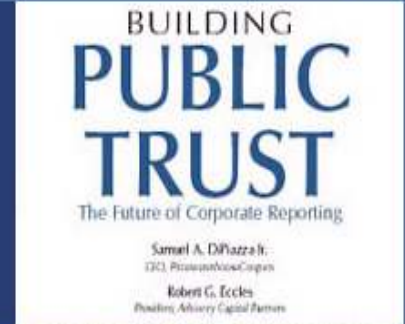


- [Public Trust Home](#)
- [The Future of Corporate Reporting](#)
- [Free Book Summary](#)
- [Buy the Book](#)
- [Solutions Center](#)
- [About the Authors](#)
- [News and Reviews](#)
- [Contact Us](#)
- [PwC Users \(Gulp Login\)](#)

"Forward thinking . . . refreshingly candid views." - John Connors, CFO, Microsoft

Sam DiPiazza speaks candidly about public trust. [View video.](#)



Building Public Trust

The Future of Corporate Reporting:

Public trust in those responsible for reporting corporate performance information has been shaken to its foundation. Investors and other stakeholders are demanding greater corporate transparency. This book offers a fresh view of the responsibilities of every participant in the Corporate Reporting Supply Chain and, more important, a revised model for corporate disclosure.



[For a free executive summary of the book click here](#) 

[Buy the book](#) 



© 2002 PricewaterhouseCoopers . PricewaterhouseCoopers refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity. All rights reserved.

[Privacy Statement](#) | [Legal Disclaimer](#) | [Email Webmaster](#)

Case Studies - PriceWaterhouseCoopers

Marketing Strategy, Content Strategy, Online Strategy, E-Risk and more - Work by Deborah Collier (ex. PwC Employee)

Overview

During Deborah Collier's 2-years (2002-2003), at PriceWaterhouseCoopers, she gained consulting and strategic web and marketing experience, which enables her now as a Director to lead others. She was engaged to:-

- Help clients understand and identify business needs and opportunities provided by intra, extra, Internet and related new media technologies
- Train and advise on use of web technologies, content management system, design, branding and risk management guidelines.
- Advise client teams on strategies and tactical requirements to satisfy their business objectives – includes Marketing, Metrics and content Strategy as well as technology.
- Requirements gathering and formulation for Business Information Systems and Business Processes (e.g. Portal, Content Management System, Helpdesk, Web Infrastructure, Metrics)
- Manage projects, workstreams and meet deadlines
- Strategy formulation
- Budget and resource
- Coordinate development and production resources (Content, design, branding, technology, e-marketing, information architecture and usability operations as well as freelancers and outside vendors).
- Quality control oversight – serving as quality assurance monitor between client and Web Services
- Crisis resolution
- Drive collaboration, innovation and knowledge-sharing within client organizations

Some of the projects (omitting any confidential information), are included below:

Emerging Africa

PRICEWATERHOUSECOOPERS

Global Home Locations Search Site Map Contact Us Countries Online

Global

Site Navigation: Quick Search:

Business Minds
Infrastructure
Trade Blocs
Health
Governance
High-Tech Talk
Building Small Businesses

Emerging Africa

Business Minds
Infrastructure
Trade Blocs

Emerging Africa

Governments across Africa recognise that the only way the continent will emerge as a global player is in partnership with the private sector. Even with a more efficient and effective public sector, the NEPAD 7% growth target will require \$64bn per annum from Foreign Direct Investment, debt relief and donor funding. Recognising the private sector has a big role to play is half the battle; enabling private sector participation is the other half.

The work PricewaterhouseCoopers does in the Africa Central region provides examples of practical solutions to development problems. We work with governments and the private sector to help make the continent a truly Emerging Africa.

Business Minds

Nearly 50 public and private sector leaders speak about how they solve the problems facing businesses in East Africa in this PwC TV series.

[Please view our Infrastructure Videos](#)

Featured Articles

- [Public private partnerships – the answer to our infrastructure problems](#)
- [Business ethics – a time to change our behaviour](#)
- [Tax planning for Kenyan mobile telecoms operators](#)

© 2003 PricewaterhouseCoopers . PricewaterhouseCoopers refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity. All rights reserved.

