Fusion Alliance

CASE STUDY: BOOST PRODUCTIVITY THROUGH SHAREPOINT

Fortune 500 company empowers employees with easy access to the most accurate, up-to-date information

Overview

A Fortune 500 card services company providing loyalty and marketing solutions wanted to improve internal communications and design a virtual workspace for its more than 8,000 employees. The company had envisioned a user friendly intranet that would allow employees to work together efficiently and securely, but the resulting site didn't adequately fulfill those needs.

The company asked Fusion Alliance to step in to bring the concept to life. The resulting intranet site delivered on the promises of Microsoft SharePoint, including time and cost savings realized through streamlined workflow processes and effective document management.

Market Reality

In theory, intranet sites help companies share information and improve communications. In reality, many sites don't deliver and over time become a disorganized navigational maze due to a lack of governance, which further hampers productivity and collaboration.

If your employees find it difficult to navigate your intranet and waste time dealing with administrative tasks, you lose productivity and money, putting your business at a disadvantage.

Investing in a well-structured, well-thought-out intranet site with built-in governance controls provides you with a competitive advantage. An easy-to-use site yields efficiency, collaboration and effective work flow. It empowers employees to have instant access to and make decisions based on the latest information, which affects not only productivity, but customer service. In an economy where customer focus is the order of the day, an investment in internal productivity is an investment

Objectives
- *Replace existing SharePoint site with a customized, reliable, redesigned site*
- *Provide a custom knowledge-management experience*
- *Enhance site usability and access to corporate resources*
- *Create a custom search mechanism*
- *Build governance controls into the site from the start*

Approach
- *Assess current usage patterns and identify content needs*
- *Develop three different SharePoint site templates for: teams, projects and pages*
- *Implement additional features, including data-loss prevention and content metadata tags*
- *Design multiple customizations, including a customized My Documents Web Part*
- *Increase user-friendliness and brand awareness*
- *Create site-provisioning process that preserves governance throughout the lifecycle of the intranet*

Business Impact
- *Increased user productivity*
- *Streamlined workflow processes*
- *Enhanced user communication and collaboration*
- *Improved document management*

Keys to Success
- *Utilization of Agile and SureSolve methodologies*
- *Stakeholder involvement and engagement*
- *Expert knowledge of SharePoint infrastructure and architecture*

Business Opportunity

Having invested in an intranet that was not sufficiently meeting the workload demands of thousands of users, this organization decided to look for outside expertise to build a site that would be reliable, secure and do what was originally intended. Companies that experience difficulty with new systems sometimes throw out their entire investment. The client understood the outcomes SharePoint could deliver company wide and decided to remedy the issues of its out-of-the-box system.

The Solution

Fusion stepped into the picture with a plan in place. It completed an inventory of content in the existing SharePoint site to distinguish current usage patterns and ensure the new templates would accommodate these patterns. Fusion also conducted numerous stakeholder interviews to identify key content items needed for the redesign.

The client wanted to build three different site templates, those for teams, projects and pages. Using Agile and a proprietary project-management methodology called SureSolve, Fusion designed a new site for each of the templates and created a branded master page consistent with the organization's style standards.

Fusion employed Agile development to create a site that can adapt and evolve with the changing demands of the employees, business and industry.

Fusion additionally designed and created a customized My Documents Web Part, a governance plan and content guide, and a site map and information architecture. Workflows were streamlined and processes put in place so that document and project management were no longer cumbersome.

Fusion also designed and implemented customizations and other features following Microsoft best practices, with forethought to ensure that those customizations did not hamper the client's ability to upgrade SharePoint or move to SharePoint Online in the future.

In the end, the redesigned intranet site has been a boon. The site is secure, reliable and directly impacted employee productivity, the ability to collaborate, and responsiveness to internal and external needs.

Relevant Takeaways

Businesses invest money in different kinds of productivity tools, but if the tool doesn't provide the benefit, the investment is for naught.

SharePoint's top two benefits to employees are:

- The ability to easily navigate and find the most up-to-date internal documents and information
- The ability to collaborate on a document, regardless of an employee's location

About the Client

This client is a Fortune 500 company that provides loyalty and marketing solutions, including private-label credit cards, loyalty programs and direct marketing services. The company provides services for more than 1,000 different customers worldwide.

Through data collection and analysis, the company is able to build loyalty marketing programs across industries such as retail, travel, financial services and more.

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About Fusion

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

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