



Success Story

ZEISS Empowers Employees with TEAM ZEISS The Modern Digital Workplace

About Our Client

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

ZEISS has launched TEAM ZEISS as a core entry point for all internal information, tools, collaboration and networking. The strategy behind their digital workplace is to implement a modern, highly personalized, and user-friendly portal that drives Digital Employee Communication and Collaboration on a global scale for employees around the world.

"An important cornerstone of our strategy is to connect TEAM ZEISS and activate colleagues worldwide. To reinforce these ideals, we wanted to regroup the various outdated and unintegrated platforms and present a global approach to internal communication. Through this project, we've removed redundant tools, enforced and adjusted a global company perspective and quickly implemented more modern, more digital, and truly global tools for communicating and sharing information."

- Dr. Charlton Payne, Channel Manager for Internal Communications, Corporate Brand and Communications, ZEISS Group

The key project goals include:



- Improve work efficiency and effectiveness for a networked organization
- Enable truly global communication and strengthen cross functional collaboration
- Provide access to easy-to-find and relevant information
- Enable learning across the organization

The principles of the employee portal:



- ONE global employee portal (no alternatives, one single software solution, all devices)
- Active and passive personalization
- Open communication without borders, just necessary private groups are restricted
- The new employee portal hosts the additional tools
- Shut down of redundant tools and reduce tools to core functionality
- Standard configuration is key, avoid custom development

The project initiative was driven by a global swarm team consisting of colleagues from Communications, HR and IT. Before launching TEAM ZEISS, communication and business tools were often scattered and isolated among different business groups and regional offices. The new portal solution needed to both regroup the existing tools and introduce new Office 365 tools to all employees with a clear and global approach.



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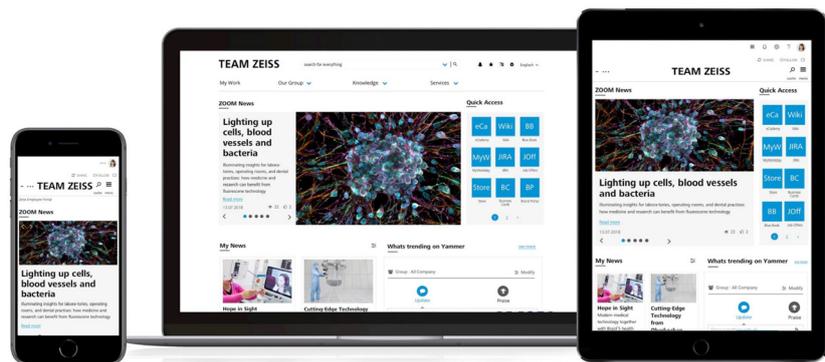
About Powell Software

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.

The digital workplace empowers employees to quickly exchange information, access an array of digital tools, work efficiently and interact with co-workers on a new level. By making corporate communication, country, regional and business sites and tools available company-wide through a single point of entry, employees are inclined to exchange information regardless of location. Encouraging staff to share their own highly specialized knowledge and build new teams and projects beyond traditional boundaries enables ZEISS to provide innovative and dynamic solutions for their customers.

To achieve this, ZEISS needed a balanced platform that integrated Office 365, was engaging for their workforce and simple to implement company wide. They chose to work with Powell Software's suite of Digital Workplace products as the structure behind TEAM ZEISS. Powell Software products work in sync to design and manage the different aspects of a digital workplace. ZEISS used the Office 365 intranet, Powell 365, to customize their platform framework and the SharePoint design engine, Powell Manager, to maintain the portal as the company evolves.

Thanks to the flexibility of the Powell Software Suite, ZEISS was able to customize their company intranet to include personalized features, directly in line with their employee needs. A personalized dashboard called «My Workplace» was created to give each employee their own part of the portal. This personal space is where each employee can update their personal profile, see an overview of their teams and documents, access skills training/eLearning options aligned to their interests and actively share information. The highly personalized tool can find any document, page or person via keywords. Also, a completely branded mobile app was launched.



The attractive and employee-centric portal was launched in February 2019 and usage is steadily increasing as the over 200 site project has been deployed worldwide during the following year. One reason ZEISS decided to use Powell 365 was that it allows for a seamless integration of Yammer, which ZEISS had already been using since 2015. Thanks to Powell 365, the company was able to fast-track Office 365 adoption and employees started to use new tools such as Teams and OneDrive. Through the DevOps approach with Powell Manager, the company allows for continuous development after deployment. Editors and admins acquire employee feedback and bring it to the IT team, who can then finetune the solutions with new integrations over time to continue to enjoy a modern platform.

TEAM ZEISS has transformed the way employees interact and continues to bring together the ZEISS workforce. The project successfully created a core for company communication and collaboration. Employees feel connected no matter where they are geographically and they now have better means to cross-collaborate. The modern digital workplace empowers ZEISS employees every day to enable customers to realize their ambitions.



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