



Connected Field Office, Means Better Bottom Line Results

A large, modular facilities rental and sales organization came to Akumina with a simple problem. Turn their stagnating SharePoint Online instance into a great looking corporate intranet that measurably impacted the company's bottom line and get it up and running in two weeks.

Now with Intranet 365, sales of the company's tens-of-thousands of rental units have increased 15%, a **\$3 million increase in bookings**. This is thanks to a more engaged employee base that has the information they need, when they need it, on any of their devices and more quickly than ever before.

The Challenge: With 78 branch locations and a target market looking for temporary, on-site office space, Akumina's client needed their intranet to better connect the entire workforce in two important ways:

- **Spread the corporate brand promise across the entire employee base.** In order to ensure that everyone is pulling in the right direction, corporate headquarters wanted to have an easy to use, great looking and engaging, corporate communications platform for their business.
- **Enable field sales with more relevant sales collateral on demand, at client sites.** Given the temporary, site-specific needs of their client base, the field sales organization spends a great deal of its time on the road. As such, a mobile-first collaboration and asset management platform was an absolute must.

As Microsoft Office 365 customers, both IT and finance were looking to SharePoint Online as the logical platform on which to build this intranet. However, marketing and communications, as well

as the executive team pushed back on the use of SharePoint, due the platforms reputation for end user adoption complexities. Sales, while sharing these concerns, was most hesitant due their reliance on tablets and smartphones as their primary computing device. Additionally, the CEO was concerned that the out of the box look and feel of SharePoint would not properly convey the brand promise and culture he was looking to reinforce.

IT recognized the validity of these various concerns about the use of Office 365 and SharePoint Online and that to solve them would most likely require custom development and design. Last, but certainly not least, the CIO was very concerned about her team's ability to successfully execute on such a seemingly huge custom intranet build and knew there was little-to-no budget to outsource the project.

So, how could the firm find a way to take advantage of its Office 365 investment by quickly standing up a branded, easy to manage and mobile ready corporate intranet?

The Solution

Intranet 365, the turn-key intranet for Office 365 from Akumina, addresses the most common issues preventing businesses from providing their employees with a collaborative, corporate intranet using SharePoint. In this particular case, Intranet 365 addressed all the firm's perceived challenges while increasing the customer's use of Office 365 and SharePoint Online.

Because **Intranet 365** includes the Akumina Content Management System for site and content management, marketing and communications are empowered to take control of the site and easily update the content and branding to reinforce the corporate brand and ensure that the organization's remote employees feel engaged and connected to corporate. Content authoring is so easy, that the CEO is now directly writing a weekly blog post from his iPhone and adding it to the site himself. Field sales can easily use the **Intranet 365** document management capabilities to collaborate and access the relevant sales and marketing documents that they need using whatever device they chose.

The Results

One of the chief measures of success of any IT project is time to launch. Before **Intranet 365**, the firm's CIO estimated building the intranet would be at least a three-month project that would cost in excess of \$80,000, without even attempting to address the content authoring and site management issues.

With Intranet 365, the organization was able to stand up a branded, mobile friendly and manageable modern

intranet and launch 80% faster than planned and for SaaS fees of less than \$1,800 a month.

Because **Intranet 365** is mobile ready out of the box, field sales saw an immediate impact on closed business. By having the materials on hand at the point of sale. *The vice president of sales estimates that his team was able to successfully close 15% more deals in the first full quarter of using Intranet 365—a lift in sales of nearly 3 Million dollars.*

With a more regularly updated, great looking Intranet than they had before **Intranet 365** the organization also saw a huge increase in employee engagement. Prior to the launch, intranet site visits averaged .8 per week/per employee and the most trafficked page was the vacation request form. *Today, 83% of employees access the site at least once a day, a 490% increase in weekly site traffic.*

Another interesting result is shared by the CEO. Since he started regularly blogging and establishing his vision directly for the company with employees, the workforce is much more directly engaged with him as the leader of the team.

According to the CEO: "Before **Intranet 365**, I would get maybe a question a quarter from an employee outside of my direct reports. Today, I am getting comments on the blog as well as direct messages from the entire workforce. *That these employees can reach out to me directly and we can collaborate on issues together has had a tremendous impact on employee satisfaction as well as my understanding of what is on their minds every day.*"



- **Launched 80% faster than planned**
- **490% increase in weekly site traffic**
- **83% of employees access daily**
- **15% increase in sales in first quarter**