

# Case Study

## Scientists and Chemists Come Together



### Avanade partners with global chemical manufacturer to evolve multi-year collaboration

#### Business situation

How does a global chemical manufacturer make it easier for scientists and chemists to collaborate with one another to make research and development more efficient? The answer lies in putting in place a foundation for collaboration that can immediately add value but can scale as the company grows.

As an overarching goal, the company wanted to build a collaboration infrastructure and long-term strategy to help its approximately 50,000+ employees overall to work better with one another.

In addition, the enterprise sought Avanade's expertise to address three pivotal collaboration challenges, including:

- **Ensure the legacy:**

With science at the heart of everything it does, the company sought a better way for tenured scientists and chemists to pass their knowledge on to the next generation of researchers. It also wanted to bring together these teams in new ways to make it easier to develop new products and extend collaboration with experts outside the enterprise.

- **Find relevant information:**

Researchers found it difficult to find relevant information in the company's existing platform. Documents were not well-organized, easy to search for or locate. In addition, the lack of a standardized approach to document sharing made it confusing to know what could be shared and with whom.

- **Self-publish important documents:**

The company lacked an automated process for publishing content. In the long-term, it sought to eliminate all manual processes for sharing and posting content—and in doing so empower employees to post their own content while also significantly reducing time spent by its IT team managing these requests.

With SharePoint 2010 and NewsGator now deployed and a long-term collaboration roadmap in place, teamwork is easier and more effective than ever; a global company is united under a single brand; and researchers readily share knowledge and information both inside and out of the enterprise.

#### Results delivered: A global Social Collaboration platform for the future

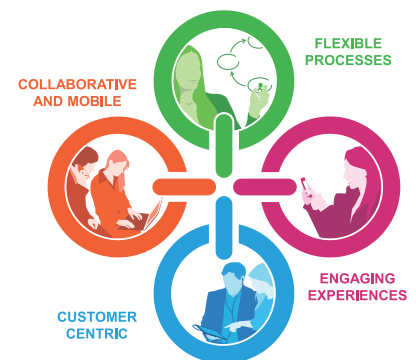
Leveraging Microsoft SharePoint 2010 and Avanade's extensive global expertise in developing optimized social collaboration platforms, the company has realized numerous initial benefits, including:



- **Knowledge sharing.** Because a significant number of employees at the company are nearing retirement, it was critical for them to create ways to encourage collaboration with tenured employees and newer hires to pass on key information and historical context. To help achieve this goal, Avanade built a custom solution in MySites that serves as a central repository for scientific publications. This, along with MySite profiles activated for employees, enabled the company's scientists to locate relevant information and find experts with similar projects or backgrounds quickly.

#### The Social Collaboration Difference

- The CEO communicates with his employees in near real-time wherever he goes. He is pleased that his posts on the company's intranet are read by thousands of employees and that his updates foster company pride.
- The digital and social media lead has documented the positive impacts that a consistent look-and-feel across the company's entire collaboration platform have on employee morale.
- A new scientist on the R & D team uses the customized features to locate publications written by other scientists in the company. This has enabled him to unearth relevant data much faster and find more scientists with expertise helpful to furthering his own projects.



**Work Redesigned:** Employees come together to share knowledge, innovate and extend collaboration beyond its enterprise to external research partners.

## Case Study

American Multinational Chemical Corporation



### Robust search and find features.

Avanade's deployment of NewsGator® enhanced the company's collaboration capabilities by adding features such as microblogs, content search, and the ability to tag, share and comment on content. Now the company's collaboration platform incorporates more social features that especially younger employees are more likely to use.



### External collaboration capabilities.

Avanade built a custom solution to enable external collaboration with governmental agencies and university researchers.

Avanade also developed features to help guide scientists on what proprietary information can be shared externally and put into place security tools to protect classified documents. Within the first two months, more than 40 external governmental, university and other research entities are using the platform to collaborate with company scientists.

### New social collaboration tools.

Avanade built new robust content-sharing tools and a dedicated section of the intranet that enabled the company's Chief Executive Officer to send updates to employees from the road. This has generated considerable positive feedback from employees, who feel more connected to the company and its leadership.

- **A consistent look-and-feel.** Regardless of location, employees now see a consistent brand. In addition, the standardized templates make it easier to find and use information. Avanade helped the company put together standardized templates and integrate a common look-and-feel across the entire platform, which makes it easier for all stakeholders to search for and find relevant information.

### The inside story: A long-term vision for employee collaboration

Avanade's Work Redesigned strategy helps enterprises transform how work is executed to improve agility, respond faster to market changes, and delight customers. Working together, this chemical manufacturer has initiated a multi-year roadmap to transform its collaboration environment. Its long-term vision incorporates four key pillars:

- **Increase employee engagement.** The goal is to enable employees to use collaboration features to show others in the business what they know—and who they know. This will lead to greater collaboration, even in the most unlikely of situations—and that will lead to greater productivity.
- **Build new employee networks.** The goal is to enable employees to share who they know, and create connections as a result using robust content sharing, microblogs, MySites and communities.
- **Encourage a community of involvement and like-minds.** The company hopes employees will be encouraged to share what they know with others, which will build communities and relationships that were impossible with its legacy environment.

- **Foster knowledge sharing across the enterprise.** The end goal is that employees will make connections with one another that will facilitate the sharing of knowledge from one group to another. This is particularly important as this company's longer-tenured employees pass their knowledge to younger new hires that must be able to access critical information about past projects and company history.

### A look to the future

Avanade Online Services provides ongoing operational support for Microsoft Sharepoint and Dynamics CRM. Avanade provides 24x7 support services in shared/private cloud environments and on premises to best meet the company's ongoing business needs and requirements within a cost-effective budget. Utilising a shared services model based offshore with resources who have similar skill sets, Avanade has been able to effectively meet customer demands during high peak periods.

For more information:

[www.avanade.com/workredesigned](http://www.avanade.com/workredesigned)



#### About Avanade

Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. For more information, visit [www.avanade.com](http://www.avanade.com).

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