[Privacy Statement](#) | [Legal Disclaimer](#) | [Email Webmaster](#)

Emerging Africa – A Project-Led by Deborah on behalf of PwC Africa.

Whilst representing PriceWaterhouseCoopers (PwC) 'Global Web Management Services' team, Deborah was engaged to advise the Africa Central Region on setting up a territory web site for Kenya and a web management team for the regional intra, extra and internet sites. During a visit to Tanzania, she worked with the Regional Marketing Director to create a strategy for a new territory web site for Kenya, and also on using the web as a marketing medium for a PwC Sponsored TV series airing in 21 Countries. The series, which depicted challenges and solutions of doing business in East Africa, was available in CD format for distribution nationally. Deborah suggested the web as a medium, not only for sign-up and distribution, but also for presenting short clips of the series. She suggested creating a microsite within the company's site PwC.com, called Emerging Africa and registering a domain emergingafrica.com as a redirect.

Deborah worked with the Marketing Director to plan the content and marketing strategy, as well as gain approval from the rest of the global firm to allow a new global microsite on PwC.com. Further to agreeing on strategy and budget, Deborah project managed the production of the Kenyan and Emerging Africa web sites completed by Web Management Services, and trained a Tanzanian web master to maintain them. She also provided additional coaching to the regional marketing director and content publishers, on use of the content publishing environment, e-risk management and branding guidelines, as well as content strategy and best practice.

"I just wanted to let you know what a great ambassador Debbie is for your whole web team. It was incredibly worthwhile having her here and we have not only managed to get our project planned and up and running, but also trained our Webmaster" "All tasks have been delivered on time and budget guesstimates were a very accurate indicator. Our leadership were very pleased with the results."

Gendie Somerville-Ryan, Marketing Director, Africa Central Region, PriceWaterhouseCoopers.

Emerging Africa - Marketing Strategy & Content Strategy

Deborah worked with the Marketing Director to plan the content and marketing strategy for The Emerging Africa site, and worked with 'Content Strategies Group' at PwC on several projects including 'Emerging Africa', to pull together additional expertise for the site content strategy, article editorials, content presentation, banner ads, site design and strategy for an enhanced feature on the PwC.com global homepage.

Further to the production of the Emerging Africa website, the team, featured the emerging Africa site on the home page and also commenced a series of "Doing Business Guides" interviewing business leaders in the East Africa Region.

"Working with Debbie is always a pleasure. I cannot praise her highly enough. Personally I think she's a great asset, and I look forward to working with her on other projects", **Noel McCarthy – Content Strategies Group, PriceWaterhouseCoopers**

The Emerging Africa web site was commended by the PwC's CEO and the Global Managing Partner of Markets, describing it as a case study of best practice for the firm.

Deborah's main Africa Central contact also gave written feedback about Deborah's *"organisational ability, excellent communication skills, efficiency and thoroughness, ability to leverage off the PwC network, commitment to excellence and ability to provide non-threatening guidance even though her technical skills are obviously considerable"* – **Gendie Somerville-Ryan, Marketing Director, Africa Central Region**

Africa Central – Further Consulting

Deborah supported the Africa Central Region by training and developing their new webmasters, supporting the migration of 5 of their sites into the PwC Shared Publishing Environment, supporting the production of a Nigerian site on PwC.com and consulting on a variety of initiatives such as an Africa Central Intranet, 2 forthcoming territory sites, a Nigerian Alumni Extranet and a Kenyan careers site.

Further to the production of the Nigerian Territory site, an unsolicited and signed note of gratitude was received by Deborah from Nigeria's country leader:

"I took personal note of your contribution to the progress of the project; and I dare say that without your support, the project would not have been successful. I am particularly impressed by the exemplary sense of duty which you displayed throughout the duration of the project". – **Nsa Harrison, Nigeria Senior Partner (Country Leader)**

Global IFI Practice – Cost Savings

Deborah delivered particular value to the Global IFI project by not only offering counsel on processes, technology,

standards and resources and **save the practice a £20,000 site development budget**. Through investigation, she was able to locate interdependencies between various marketing communities within the firm and bring them together.

