

How RUBIX managed to modernize and adapt its intranet to the needs of internal communication



RUBIX

The RUBIX group is a major player in the field of distribution of technical supplies and equipment for industrial companies. As an undisputed leader, the RUBIX group occupies first place among French distributors in this sector of activity. With an extensive presence across Europe, the Group has no less than 8,000 employees spread across 23 countries.

At the heart of their mission, RUBIX focuses on customer satisfaction by providing quality solutions and products. Through their extensive network and industry expertise, RUBIX plays a vital role in helping businesses meet their technical supplies and equipment needs.



BeWe is a trusted partner that supports companies in their collaborative transformation process by exploiting the advantages of SharePoint and Microsoft 365 solutions. As a partner of Powell Software since 2016, BeWe has been recognized as Partner of the Year twice. This distinction demonstrates their commitment and expertise in implementing Powell Software solutions for businesses.

They have also developed their own concept, Build Express, which accelerates collaborative transformation by dividing the portals into different themes. What sets BeWe apart as a partner is their ability to understand each client's specific needs and offer tailor-made solutions.

GOALS

- 1 Quickly modernize the group's intranet.
- 2 Adapt the intranet to the needs of internal communication and improve the tools used by employees.
- 3 Centralize the employee experience and connect the digital workplace using Microsoft 365.
- 4 Promote collective intelligence and collaboration between teams.
- 5 Unify the RUBIX brand image in all its subsidiaries through the intranet.
- 6 Manage future deployments of the Digital Workplace in RUBIX subsidiaries, promoting uniformity and cost optimization.

An agile approach for international deployment

RUBIX has undertaken the modernization of its intranet to address several challenges and improve the collaboration experience within the company. During the launch of the RUBIX brand, the “Connect” corporate intranet was born. Due to its reliance on SharePoint Online, the intranet was limited in functionality, leading to low popularity. Its use was mainly limited to the tasks of sharing documents, embedding quick links, and disseminating news.

The initial project aimed to extend the intranet to the company's subsidiaries, starting in France, then continuing in Germany and England. With this in mind, RUBIX was looking for an agile partner to support them on collaborative projects and specific issues related to SharePoint. That's when BeWe stepped in with Powell Software and its Powell Intranet solution, offering benefits in terms of economies of scale.

Initially, RUBIX decided to test the Powell Intranet solution as part of a migration to Modern SharePoint. After a period of conclusive tests in 2020, Rubix decided to deploy the solution in France, thus covering 2,300 users.

Thanks to a precise vision of internal communication, the deployment could be carried out quickly and efficiently. Clarity of objectives played a key role in this success.

This deployment took place on time and on budget, bringing satisfaction to the company.

Following the successful launch of the intranet in France, the project extended to Germany, where the intranet was deployed in just six months, reaching 1,500 users.

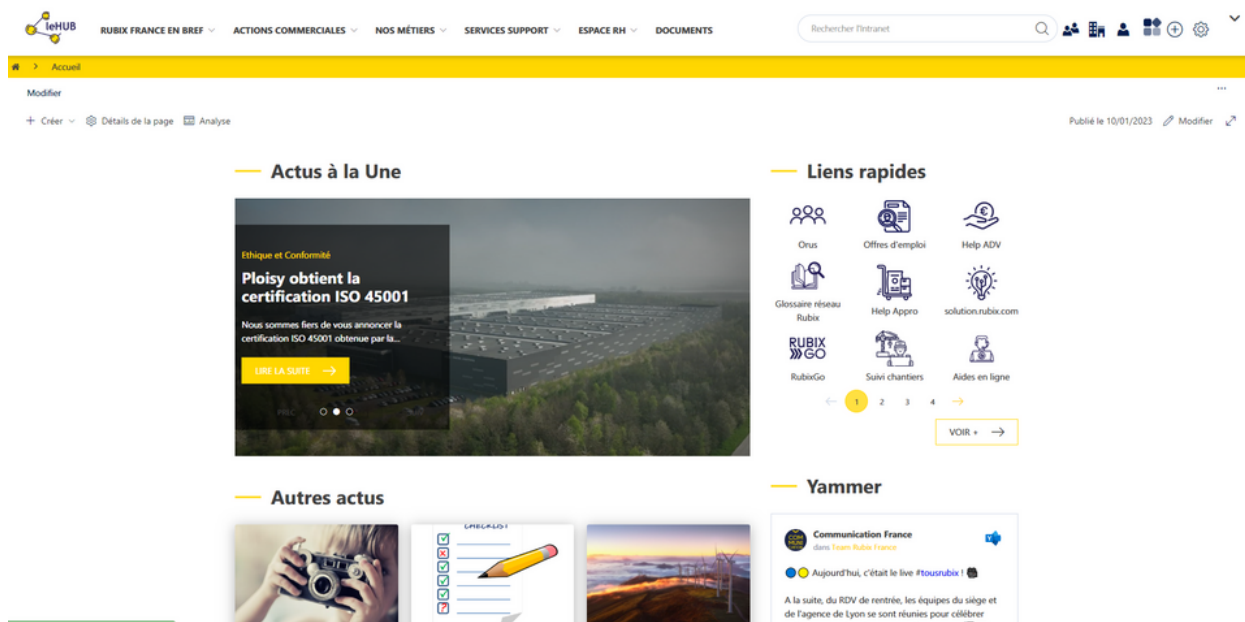
BeWe's agile, pragmatic and innovative approach perfectly met the expectations of the RUBIX group, adapting to its context as an international distributor.

