

Case Study

Williams extends reach and employee satisfaction with cloud-based intranet



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Williams

“Our intranet used to hold us back. Now it’s as fast as our race cars. It promotes greater efficiency, more inclusiveness, higher productivity—and even a better work/life balance.”
– Steven English, Head of Creative Services, Williams Group

Situation

Speed and agility are the hallmarks of Williams Group, the world-renowned Formula One racing organization. While those qualities are exemplified by the company’s racecars, Williams wanted similar performance from the intranet that supports its broad-based enterprise, which includes racecar design, manufacturing and racing, advanced engineering, a conference center and more.

But its Lotus Notes intranet wasn’t up to the job. It was difficult and expensive to update content, so content wasn’t updated frequently. Navigation features made it a challenge to find and share information. Even the design lacked the sleek look that Williams wanted to reinforce its image to its 800 employees. And the intranet did nothing to foster a sense of community among those employees. Email was used as a workaround, defeating the very purpose of an intranet.

Solution

Williams considered and rejected off-the-shelf solutions as too inflexible for the complex needs of its enterprise. Instead, it turned to its technology partner, Avanade. Williams explained its business needs, and Avanade applied its industry-specific expertise and recommended a solution based on Microsoft SharePoint Online and other components of Office 365.

The new intranet is a compelling hub for employees, with news on upcoming events and races, staff directory, HR content and more. It also includes sections where employees can find and share information about health and wellness activities such as exercise and yoga classes, social organizations and other community-building endeavors.

Benefits

Speeds efficiency, productivity. Williams employees can now be as effective at the race track, a client or partner site, or from home as they are in the office. Because the SharePoint-based intranet is hosted in the Microsoft cloud, it’s readily accessible to the third of Williams’ workforce who travel or work remotely at any given time—unlike the previous intranet. Now, many business processes can be managed faster and more successfully.

Finds, updates content faster.

The Microsoft technology also gives Williams the benefit of components such as Office Delve, which make it faster and easier for employees to find the content they need across the enterprise. And employees can update content themselves whenever needed, instead of waiting for a vendor to do the work.

Builds community. Tough to measure but of great importance to Williams, the intranet is promoting a stronger sense of community among employees, as workers in its various divisions find more opportunities to interact both during and after work hours. Similarly, the intranet helps foster a better work/life balance and sense of community among Williams’ employees as it promotes exercise and social opportunities at lunchtime and after hours.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem.

Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries.

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