

PSC Case Study



IBM Lotus and PSC Help Facilitate an African Social Responsibility Program

The Problem – Building a new generation of educated leaders

In a region where basic human needs are met by few, thoughtful corporations are investing their time and money to build a generation of educated leaders to lay the foundation for a better future. Such is the case in Africa where one corporation was seeking a creative and cost effective way to apply technology to the help execute their corporate responsibility.

The Analysis – Leveraging 35 years of experience

Africa Challenge Productions S.A., (ACSA), whose principal is the long time producer of College Bowl has been the leading source for academic competitions worldwide for the past 35 years. Over the years, the company has received numerous awards for its contributions to education including an Emmy, a Peabody, a Congressional Citation, and several Presidential Citations. Most recently, ACSA joined with Zain, Africa's most successful pan-African mobile network, to create the Zain Africa Challenge (ZAC). ZAC, the first-ever televised academic competition among students at African universities across the continent, was a major undertaking for ACSA. (More information on ZAC can be found at <http://www.zainafriachallenge.com>.)

To launch the program, ASCA, in concert with Zain, established an African presence in Nairobi, Kenya as part of Zain's corporate social responsibility efforts targeting education and is an extension of Zain's corporate commitment to "A Wonderful World" for their customers.

They soon found out that running an event of this magnitude was exceptionally complex. The ZAC team knew the logistics of television coverage, accommodations, catering and other production issues would require significantly greater effort; leaving the manual processes of compiling, reviewing, and preparing the 'challenge' questions with fewer staff...which is why Lotus Notes and PSC Group became part of the project.

The Solution – Zain Africa Challenge: Celebrating Higher Education in Africa

PSC Group was engaged to design and implement a new infrastructure and architecture for dealing with the creation and management of ZAC content. Because we would be creating a global collaboration environment, Lotus Software was chosen as the platform.

The implemented solution enabled a very rapid time to market (less than one month) in preparing 'challenge' questions for the games, greatly reduced administrative effort and

The Benefits

- Collaborative environment enabled better localization or content
- Automated process enabled flawless execution
- Accelerated time-to-market

The Technology

- IBM Lotus Notes
- IBM Domino
- IBM Sametime
- Integra for Notes



PSC Group, LLC is an information-technology and professional services consulting firm that specializes in business process architecture and back-end integration.

We have extensive experience in the integration of IBM Lotus with Microsoft Office, OpenOffice.org, and Lotus Symphony. PSC is considered the leading resource for Lotus Symphony development and automation.

We are also expert in enabling Social Networking and Collaboration within the Enterprise and Document Generation using ODF and OOXML

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efficiency (30% of employee effort was shifted to other areas of need) while uniting a global team of hundreds with improved communication and collaboration.

Now in its third season, the Zain Africa Challenge has grown to include universities in Ghana, Kenya, Malawi, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia. Each country held its own national qualifying tournaments, with the top 32 teams competing in the International Championships & Festival in Kampala, Uganda in February 2009. The additional countries were added to the Notes/Domino application without significant investment, allowing the production team to focus on the content.

Third Season Highlights:

- Thirty-one programs from the International Championship are being broadcast throughout Ghana, Kenya, Malawi, Nigeria, Sierra Leone, Tanzania, Uganda and Zambia.
- Each Zain market has its own Zain Game (SMS home viewer game). Viewers play to win fabulous prizes.
- The top 32 national teams competed in a Knockout Tournament at the International Championship & Festival in Kampala, Uganda.
- Each country held National Qualifying Tournaments.
- Universities in Ghana, Nigeria and Sierra Leone joined those in Kenya, Malawi, Tanzania, Uganda and Zambia, bringing the field to over 100 eligible universities in eight countries. Over \$1 million USD in institutional, individual and travel grants are being awarded.



Making Change – The Results of the Zain Africa Challenge Solution

The collaboration tools of Notes/Domino and Lotus Sametime allowed the local staff in Africa to work closely with the worldwide authors and editors, providing better localization of the content. The result is a product that is more responsive and accurate to the people of Africa. In fact, the real-time collaboration tools of Lotus Sametime not only changed the entire process and reduced costs, but transformed the ZAC culture for the better.

In the end, by automating this process with Lotus Notes/Domino, the ZAC was conducted flawlessly for students from 100+ universities across Africa and will reach an estimated 250 million people with the televised events. PSC was recognized for their effort with the 2009 Lotus Award for Best Philanthropic Solution.