Project implementation

The project was built step by step with our trusted partner, BeWe:

Initial test and deployment in France: RUBIX first tested the solution as part of a migration to Modern SharePoint. After being convinced in 2020, the Group launched the deployment in France, affecting 2,300 people.

Expansion in Germany and other countries: After the success in France, a deployment in 6 months was carried out in Germany. Thanks to the capitalization of elements already carried out in France, economies of scale could be achieved.

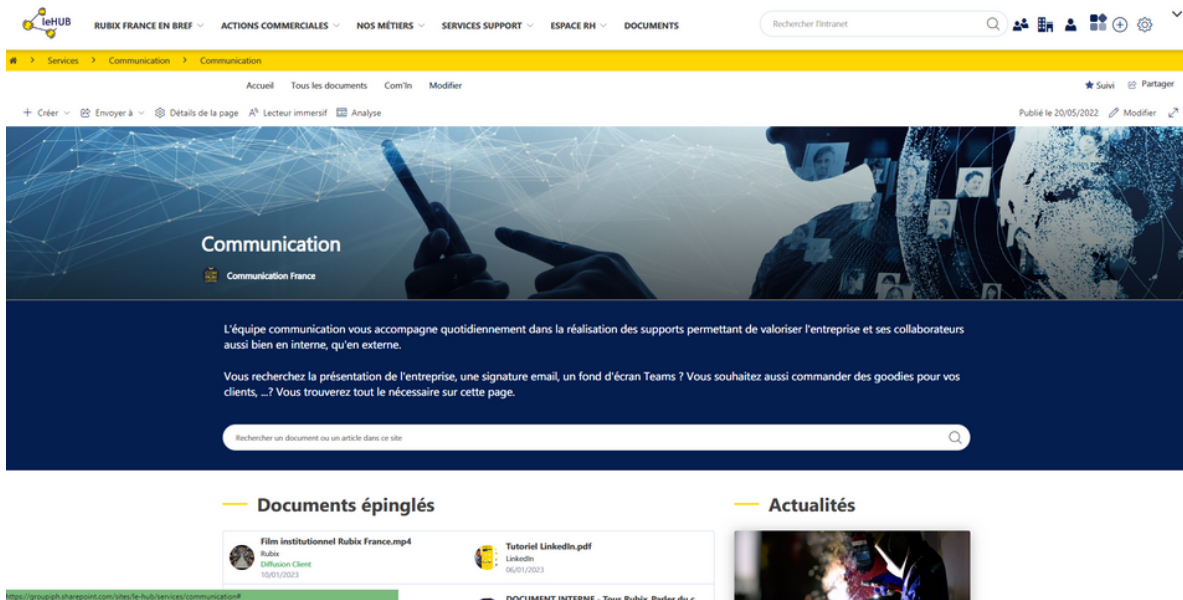


Rewarded modernization

The successful deployment of Powell Intranet has allowed RUBIX to benefit from a high-performance intranet that meets internal communication needs more completely and intuitively. This modern solution has strengthened collaboration between teams, improved the efficiency of internal processes, and fostered a more dynamic company culture.

Rubix employees quickly adopted Powell Intranet and appreciated its wealth of information and attractive design. In recognition of this success, the RUBIX intranet received the internal award for "Best project to strengthen the commitment of RUBIX teams".

