



CUSTOMER CASE STUDY

Generating Content Has Never Been This Easy – Social Intranet at VAUDE

The Outdoor Supplier VAUDE creates even more transparency with its new Intranet *Camp*, achieving two major objectives with a single project. This integrated Social Intranet based on IBM Connections combined with Web Content Management Extension (XCC) delivers massive improvements in point-in-time information and at the same time dramatically simplifies collaboration between departments. Communication, Interaction, and Conveyance of knowledge are key elements of the new VAUDE Intranet.

Preamble:

VAUDE consists of many interdisciplinary project coherent groups. In order to collaborate they used several data sources and information tools like network drives, a 'knowledge portal', and last but not least e-mail. The amount of sources and databases sometimes complicated the process by even finding the right document, or most recent version. In the past Intranet didn't have a significant role in collaboration, since generating content was done by only a minority of editors.

Breakthrough:

IBM Connections gives VAUDE the foundation for melting Knowledge Management and Collaboration into one. Web Content Management Extension (XCC) builds upon the foundation and provides a fully integrated Social Intranet that expands IBM Connections realms and capabilities.

Value for the Customer:

The new VAUDE Social Intranet *Camp* contains Collaboration and Communication on a single platform. Instead of restricting input to a minority, now there is a far greater employee participation in generating content. The available information is kept up to date from the company as a whole compared to a few. As noticeable side effect of Social Intranet, it decreases the amount of e-mail. Furthermore, the platform promotes internal Knowledge Distribution and guarantees that expert know-how can be found across all department boundaries.

**VAUDE***The Spirit of Mountain Sports*

Customer profile:

VAUDE employs approximately 1 500 people worldwide, 540 of those in the south of Germany (together with sister brand EDELRID). VAUDE (spoken [fau'de]) stands for products of extreme high quality, innovative technology and responsible merchandize.

Sector: Supplier for Outdoor Equipment

Employees: 1 500

Purview: international

The German company of long-standing tradition VAUDE focuses on transparent information politics and lasting manufacturing not only when it comes to their product range. The evolved corporate philosophy can also be found in internal areas of the outdoor supplier: "We employ more than 1 500 people worldwide, who collaborate across department boundaries. For that reason we especially value uncomplicated communication tools and a collective file storage," Manfred Meindl, Head of Online Marketing at VAUDE, points out. Network drives, intranet, or even a 'knowledge portal' – employees had a lot of data and information sources to choose from. But with diversity came difficulties as well: Content had to be managed redundantly, inconsistency in media was inevitable.

„XCC seamlessly integrates the internal communication into IBM Connections. Departments especially appreciate how extremely easy it is to generate and manage content for landing pages. Our Social Intranet "Camp" has even won over skeptics quickly.“

Manfred Meindl, Head of Online Marketing, VAUDE Sport GmbH & Co. KG

Know. Share. Do – involving employees in the intranet

For this reason, Management decided to implement a new Intranet, which combines the different tools on one platform. "In our company there is so much internal know-how that is not noticed or even shared. For that reason we asked ourselves: How do we achieve that almost anyone within the company has the capability to publish content? With IBM Connections that's very easy and intuitive," Manfred Meindl recalls. The Collaboration platform integrates knowledge management, file sharing, and company-wide interaction. This connects employees of all departments and locations intensively, and at the same time reduces the amount of e-mails.

Hybrid intranet convinces even skeptics quickly

„Instead of leaving the information monopoly within the management, we can include everybody in our new Intranet Camp, Meindl states. Beyond that, the Web Content Management Extension (XCC) for IBM Connections ensures that relevant information can still be spread purposefully. The extension, which has been developed by TIMETOACT, expands IBM Connections from a homepage in the classical Intranet style. Manfred Meindl is convinced: "XCC has contributed a lot to the fact that even skeptics could be convinced quickly by our new social Intranet.“

Appealing and interesting content makes Intranet attractive for employees

TIMETOACT accompanied VAUDE through the implementation and customization of IBM Connections and XCC. The Camp design has been adapted to fit VAUDE's corporate identity and widgets integrated according to VAUDE require-

ments. The questions what the new structures of IBM Connections should look like and which content should appear on the homepage were discussed with all departments. This way, the content exactly matches the internal information need: It ranges from a CEO blog, over the Canteen Menu, to a Birthday Calendar.

Adding new content with a mouse click

„Most XCC widgets get their content directly from Connections, whether blog, community or ideation blog. But external content can be integrated just as easily," Babett Schäfer, Social Intranet Consultant at TIMETOACT, states. If a new post in a relevant blog or a community is created, it is automatically available on the home page. A big advantage, as far as Manfred Meindl is concerned. "The departments appreciate the straightforward way of creating content for the landing pages." Since many employees are encouraged to publish in the new Social Intranet, the amount of present-day content has increased dramatically. In addition, the information bandwidth is now much higher than ever before.

Manfred Meindl was skeptical about the Social Intranet at first, but is now completely convinced. "Our new intranet has been very well received by our employees. The search function was used by everyone immediately, as was the information given on the home page. All other functions are becoming more popular each day."



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