



# Success Story

## BlueGrace Logistics Unites Employees with New Digital Workplace



### About Our Client

BlueGrace Logistics is a third-party logistics provider (3PL) that utilizes proprietary technology to facilitate their customers' ability to ship freight across the US and Canada.

Founded in 2009, the company implemented a progressive approach to transportation management in order to help customers drive savings and simplicity into their supply chains. With over 600 employees throughout the country in 12 different locations, the company headquarters is currently in Tampa, Florida.

Although BlueGrace Logistics found success almost immediately upon its establishment, the growth and expansion to dozens of locations and hundreds of employees proved to be challenging. Their customers were delighted with the services they provided, but BlueGrace employees struggled at times to coordinate their efforts seamlessly. Email was their primary form of communication; therefore, employee inboxes were very full and important priority messages could be overlooked. The document repository that they had set up was hardly used within the company, and it became evident that change was needed.

Once the company committed to a digital workplace transformation, their needs were simple: find a tool that empowered employees to share, coordinate, and collaborate within a centralized location.

After much research and product review to find the best option available, BlueGrace decided to move forward with Powell Software and integrate a Powell 365 intranet. As one of the main stakeholders in the project, BlueGrace Logistics Director of Marketing Adam White said that there were a few key reasons why Powell 365 stood out.

"Powell 365 was very appealing in that it offered a simplified, yet aesthetic solution to create a digital workplace. Another key factor in this decision is the fact that there was very minimal SharePoint and coding knowledge needed to design and manage our intranet."

- Adam White, Director of Marketing, BlueGrace Logistics

### The following aspects are the core of the project:



#### Digital Workplace

- Internal communication platform
- A user friendly way to drive Office 365 usage
- Mobile compatible platform for deskless workers



#### Productivity

- A Space for employee onboarding and training
- Centralize documents and tools



#### Internal Comms

- Communicate growing company brand and culture
- Target information on local level and company-wide
- Connect employees between several national offices



**About Our Partner**

Based in Atlanta, Insight Global is a premier provider of employment and staffing solutions to Fortune 1000 customers across the United States and Canada. They provide long-term contract, short-term contract, temporary-to-permanent, direct placement, and enhanced staffing services. Insight Global specializes in placing contract job seekers into Information Technology, Accounting and Finance, Engineering (non-IT), and Government jobs.



**Powell Software**

**About Powell Software**

Powell Software is an International Software Vendor, that drives digital transformation by offering intelligent digital workplace solutions. Through our collection of easy to use collaboration, productivity, implementation and governance products, we help customers all over the world realize their digital workplace projects from A to Z with ease.



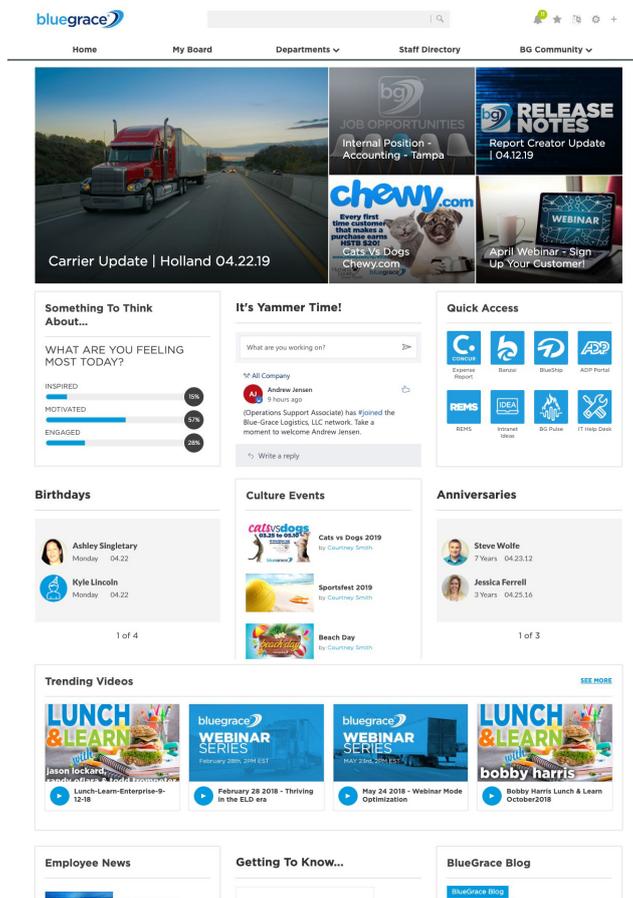
**Powell Software**

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Success Story BlueGrace Logistics

Powell Software remained in close contact with BlueGrace during this process supplying additional support as needed in creating and deploying the intranet, implementing changes, and offering tips towards improving user engagement and adoption. BlueGrace was also given access to the Powell 365 Customer Yammer Network which contained example, the company Active Directory had to be reviewed and updated which is a tedious process that can take time. supplemental intranet training resources as well as a platform to discuss the tool and offer feedback.

Once the intranet was implemented, the response was fantastic. Employees immediately felt comfortable using and navigating their new workspace. Communication within BlueGrace saw sudden improvement and was distributed efficiently and effectively. With multiple avenues provided to collaborate with team members, employees were encouraged to use the tool to stay connected and remain up to date on company news and events. Departments were able to better manage their teams and tasks directly within the intranet. Tools that had been integrated into the organization before the new intranet (like Teams, OneDrive, etc.) were adopted more easily. With the foundation of their new intranet set in place, BlueGrace is positioned to operate and grow effectively, while focusing on their top priority to provide elite transportation management services to their clients nationwide.



As constant updates and improvements are made, the intranet will grow and become better with time. When new software tools like Microsoft Forms and Microsoft Flow are integrated into the company infrastructure, the intranet will be well equipped and prepared for their inclusion. BlueGrace has also recently begun to work to automate processes within the intranet in order to further refine their business operations. These are just a few of the many ways that they can continue to improve their digital workplace and employee experience.

There is no doubt that BlueGrace Logistics is set to grow and advance as a highly respected organization with a clear, proven strategy for success. Powell Software is proud to support them in this endeavor and provide them with the digital workplace tool that they need to manage their business and grow successfully.