An effective intranet for unified internal communication and enhanced collaboration



The aim was to build on previous achievements, using Powell Intranet site templates for each department and allowing users to easily add news and documents in an intuitive way. The RUBIX intranet was designed to be simple and efficient, offering features such as sharing information via Yammer, setting up an up-to-date directory and the ability to distribute news to a distribution list. Document management, quick link integration and news delivery have been greatly improved.

For each service, a Powell Intranet site template is available, allowing you to integrate important documents as well as a news feed. The internal communications department has a site template presenting the department, pinned documents and a news feed. Thanks to the tags functionality integrated by BeWe, salespeople can know whether or not important documents can be shared with their customers.

An HR space with modern and intuitive functionalities

The screenshot displays the 'Votre Espace RH' (Your HR Space) interface. At the top, there is a navigation bar with the 'leHUB' logo and menu items: RUBIX FRANCE EN BREF, ACTIONS COMMERCIALES, NOS MÉTIERS, SERVICES SUPPORT, ESPACE RH, and DOCUMENTS. A search bar labeled 'Rechercher l'intranet' is on the right. Below the navigation bar, a yellow banner contains the text 'Services > Ressources Humaines > Votre Espace RH' and a list of news items: 'Les opportunités en mobilité interne sur le HUB', 'La cooptation chez Rubix', 'La cooptation chez Rubix', and 'La campagne d'apprentissage 2022 est lancée !'. A 'Modifier' button is also present. Below the banner, there are icons for '+ Créer', 'Envoyer à', 'Détails de la page', and 'Analyse'. The main content area features a large image of people working at a desk with a 'RESSOURCES HUMAINES' label. Below the image is the title 'Votre Espace RH' and a navigation menu with buttons for 'ACCUEIL', 'INTÉGRATION NOUVEAUX ENTRANTS', 'RECRUTEMENT ET APPRENTISSAGE', and 'FORMATION'. A pagination indicator shows '1' is selected. Below the menu, there are two sections: 'Actualités' and 'Offres d'emplois'. The 'Actualités' section features a banner for 'APPEL AUX DONS DE JOURS DE REPOS'. The 'Offres d'emplois' section lists two job offers: 'TECHNICO-COMMERCIAL ITINÉRANT - COMPIÈGNE' and 'MAGASINIER(ÈRE)/VENDEUR(SE) COMPTOIR - TOULOUSE'.

The "push news" function has been made possible, allowing you to select a news item from the intranet and send it by e-mail to a predefined distribution list. The e-mail is formatted using the selected news's image, text, and graphic charter.

Thanks to these improvements, the RUBIX intranet has become an essential internal communication tool, unifying the company's brand image and promoting team collaboration. Employees have quickly adopted this modern digital environment, which allows them to access rich and relevant information, share important documents and stay informed of company news.

Rubix wanted a modern and simple intranet. To meet this demand, BeWe relied on Powell Intranet site templates. Within the HR space, BeWe has integrated a universal connector functionality, allowing job offers to be retrieved from the company website and distributed within the intranet. A location feature is also available to geolocate the group's agencies on a Google map integrated into the intranet.

For the HR department, new features have been added, such as the publication of job offers, the welcome of new employees, an integration page and various group news.

THE RUBIX INTRANET: A SUCCESS STORY DUPLICATED IN EUROPE

After successfully launching the intranet in France, RUBIX replicated this success in other countries. With BeWe's expertise and Powell Intranet as a central solution, this expansion was achieved quickly and efficiently.

BeWe created the concept of Build Express, an accelerated deployment approach that saves time and resources by segmenting portals into several distinct themes.

Germany and the DACH region were the first to benefit from this duplication, with successful implementation in just a few months and adoption by 1,500 users. The German intranet followed the French model, adopting a similar graphic charter and offering functionalities adapted to the specific needs of this region.

Encouraged by the success of DACH, the Nordics region also chose to implement Powell Intranet for its internal communications. With 150 users, this region quickly saw the benefits of a modern and intuitive intranet, promoting collaboration and fluid exchanges within the organization. The successful deployment in these regions confirmed Powell Intranet's ability to adapt to the specific needs of each country while maintaining global consistency.

By choosing Powell Intranet, RUBIX could capitalize on the pre-designed site templates, out-of-the-box functionality and effective governance offered by the solution. This approach enabled significant economies of scale, thus facilitating deployment in each country and ensuring visual and functional consistency.



