

HOW ZEISS DEVELOPED ITS OWN SOCIAL INTRANET WITH POWELL SOFTWARE



ABOUT ZEISS

ZEISS is a German manufacturer of optical and optoelectronic systems, founded in Jena in 1846 by the optician Carl Zeiss. The international company is represented in more than 40 countries and has over 50 sales and service locations, 30 production sites and around 25 research and development centers around the globe.

THE PROJECT

The new TEAM ZEISS employee portal was designed to act as the reference point for all internal information. In addition, ZEISS needed it to be a central entry point for tools, collaboration and networking for all employees. The goal was to:

- Improve productivity and effectiveness
- Enable global communication
- Strengthen cross-functional collaboration
- Provide easy access to relevant information
- Make ZEISS a learning organization

CHALLENGES

ZEISS struggled with internal company information being scattered across different, non-integrated platforms in the ZEISS Group. Their platform was outdated and not accessible to all employees worldwide. Relevant information was difficult to find. There was no central entry point for collaboration and networking or to access other digital tools.

WHY POWELL INTRANET

Powell Software provides digital workplace solutions with the ability to deploy an intranet based on Microsoft Office 365 in an attractive user interface. This allowed ZEISS to integrate collaboration and networking tools as well as a learning platform to provide a centralized experience. ZEISS was happy to deploy these new cloud-based solutions consistently across the ZEISS Group to enable a smooth roll-out of the new digital workplace.

OBJECTIVES



Centralize the employee experience

One platform that is the single and central entry point



Integrate business apps

Give access to the HR platform Workday and Microsoft 365 tools



Simplify communication

Accessibility, multilingual, customization, experience



Mobile application

Give access to corporate information with a mobile application

FOR DEPARTMENTS

POWELL INTRANET HAS BROUGHT BENEFITS TO EVERY DEPARTMENT

HR - Powell Software enables easy access to information when onboarding new employees. It also hosts the HR service platform (Workday).

Communications – Powell Intranet offers group-wide and personalized promotion of news for business units and employees across different locations. Info Hub allows for campaigns.

IT - Sharing information about new tools and features is made very easy. Powell Intranet also hosts individual service applications in one portal.

Research and development teams can network and share knowledge with each other by using employee and expert search functions.

Employees like the ability to search, find, and contact colleagues based on their employee profile. Each profile is built from HR master data and additional information provided by employees about their projects and expertise.

IN SUMMARY

Powell Intranet has created international access to corporate information. There is now only one source of truth for all Zeiss information and one space to access to digital tools. With this new functionality employees can stay informed and collaborate with colleagues when working remotely. Finally, the integration of the learning platform makes learning and development part of daily work.



"The Powell Software solution makes publishing, sharing, and consuming information easy and attractive for both content editors and employees"

Charlton Payne
Channel Manager
and Internal
Communication
ZEISS Group



EMPLOYEES BENEFITS

- Central entry point into the digital workplace TEAM ZEISS
- Integration of third-party apps
- Simplified & personalized worldwide communication

IT BENEFITS

- Mobile availability through the mobile app
- Governance for IT



Powell Software

RESULTS

+75%

- General digital satisfaction
- Internal promotion of the company and its content
- Attachment of remote employees to the company
- Access to targeted information : role and department-based
- Possibility to transversally communicate and share

Success Factors

- News clicks and reads have increased – including news blogs that group news according to specific topics.
- Editors like features such as image galleries and accordions for presenting content.

Powell in 2 Words

- Dynamic
- Flexible

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