



**corridor company**

Mission Critical SharePoint

**For immediate release**

**Corridor Company's Russ Edelman to Share Best Practices for Business Success at SharePoint Symposium, November 4, 2015**

Wakefield, Mass. (PRWEB) October 28, 2015

*Session will explore the phenomenon of "Technical Success, Business Failure."*

Corridor Company, Inc., the leading provider of contract lifecycle management software powered by the SharePoint and Office 365 platforms, is pleased to announce that its president and CEO Russ Edelman will speak at the SharePoint Symposium held at the JW Marriott, Washington, DC, on November 4-5, 2015. His presentation, "Ensuring True Business Success with SharePoint – Not Just a Technical One," will take place in Track 2 on November 4, at 1:30 pm.

In his presentation, Edelman will examine why many projects that meet their technical requirements nevertheless miss the mark in producing high value business results. The premise of this presentation is from an article that Edelman had written in InformationWeek titled "How to Avoid 'Technical Success, Business Failure'" ([link](#)). Organizations often focus on the technical aspects of their solutions, leaving unexamined the business and human needs of the new systems. According to Edelman, this approach leads to systems that function as specified but produce mediocre business results. Business failure can take many forms, include poor user adoption, lack of support post-deployment, and extended deployments that delay getting usable tools in business users' hands.

The failure to keep the business users' experience in mind when implementing technical systems occurs with many technologies, Edelman notes. In implementing its own products, including its Contract Management App for SharePoint, Corridor follows a "Business Release" model that puts working functionality into business users' hands early on and allows user feedback to inform the next implementation cycle.

"Business users will give a new system a chance when they understand how it will make their lives easier," says Edelman, who has lectured and written widely on the disconnect between technical and business initiatives. "When organizations give serious thought to change management, training, communication, and user feedback, they set the stage for dramatic improvements in efficiency and better quality work from their professionals. On the other hand, when they deploy technology without the necessary preparation or change management planning, keeping business users in the dark until the solution is rolled out, they almost guarantee mediocre results, despite the best of intentions."

SharePoint Symposium features fast-paced sessions led by industry experts and experienced customers. From managing hybrid cloud environments, to evaluating SharePoint 2016 SharePoint for Office 365, to considering add-on technologies, all the conference sessions will draw from real-life experience and best

practices from leading practitioners. Readers can learn more about speakers, sessions, and registration at the event [website](#).

### **About Corridor Company**

Corridor Company is committed to continually evolving our software product line to meet the challenges of contracts and their proper management. With a business application platform that readily provides solutions for Contract, Proposal and Supplier Management, Corridor's end-to-end solutions enable customers to create contracts and proposals more efficiently, manage all processes more effectively, and ensure that revenue, profit and compliance are all fully optimized. Corridor's flexible licensing model, supporting implementation packages, and delivery options which include on premises, in the cloud, or Office 365, ensure a solution tailored to fit the needs of companies, including global enterprises. To learn why global to mid-sized clients choose Corridor as their Contract Management partner, visit [www.corridorcompany.com](http://www.corridorcompany.com).

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### **About SharePoint Symposium**

The SharePoint Symposium is something very different, a conference on the topic of Microsoft SharePoint that does not proselytize. Whether you already have SharePoint in your organization or are looking to acquire it, you will encounter no sales pitches here. What you will experience are sessions led by true industry experts who lead you through their experience of SharePoint in practice. From managing issues of sprawl and viral growth, to considering cloud alternatives and add-on technologies, all the conference sessions draw from real-life experience and best practices from leading practitioners. Learn more at <http://www.sharepointsymposium.com/2015>.