



Enterprise 2.0 Case Study:

Implementation of
'Just Connect'
Social Intranet Software
at a leading global
strategy consulting firm





“Building a global community for our organisation where each colleague is only one click away and the conversations are transparent can facilitate a very easy exchange of experiences and leverage our local and global expertise significantly.”

Initial situation:

Our client’s global marketing organisation comprises over 200 highly skilled marketing experts, located in more than 60 offices in over 30 countries around the world.

The geographical spread and fragmented setup of key functions put high demands on internal communication channels. To reduce the need for heavy e-mail traffic between offices and functions, several new platforms were introduced. However, the primary focus of these new platforms was mainly on knowledge and document management, supported by some interactive features.

Having multiple (not centrally managed) platforms and channels in place caused inefficient communication rather than benefits.

Company:

A leading global strategy consulting firm

Division:

Global Marketing Organisation

“We wanted to bring together our people from around the globe into one single virtual office building.”

Expectations:

Because of the previous “mixed” experiences and the urgent need for a well-functioning system, our client’s marketing organisation had high expectations regarding the renewal of its collaboration and communication platform. The implemented solution should

- Foster a sense of community amongst the widespread marketing specialists
- Create one single place for the global marketing function to allow for communication, the sharing of ideas and transparent discussions
- Reduce the flood of e-mails
- Structure content and allow for rapid access to information and people
- Be intuitive and user friendly with short training times and high adoption rates

Challenges:

Specific challenges for the implementation of a new social software tool at our client include:

- Geographically dispersed setup of offices and marketers
- No real community (marketers don’t know each other)
- Very limited Web 2.0 expertise on the user side



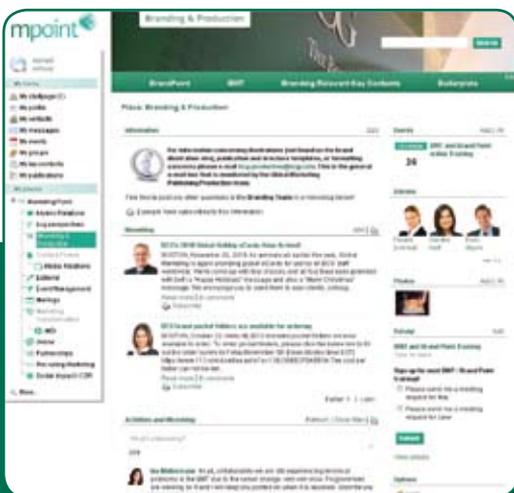
Implemented solution:

The global marketing organisation implemented Just Connect Social Intranet Software version 5.6. by Just Software AG. The solution, called 'mPoint', has been thoroughly adapted to the organisation's requirements. More than ten marketing-activity-based places on such diverse topics as Media Relations, Alumni Relations, and Event Management provide structure for the platform. These virtual places are separate one-stop-shops for the respective marketing activity whilst also inter-connecting activities to support cross-activity functions and structures.

Similarly, the simple page setup of all places make for intuitive navigation and customized designs give a warm and lively touch to the platform.



'It is essential to pre-structure communications and content to allow people easy access to the information they really need.'



Top 5 impacts to date:

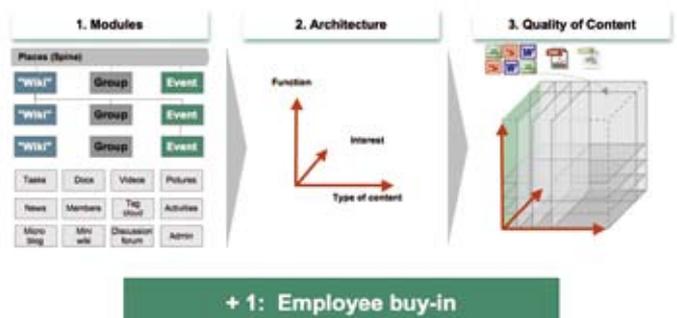
- Well organised central knowledge repository
- Reduction of e-mail traffic
- More transparent knowledge & idea sharing
- The feel of a real 'global marketing community'
- The ultimate entry point for new hires

Key lessons and success factors for implementation:

- Involve your employees in the platform development process as early as possible to ensure that the final solution matches the requirements of the actual user
- Integrate the platform into the actual corporate communication
- Don't underestimate the change management requirements after implementation
- Make sure the software installation looks appealing and contains interesting content at the launch date to attract and retain users

"Don't underestimate the change management"

3+1 key success moments to make mPoint really valuable



„Just Connect“:

building a truly global marketing platform

It's all about people

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