

Case Study

**Intranet
redevelopment
provides a global
workforce with a
new, highly effective
tool for business**





Global Asset Management

Colonial First State

First State Investments is the international operation of Colonial First State Global Asset Management (CFSGAM), the specialist asset management business of the Commonwealth Bank of Australia. CFSGAM is one of the largest Australian-based investment managers with offices in over 10 countries.

As a truly global organization, maintaining a cohesive culture and ensuring that all employees have access to business critical information is paramount.

Business Challenge

CFSGAM's intranet netFIRST was a key means for the organization to engage employees and ensure a consistent understanding of the business across different cultures and geographies. With a global workforce, a highly functional intranet is essential. It was imperative that CFSGAM employees can access information they need, when they need it and in a timely way.

Overtime the netFIRST intranet had proven to be unreliable and complex for employees to use. It lacked cohesion and relevancy and was difficult for users to navigate and find the business critical information and tools relevant to their roles.

To address these issues, it was apparent that netFIRST needed a significant overhaul of both the accessibility and categorization of cross-group content and information. It also required a fresh, modern look and feel with a personality that reflected the global nature of the organization.

Avanade Solution

As CFSGAM operates globally they saw the benefit in partnering with a trusted solutions provider, such as Avanade, that was also truly global.

Avanade was engaged to design and implement a revamped netFIRST intranet on Microsoft SharePoint 2010.

“Avanade has the expertise to provide an integrated approach to user experience design and SharePoint development.”

Sarah Cantwell, Senior Manager, Global Online Marketing, Colonial First State Global Asset Management.

The Avanade solution included creative design for a refreshed look and feel and information architecture to ensure the functionality of the site was in line with users' requirements. Avanade's experience design consultants and SharePoint developers worked closely with the CFSGAM marketing team to produce a new user experience for netFirst that would engage their employees across the globe.

Avanade's approach was to work closely with CFSGAM to build a successful solution. This required the ideal combination of a creative design that represents their brand and culture, layouts that are aesthetically pleasing and functional, a taxonomy that end users can easily understand and quickly navigate, and technical delivery of the Microsoft SharePoint solution. This is Avanade's proven approach to delivering solutions that are truly world class.

The solution included the design and development of reusable templates and custom development to meet key functional requirements. The team worked with the business to translate requirements into the solution components to come up with the optimal approach. From the very beginning the Avanade team realized that a successful solution needed to fit the culture and the way in which CFSGAM employees work. It would require users to have easy access to information, and deliver a user experience that would delight them.

“Avanade was able to provide us with a modern design and a functional new intranet that achieved the communications and process goals that we were aiming for.”

Sarah Cantwell, Senior Manager, Global Online Marketing, Colonial First State Global Asset Management.

As an example, the Avanade creative design team delivered a rich user experience that worked aesthetically and functionally, delivering features such large size buttons and sliding panels that worked seamlessly across multiple devices like tablets.

With deployment occurring in Hong Kong, Avanade provided a local presence to liaise with the deployment team. Avanade's Australian resources provided handover to their Hong Kong colleagues and supported them through the deployment.

A clear framework enables users to share and publish content more effectively than ever before. With a clearer categorization of information, CFSGAM employees can now find and consume timely and relevant information more rapidly and with greater ease.

Ensuring the development would meet corporate standards was also critical to the success of the project and this meant being able to field a team to work alongside key CFSGAM employees onsite where they were located. As Avanade has the capability to field project teams in multiple locations, the development team worked closely with the CFS Architects in the UK, during the analysis and design phase of the project.

Results Realized

CFSGAM has been pleased with the new netFIRST intranet and the results that the successful collaboration with Avanade has delivered.

The new design is modern and contemporary and, coupled with the power of SharePoint functional capabilities, provides content that is easy to manage for content authors.

“We have received positive feedback from different areas and regions of the business. Avanade was able to take direction from different people within our business and collaborate with team members across the globe.”

Sarah Cantwell, Senior Manager, Global Online Marketing, Colonial First State Global Asset Management.



About Avanade

Avanade helps customers realize results in a digital world through business technology solutions and managed services that combine insight, innovation and expertise focused on Microsoft® technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 21,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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