

Case Study

Energy company breaks down global barriers



Oil and gas industry leader ignites Social Collaboration with innovative approach to enabling global teamwork

Business situation

Sharing knowledge in a vast global organization can be an arduous task, particularly when employees and external partners and subcontractors work in remote areas of the world.

With operations and employees in over 30 countries, knowledge management for this leading provider of services, equipment and systems in the oil and gas industry is business-critical. Managing the entire lifecycle of a single project in the field often spans years and includes many different stakeholders.

The company's disjointed communications led to several challenges, including:

- Facilitating teamwork on key projects was inefficient and lacked transparency. As a result, projects were managed in silos, and safety and quality were increasing concerns for company executives and its board of directors.
- Finding the right experts among its more than 20,000 employees—and connecting them with each other to collaborate on important initiatives—was often like finding a needle in a haystack. The company believed the lack of a central hub to quickly locate employees by their skillset, projects or location significantly hindered its ability to effectively manage projects.

- Silos also existed with external partners and vendors who were critical to the company's success. This led to costly duplication of efforts and a lack of information in real-time when issues arose.

By putting in place a new social collaboration framework, the company has begun a journey to break down virtual walls and find a new way of working.

Results delivered: Global Social Collaboration redefined

Leveraging Microsoft SharePoint 2013 and Avanade's rich expertise in developing optimized social collaboration solutions, our customer has completed the first phase of a multi-year transformation of its enterprise. Company executives have documented numerous initial business results, including:

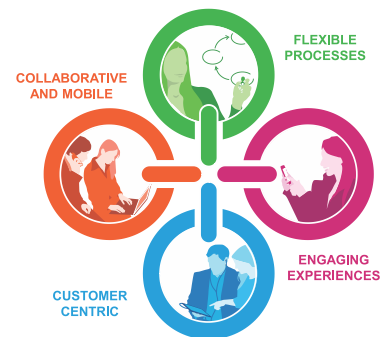


Increased employee involvement.

Avanade helped to create a cohesive look-and-feel across the intranet and worked with users to identify key features such as search, micro blogs, Communities and MySite pages. Participation has been strong. For example, an estimated 9,000 employees already have created their own MySite pages, which highlight information about their expertise, roles in the business and key contact information. This high rate of early adoption indicates that employees are fully embracing the platform and are eager to collaborate with one another.

The Social Collaboration Difference

- An oilfield engineer working in a remote area is able to identify key personnel needed to solve a current business problem. He can make effective recommendations by identifying and connecting with colleagues in other parts of the organization quickly.
- A line manager based in Hong Kong was able to quickly identify and download documents critical to the project he is running—and then update stakeholders through a community site established for the project.
- A Human Resources director is able to help a new employee assigned to a remote project onboard quickly by pointing her to relevant online tools and documents. She feels empowered to help a new hire begin work with a positive experience.



Work Redesigned: Oil and gas industry leader empowers employees to work more efficiently, collaborate across the enterprise and share knowledge.

Case Study

Aker Solutions Social Collaboration



- **A centralized hub for global knowledge.** Employees can now more easily find one another—even when they are thousands of miles away. This has led to numerous success stories in which employees were able to quickly locate knowledge experts in other parts of the world and working in other business units to solve pressing business challenges or assist with time-sensitive projects.
- **A foundation for the future.** The company has laid the groundwork for continuing its journey in revolutionizing the way work gets done. As a first step, a common look-and-feel, user-friendly design and well-organized platform has dramatically increased employee engagement. Extending collaboration to its partners and subcontractors, leveraging mobility and using business intelligence to refine its approach are all now possible with the foundation in place.

The inside story: Facilitating Social Collaboration from the user's point of view

Avanade and the customer worked together to identify targeted user groups within the company to identify key requirements for its new collaboration approach. Early adopters, opinion leaders, senior management, line managers, IT staff and general employees provided critical feedback on how they hoped to leverage collaboration tools to more effectively do their jobs.

Through these discussions, Avanade identified three key priorities for collaboration and recommended SharePoint 2013:

- **A desire by employees to better locate information and expertise.** Finding the right resources to assist with projects or solve problems was a key goal.
- **Creating a vehicle for sharing knowledge.** Capturing knowledge and best practices throughout the business was important, as was making the information easy to find, use and improve.
- **Increasing employee engagement.** Breaking down communication barriers between employees, executives and stakeholders to share interests and needs across the business was critical.

Avanade paved the way for a successful transition by designing, building and deploying an entirely new infrastructure that could support these new features. It also worked closely with Microsoft to facilitate the deployment of SharePoint 2013 before its public release as part of the Technology Adoption Program (TAP). This enabled the company to leap ahead and incorporate many of its desired features.

The company's new collaboration solution—put into production in February, 2013—consists of three main areas:

- **MySite tools.** Sharing information was a key priority for the enterprise. Using this hub, employees can create their own MySite pages, organize communities around key themes and areas of expertise, as well as share lessons learned and best practices.
- **Improved search capabilities.** Through the hub, employees can locate key information to facilitate their careers and

support their professional development. The company's Human Resources team has a centralized repository for performance review tools, employment policies and a place for employees to go to find relevant information.

- **Community creation.** Employees can now collaborate with one another around common themes and projects through the use of communities. With blogging and robust search capabilities, employees can locate each other faster and more efficiently to get work done. In a few short months, the organization established more than 20 communities around key themes with the goal of creating more than 200 communities in the near future.

A look to the future

For the customer, the innovation has just begun. With a future-ready framework in place, it has set its sights on extending social collaboration beyond its own enterprise to key vendors and subcontractors working on its behalf.

The company also has leveraged the Avanade Smart Analytics Platform to track adoption across key metrics and identify areas for future improvement. With this knowledge, the enterprise will be empowered to make enhancements that will further help employees and partners engage with one another.

For more information:

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.

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