Tony Kingsley, Global IFI Practice Director stated that Deborah had provided “*Outstanding Technical and Creative Support*” throughout the engagement.

Global Finance and Global Financial Systems – Averting Project Failure

Global Finance required support in the production of a “Front End Delivery System”. Deborah presented a variety of options including one that would have delivered c. £21,000 saving. The information she provided enabled the team to make an informed decision balancing cost-savings with technical capabilities.

During a US Global Finance intranet site project, Deborah recognised a potential deviation from the client’s timeline. In addition, she was unconvinced that the client’s supplier was fulfilling resourcing issues. By using bridging (questions), she was able to alert the client who was project managing the site development, to potential issues, without offending any parties within the group. In doing so, she averted a last minute project failure and ensured that the client had sufficient time to rectify issues, as well as re-adjust timeline expectations on other desired project outcomes.

“The GFS Communications team has had the good fortune to work with Debbie, who has been not only a pleasant person to work with but is also a great help in providing us a sounding board for reasonable US IT information and connecting us to people and resources within the global firm”. **Rebecca Rothschild – US Global Financial Systems**

PwC Client Teams - Ensuring They Felt in Safe Hands

“Deborah supported the PwC France online web initiative by proposing and negotiating alternative solutions to meet our marketing goals. She conducted valuable web site appraisals and gave us helpful and timely advice on how to maximise our online presence. I felt that Deborah was a kind of “ambassador” for the French web site. Whenever I needed help, I felt secure that my problems would turn into solutions. I highly recommend Deborah”. **Agnes Fau-David, Digital Communication Manager PwC France** (Testimonial posted on Deborah’s LinkedIn Profile)

““Debbie doesn’t wait for my request or when trouble happens...I feel secure: problems always turn into solutions” - **Agnes David, France Site Manager**

“During my time as Editor-in-Chief for Executive Perspectives at PwC, Deborah and I collaborated on a number of client web projects. I realize that people are always sceptical when they read glowing assessments like this, but in case, I think she deserves all the kudos I can summon. Working with Deborah is always a pleasure. She seems to have the uncanny knack of being able to anticipate problems before they happen and devise innovative solutions before the problems become a serious impediment”. **Noel McCarthy, then Editor-in-Chief at PriceWaterhouseCoopers,** (Testimonial posted on Deborah’s LinkedIn Profile)

Web Accessibility – Identifying and Mitigating risk

Deborah contributed to Global Risk Management’s knowledge in the area of accessibility, by identifying legal and reputational risk, and giving them the tools to present an effective case to leaders for investing budget and resources into a firm wide project to make PwC’s Internet, Intranet and Extranet sites accessible.

“Deborah’s anticipation of risk issues associated with web accessibility allowed us to be proactive in addressing these risks. She is detail orientated and produces results”. **Tish Andrewartha, Director Risk, PriceWaterhouseCoopers** (Testimonial posted on Deborah’s LinkedIn Profile)

“I highly recommend taking any opportunity to work with Deborah. She is a sharp professional and has superior strength in building and maintaining relationships with her clients and team members. This leading advantage is demonstrated in the success of her projects”. **Kathleen Davies, Senior Manager PriceWaterhouseCoopers (Collaborated with Deborah in a number of projects in PwC’s Web Management Services Team)** (Testimonial posted on Deborah’s LinkedIn Profile)

Proposing time-saving and efficient processes

During her time at PwC Deborah contributed to the larger Web Management Services team by a putting forward time saving suggestions and ideas. For example, she saw an opportunity for streamlining the client wide site migration process. She created a step-by-step guide for migrating web sites into to the Shared Publishing Environment (SPE), to be used by all team members.

In addition, she instigated, managed and was actively involved in the creation of a new SPE training and SPE Advanced Training Guide. She collaborated with the team's main training contact and a technical writer to produce the guides in the most effective format possible. These guides were subsequently used alongside training workshops, and the trainer reported a significant impact on the training effectiveness. The learning from this experience helped Deborah in her later career to develop high-quality training products and brands, which is now oversees as President of E-Business and marketing certification company – The Certificate in Online Business (COBCertified.com)