“We managed to have a single entry point for all users”

David Jiménez Cervera
Business Information Systems
Director Rubix Group



WHY POWELL INTRANET?

RUBIX chose Powell Software's solution to modernize its intranet and adapt it to the specific needs of its internal communication. The flexibility of the Powell solution, combined with the expertise of BeWe, a trusted partner in collaborative transformation, made it possible to provide a tailor-made response to the challenges that RUBIX faced.

The initially limited intranet could be expanded and optimized thanks to the advanced features of the Powell Software solution, such as pre-designed site templates or efficient document management. RUBIX appreciated the agility of the solution which enabled rapid and efficient deployment on a large scale, thus improving the user experience and promoting increased collaboration between teams. Finally, Powell Software's ability to deliver a unified experience played a major role in maintaining visual and functional consistency across the company.

OUR 3 TIPS TO STIMULATE INTRANET ADOPTION

1

Onboard and take the time to train users to be autonomous, with a dedicated team to offer support in using the platform.

Use traditional marketing techniques to encourage users to visit the intranet. For example, sending newsletters every fortnight, including extracts from articles to encourage readers to visit the intranet.

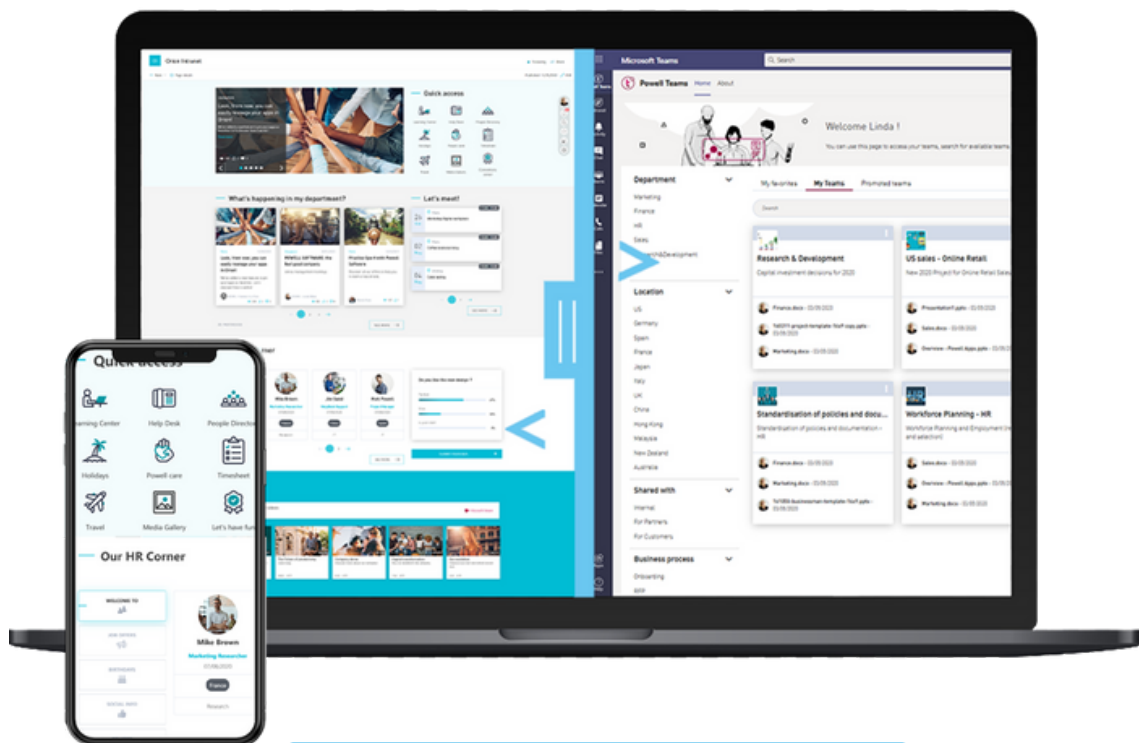
2

3

Make the platform a central access point, bringing together all the tools employees need, such as their vacation booking systems for example.



With Powell Intranet, the award-winning, customizable and inclusive intranet solution, you can optimize your Microsoft 365 workplace to provide an exceptional employee experience.



[Get a demo of Powell Intranet](#)

About Powell Software

Powell Software is shaping the future of work with its Digital Workplace solutions, enriching the employee experience and enabling companies to chart their own path to success by leveraging the talent of all their employees.

