



Improving information flow

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Intranet Programme Manager.

ABOUT THE COMPANY

A global provider of well-designed, affordable home furnishing products needed to make sure that the right people had access to the right information, at the right time. To do this they needed to transform their information systems.

WHAT THE COMPANY NEEDED

Rapid growth and international expansion had created a sprawling intranet with disconnected islands of information. People were finding it hard to shift through a mass of material to find what they needed to do their jobs. To solve the problem, the retailer wanted make sure it was able to send people the specific information they needed at the right time. Not only would it save time and make people more productive, it would also make work more enjoyable.

THE CHALLENGE

Making information more relevant was a big task, especially when they had large teams based in 24 countries. Different people had different needs, from colleagues in stores, purchasing and distribution teams, through to wholesale, support and manufacturing groups. “Trying to meet these differing needs had led to a very complex matrix of 120 different intranets and over 300,000 documents. Trying to manage lots of different versions and formats wasted a lot of time for a lot of people,” says

the company’s Intranet Programme Manager. Following a tender, we were selected to develop the company’s new information system around people’s roles. The brief was to make the system more relevant, accessible and easy to use.

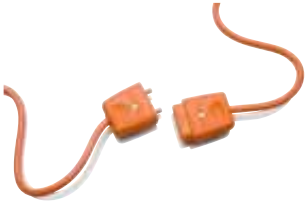
OUR ANSWER

We built the platform for the new intranet using Microsoft SharePoint Server 2007. It offers the best of both worlds – centralised content creation combined with intelligent content distribution. The old site had been built around the needs of information providers, but we created the new one around what users needed to do their work.

Throughout the project we asked lots of questions and listened very carefully to the answers as new requirements unfolded. People valued the opportunity to talk to us and liked even more the fact that we acted on what they told us. That’s how we helped create a new information structure that organised critical content like HR information, safety procedures and new product pricing details according to people’s roles.

In phases two and three, we added new functionality, such as enabling people to share presentations and other online materials. We also made it possible to provide content in local languages. With people throughout Europe, the Middle East and Far East, this facility was especially important.





The solution overcomes common security issues, such as password protection and in-built firewalls, by using clever filtering tools that automatically sort and tag content with metadata to allow 'role-based' user access.

To make sure things went smoothly we used Microsoft Solutions Framework, a scenario and user case-based approach to software development. It helped us to minimise risk through an iterative approach to planning, testing, prioritisation and change management.

"Flexibility was the real key to success. This meant being open and honest with each other and agreeing clear responsibilities rather than pointing fingers the minute something didn't quite go to plan," says the Intranet Programme Manager.

A SUCCESS STORY

First and foremost, we made sure we delivered the project on time and within budget. The solution has created a centralised library of easily accessible and searchable information. This has resulted in a 90 per cent reduction in documentation (from 300,000 down to 30,000 documents), which in turn has helped to dramatically improve version control and information management across the organisation.

The ability to share the same publishing tools, topics and target groups has enabled a close-knit community of around 300 publishers to collaborate more effectively with communicators and update content on a regular basis.

But, by far the biggest change is the way that the new site now enables business processes and information to flow efficiently and effectively across the company, irrespective of geographical or organisational borders.

Armed with the information, office tools and services they need, people are more empowered to deliver a superior customer experience. For example, store assistants can now answer most customer enquiries immediately by looking up product information on the intranet instead of having to call their colleagues in customer service.

Commenting on the project, the Intranet Programme Manager says: "Logica really listened to what we needed and were fast to respond with innovative ideas."

WHY WORK WITH LOGICA?

Our teams bring together a heady mix of technical skill and business expertise. To help keep a check on costs we can blend experienced client-facing project staff in Europe and our back-end system development teams based in India. But more than this, we listen closely to what our customers need and work with them to create innovative solutions that work for them.



Key benefits

Logica has helped this global retailer:

- Give people the information they need
- Remove duplicate or unnecessary documents
- Un-blocked business process
- Set people free to learn with e-Learning

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Logica is a business and technology service company, employing 39,000 people. It provides business consulting, systems integration and outsourcing to clients around the world, including many of Europe's largest businesses. Logica creates value for clients by successfully integrating people, business and technology. It is committed to long term collaboration, applying insight to create innovative answers to clients' business needs. Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG). More information is available at www.logica.com

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