



Enterprise 2.0 Case Study:

Implementation of 'Just Connect' Social Intranet Software at Bigpoint





“Your social intranet is a mirror of your organisation as it reflects your people, your activities and your values”

Initial situation:

Bigpoint is one of the worldwide leading online gaming companies. More than 800 employees are distributed globally, including offices in Germany, the US, Brazil, Malta, France and Spain.

Bigpoint's traditional intranet solution allowed for access to colleagues' contact information and a company news blog, but did not provide crucial functionalities such as document management and social interaction. Accordingly, the system's acceptance was low and usage sporadic.

Due to its rapid international expansion, Bigpoint took the decision to replace its out-dated intranet solution with a modern social intranet suite to allow employees across all international locations to connect, communicate and collaborate.

Organisation:

Bigpoint

Division:

All divisions in 7 international locations

“Content and social interaction must go hand in hand on a social intranet platform – one should never be without the other”

Expectations:

Bigpoint aimed for an ‘Intranet 2.0’ solution. Expectations included that the new communication and collaboration platform should

- Incorporate core Web 2.0 functionalities to allow for sustainable connectivity and interaction
- Be the central information platform within the company, easily accessible and searchable by all
- Help foster a common company culture across all international offices
- Become the virtual workspace for all employees and provide access to all functionalities required for daily working

Challenges:

Whilst Bigpoint’s rapid international expansion was the reason for implementing a new intranet platform, it posed some specific challenges at the same time, including:

- Simultaneous rollout to more than 800 employees in 7 locations
- Multiple diverse cultures and customs amongst employees that reflect upon the usage of and the expectations from a common intranet platform
- More than a dozen languages spoken throughout the company

All locations & developer teams on one single platform



Implemented solution:

Bigpoint decided on implementing the social intranet software suite Just Connect by Just Software AG. Just Connect has been thoroughly customised to Bigpoint's requirements and launched under the name 'Bigpoint together'. Further adaptations will allow for the integration of multiple internal process management tools, e.g., for ticketing and process management.

'Bigpoint together' is the company's main information depository, collaboration space, communication channel and social connectivity platform.

The structure of 'Bigpoint together' provides virtual places for all global locations, projects and developer teams. Places for developer teams are assigned to their current gaming project, and assignments of places can be adapted flexibly. Overarching functions like HR or Finance have their own virtual spaces that cut across locations.

English has been established as the official language on 'Bigpoint together', but comments and posts are encouraged in all languages spoken at Bigpoint.



"'Bigpoint together' has become the crucial link between all our social activities within the company"



Impact to date:

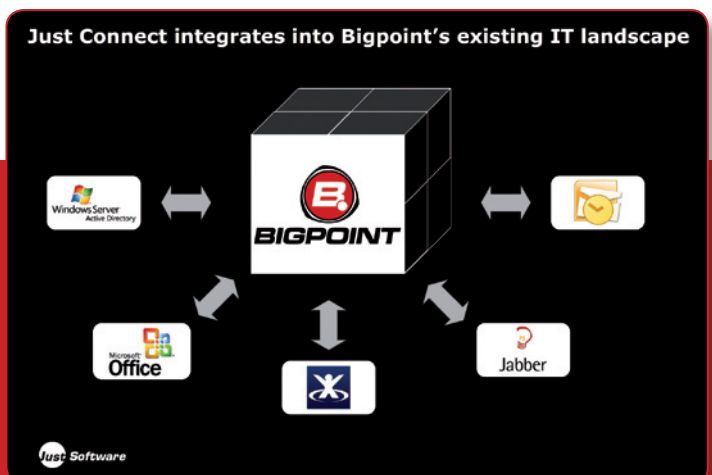
- Employees have noticeably easier access to and higher level of information
- ‘Bigpoint together’ has become the central platform for organising internal social events and activities, strengthening connectivity, motivation and identification with the organisation
- Transparency of what happens on all levels of the organisation (from management to individual teams) has increased
- ‘Bigpoint together’ has opened a new channel for bottom up communication complementing traditional top down communication



“It has been very good to give us a platform where all teams can represent bottom up what they are working on.”

Key lessons and success factors for implementation:

- Consider your company’s cultural diversity when implementing a social intranet – adapt your virtual places to their users’ specific needs and allow for modifications where needed
- Find your organisation’s own equilibrium between informative content and social interaction on your platform – both are crucial and the right balance is the key to success for your social intranet
- Keep your structure simple – you do not want to confuse your users with too many places, projects or groups
- Start with a limited number of functionalities – your users will need some time to acclimatize to each feature



„Just Connect“:

creating a modern social intranet for Bigpoint

It's all about people

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