedures, and marketing content from their respective contributors and repositories. These silos of information need to be consolidated from various repositories and then formatted before publishing documents such as PDFs, apps, or web content. The old ways of traditional publishing can severely restrict what the customer can see at any given time. The customer might not have exactly the information he or she needs to get work done.

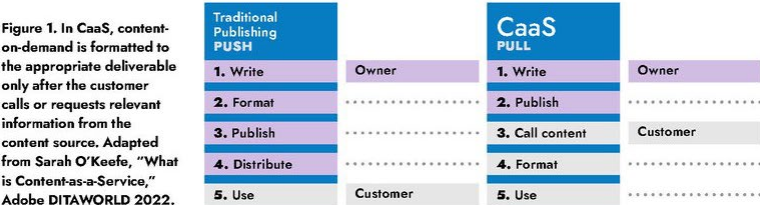


And yet, most complex manufacturing and laboratory systems rely on traditional publishing. For example, a manufacturer requires a laser cutter on the factory floor to cut a new material of a certain width. To cut the material, the firmware of the laser cutter must download information to set the machine correctly for cutting. In some cases, the machine requires a firmware update. The update must include many pieces of information from many different sources, including engineering specs, the firmware update, and the readme from various vendor repositories or even various pieces of information from multiple vendors. In any case, executing the firmware update to cut the material depends on consolidating many sources. Content has become so fragmented and is coming from so many different sources, in many use cases traditional publishing just doesn't work very well anymore. To update the proverbial laser cutter, it would be more efficient to pull blocks of content from different sources on-demand.

In a changing world, where people read content on many devices, where artificial intelligence (AI), "machine intelligence," can drive what people read, it's time to consider a new paradigm for content creation and delivery: Content as a Service (CaaS). CaaS already has a proven track record in retail (Spotify) and customer relationship management (CRM; Salesforce). CaaS is just beginning to be a useful technology in technical communications for on-demand delivery of technical content.

DISTINCTIONS BETWEEN CaaS AND TRADITIONAL PUBLISHING

CaaS differs significantly from traditional publishing. While traditional content such as a PDF is prepackaged and then "pushed" to customers, CaaS content is "pulled": Content is requested by customers first, and only then is the content rendered, formatted, and filtered upon request. With traditional publishing, the customer gets a PDF manual or online instructions. On the other hand, CaaS delivers, assembles, and formats content on demand in the format required by the customer. See Figure 1.



Content as a Service (CaaS)

In a changing world, where people read content on many devices and artificial intelligence (AI) can drive what people read, it's time to consider a new paradigm for content creation and delivery. In this white paper, we discuss the

differences between CaaS and traditional publishing, advantages to its use over traditional publishing, and applications of CaaS to real-world problems.

[Read more](#)

Featured Case Study

CASE STUDY:



Customer Training Program for an R&D Data Cloud Company

PROJECT OVERVIEW

A major software company that helps many of the top global pharmaceutical and life science companies unlock siloed R&D data with a cutting-edge, cloud-based data platform wanted to transform their customer experience to promote increased customer retention, expansion of use, and differentiation from other tech firms.

Due to Kalleid's extensive experience and successful track record in developing customer training programs for software companies, the company hired Kalleid to drive the maturity of their training capability through development and implementation of a robust and flexible training program.

BUSINESS CASE

At the start of the engagement, the company's customer training program lacked maturity in a number of areas:

- **Training model did not scale**
- **Response to client requests was reactionary**
- **Ill-defined learning paths for expertise progression**
- **Little to no self-paced training options for customers**
- **Lack of standardization in the customer training experience, from onboarding to deployment and after go-live**

To address these issues, the company contracted with Kalleid to transform their training program and customer experience to a more desirable future state:

- **The training model scales as the company grows**
- **Training is a key differentiator that drives retention and expansion of the platform**
- **Learning paths are defined for personas and content can be accessed in a variety of formats (instructor-led, videos, eLearning, etc.)**
- **Training is promoted at various points in the customer journey to encourage expertise progression and expanded use**

Customer Training Program for an R&D Data Cloud Company

A major software company that helps many of the top global pharmaceutical

and life science companies unlock siloed R&D data with a cutting-edge, cloud-based data platform wanted to transform their customer experience to promote increased customer retention, expansion of use, and differentiation from other tech firms.

[Read more](#)

Who We Are

Kalleid, Inc. is a boutique laboratory IT consulting firm that has served the scientific community since 2014. We work across the value chain in R&D, clinical and quality areas to deliver support services for software implementations in highly complex, multi-site organizations. If you would like to learn more about Kalleid and the services we offer, please visit [Kalleid.com](https://kalleid.com) or [contact us](#) today.



Find out more about our professional services and how our integrated approach to business transformation can maximize your company's success.



[Learn more](#)