SharePoint Customer Solution Case Study

SharePoint

Undertone implements SharePoint Global Intranet on the Cloud to automate business processes, facilitate collaboration and reduce downtime, across locations.

Overview

Client: Undertone
Website: www.undertone.com
Client Size: 100
Industry: Digital Marketing

Client Profile

Undertone is a digital advertising company that is at the intersection of media, creative and technology. Undertone develops immersive video, high impact and display ad units that enable brands to engage consumers beyond the confines of traditional banner ads

"SharePoint 2013 enabled our marketing and IT team to collaborate and participate in workflows involving digital assets."

Meghan Conley, Project Manager, Undertone

Undertone, a digital advertising company that sits at the intersection of media, creative and technology, had grown into a large global advertising agency. However, the agency's growth had resulted in information silos across locations. Any exchange of information or call for collaboration was delayed, resulting in decreased productivity and increased operational expenditure.

Undertone decided to implement a Global Intranet with zero-server footprint using Office 365. With this implementation, Undertone expected to have a highly evolved knowledge management platform with search-aided capabilities, departmental team sites for collaboration and meta-data driven content management for user flexibility.

Business Needs

Undertone's product marketing department required a "Knowledge Library" which would house more than eighty percent of the resources the sales team would need to perform their jobs effectively. The library would also be accessed by various departments across the organization.

The company had hitherto relied on shared drives, and Yammer was adapted for asynchronous collaboration but gained support only from the HR department.

The objective was to build a comprehensive platform for diverse departments that would streamline knowledge sharing, increase efficiency while controlling operational expenses.

To summarize, Undertone wanted a cloud-based information management platform for seamless communication and collaboration across geographies at reduced operational costs.

Challenges

The current document management process was fragmented and chaotic. A massive pile up of marketing collaterals, proposals, presentations and other assets resided in individual systems and various shared drives. For example, presentations were stored in SlideShark, collaterals on shared drives and customer service documents in various folders. Searching for a document from these disparate sources was tedious, time consuming and at times fruitless.

The next challenge was to convince users on the benefits of this collaborative platform and provide them with help to migrate their digital assets onto the new platform.

Solution

Undertone selected Trigent Software Inc., a member of Microsoft Partner Network and a certified SharePoint Deployment Planning Service provider to help them build their Global Intranet in Office 365.

Trigent's Microsoft certified pre-sales consultants worked with Undertone's IT & user teams to design a robust information architecture for cloud implementation.

- ➤ Trigent's SharePoint engineers built a global intranet linking users from eight different sites. This resulted in seamless knowledge exchange and transfer.
- ➤ Department sites were created for intra-department collaboration and became a one-stop-shop for end users.
- ➤ Multiple site templates were created to allow creation of currently identified departmental sites and any future sites. These were configured in Office 365 environment, following best practices. Brand guidelines could therefore be easily followed and a uniform `look and feel' maintained across the platform.
- ➤ A 'Peoples' directory was created with user profiles and respective skillsets to render the people search process easier. This aided collaboration for effective knowledge management.
- ➤ Trigent engineers enabled API based integration with Salesforce account to pull master data. This resulted in standardization of familiar search terms for search aided collaboration.

➢ The engineers then worked with users to analyse existing content to help them classify and migrate from local network file share to Office 365 using custom migration scripts.

Benefits

Using SharePoint 2013, Trigent helped Undertone to create a new visually appealing Global Intranet that was easy to monitor and maintain by Information workers and content authors.

Cost effective and efficient Global Intranet

The Global Intranet deployed on Cloud provided a cost effective way to manage information. The excess space used by individual shared drives and servers could now be freed up for other forms of unique content.

Simplified Search Experience

Trigent's solution made content retrieval and consumption effortless with familiar taxonomy implementation. Our solution helped search aided collaboration to facilitate better knowledge transfer. Custom search service with scope set for better relevance, content retrieval and reusability.

User Friendly Rendering

The intranet was rendered with rich UI that was in line with customer's external image.

More Information

For more information on SharePoint and Microsoft customer successes, please visit:
www.microsoft.com/casestudies

For more information about Trigent and its service offerings, please visit www.trigent.com

Undertone anticipates that the new intranet will save cost on maintenance and support. It will play a key role in providing advanced knowledge management capabilities, content management features and zero-server footprint across the organization.

SHAREPOINT ADOPTION

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APPROACH

WEEK 1 - 2

- Pre engagement survey
- Survey collation & key requirements
  - Department Level
  - Organization Level
- Townhall sessions

WEEK 3

- Education on SharePoint Features
- Mapped requirement against SharePoint features
- Information Architecture Finalized

DELIVERY

WEEK 4 - 6

- Lined up features HR Department
- Landing Page with most essential info
- Adoption by Providing Content only on SharePoint
- Roll out to other department
- Train the power users who in- turn trained other users

WEEK 7 - 9

- SharePoint Content Access Management through Outlook plug ins
- Access to Salesforce Content from SP for Sales Team

RESULTS

High Adoption- Required Content was easily Available
Home Page Content and IA Designed with end-user inputs

Dispersed Content on SF, Fileshare was in 1 Place
One Stop Shop for Fileshare, Salesforce, Yammer Content

UI was exemplary with optimum Real-estate usage
Rich UI Pages with current information & scrolling content

100% **User Adoption Across 600+ Employees**

2TB+ **Dispersed Information Centralized**

About Trigent

Trigent is a global leader in software solutions, headquartered in Southborough, MA, with development centers in Boston, Bangalore and Pune. As an ISO 9001:2008 certified company, Trigent provides proven results to global Independent Software Vendors (ISVs), Fortune 500 enterprises and SMBs in the High Tech, Healthcare, Education, E-Commerce and Manufacturing businesses. Founded in 1995, Trigent has been consistently recognized for its breakthrough solutions, strategic insights and execution excellence.

Visit www.trigent.com for more information on our IT consulting services.