



Catwalk Consulting & IBM invite you to a complimentary briefing
on Thursday, October 23rd

Innovations for Improving Efficiency and Your Bottom Line



Please join us for this complimentary executive briefing where you will hear first hand how **Kim Kleeman**, co-founder of Shakespeare Squared, has worked with Catwalk Consulting using IBM solutions to quickly and efficiently scale her business to meet the demands of her customers and to expand into new markets.

The Company

Shakespeare Squared is an educational development company that provides editorial and design services for both textbook and trade book publishers. The company has grown rapidly – nearly 800% since 2005. The company now employs over 500 freelancers around the world and 30 people at its home office.

The Problem

Shakespeare Squared was growing quickly but found itself constrained by largely manual processes used to track projects, writers and assets. Staff spent an inordinate amount of time working with the cumbersome systems. Management was unable to accurately determine actual cost versus what was estimated in the proposals. The lack of this information was impacting the bottom line and impeding efficient growth into the future.

The Solution

Catwalk Consulting worked with Shakespeare Squared to implement an Automated Work Flow Application powered by IBM Lotus Notes/Domino. The solution incorporated contact management, bid management, project management, a manage resume system and instant messaging. The results were dramatic – costs dropped, information integrity improved and productivity increased!

Agenda:

- | | |
|---------------------|---|
| 8:30 AM – 9:00 AM | Registration |
| 9:00 AM - 9:15 AM | Executive Welcome |
| 9:15 AM – 10:00 AM | Kim Kleeman presents “Small Business Solutions for Managing Rapid Growth” |
| 10:00 AM - 10:15 AM | Break |
| 10:15 AM – 11:00 AM | Demonstration |
| 11:00 AM – 11:15 AM | Closing Remarks |



Location: IBM Office, 71 S Wacker Drive, Sixth Floor – Hyatt Building, Chicago, IL 60606

[Click Here to Register](#)

If you experience difficulties with the online registration site, you may also RSVP by contacting Catwalk Consulting at info@catwalkconsulting.com or 888-989-0196.