

Case Study

Emery Oleochemicals Boosts Collaboration with Avanade

About Emery Oleochemicals

With a heritage stretching back 175 years, Emery Oleochemicals is renowned for the production of high quality, natural-based chemicals commonly made from natural oils and fats.

Backed by an extensive distribution network covering over 50 countries globally, Emery Oleochemicals' wide-ranging product portfolio spans home and personal care, construction, automotive, lubricants, packaging, food and beverage, pharmaceuticals, textiles, electrical and electronics, furniture and bedding, and agriculture industries.

Increasingly, Emery Oleochemicals is working closely with its customers to deliver natural-based products tailored specifically for their end-consumers.

Business Situation

To support employee engagement and foster a collaborative culture, Emery Oleochemicals had implemented a SharePoint-based intranet called FRIDAY to enable teams around the world to easily access company information and communicate with each other. When enhancements were required, an experienced partner was sought to assist.

"Most suppliers are either experts on programming, or on user experience – but not both," said Ruj Purnariksha, Director of Global Corporate Communications at Emery Oleochemicals, whose team owns the corporate intranet.

"We went to Microsoft and asked for some recommendations, and then through a selection process we chose Avanade. What particularly struck me was the way that Avanade manages its own intranet, which I saw as an opportunity for us to benefit from for the FRIDAY platform."



From Accenture and Microsoft

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For Emery Oleochemicals, it was essential that the enhancements were centered on the user experience.

“Our users had to understand how to use the intranet, without training or needing to look at a manual,” said Purnariksha.

Avanade’s Solution

To ensure that Emery Oleochemicals’ user experience and functionality objectives were met, Avanade formed a multi-disciplinary team to develop a solution, including a blend of experience design and SharePoint technology experts.

Following an initial assessment, Avanade implemented a number of user experience and policy enhancements to the FRIDAY platform. Significantly, Avanade converted a number of niche third-party customizations to best-practice coding configurations that will make it easier to manage and enhance the platform going forward.

Results Realized

Avanade also worked closely with the Emery Oleochemicals team to develop a content strategy that would create renewed engagement among the company’s employees globally.

“We were able to ‘put our heads together’ as a combined group and develop a number of brilliant ideas that gained real traction with employees,” Purnariksha said.

One notable success was the launch of a campaign to coincide with the 2014 FIFA World Cup. Using gamification techniques to reward employees for participation, the campaign helped to drive awareness and usage of the updated intranet, with almost 65,000 page views recorded across the globe.

Next Steps

According to Purnariksha, “the end game is all about collaboration, but that is not a one day exercise – it’s a journey.” He notes that user experience is an important lever for

changing behaviors and driving collaboration.

Avanade’s expertise will continue to be valued as Emery Oleochemicals progresses on its collaboration journey in the coming years.

“Avanade is more than a vendor or supplier – they can be a true technology partner because they do so much,” Purnariksha said. “The work process is incredible and Avanade people are very passionate about what they do, which I don’t often find in other organizations.”

“One of the benefits of Avanade is the complete integration of user experience with technology in the solutions they deliver. Other suppliers can do one or the other, but not both. That’s where Avanade really shines – the complete integration makes my job easy.”

Ruj Purnariksha
Director of Corporate
Communications Emery
Oleochemicals



About Avanade

Avanade helps customers realize results in the digital world through business technology solutions, cloud 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 22,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com

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