

CASE STUDY

UNIFYING A GLOBAL BRAND: HOW NUFARM IS CREATING A NEW COMPANY CULTURE FOR ENGAGEMENT

Rivet Logic's implementation of a Crafter CMS powered intranet solution creates a global communication platform for Nufarm to create a unified brand identity while allowing employees to connect on a global scale.



At a Glance

ORGANIZATION

Nufarm Limited

INDUSTRY

Agriculture

USE CASE

Enterprise Intranet

The new enterprise intranet has enabled Nufarm to unify its global brand, providing employees across the world with a centralized communications platform through a fresh and modern experience. Employees are not only more engaged and connected, but are also more productive.

ORGANIZATION

Nufarm Limited is one of the world's leading crop protection and specialist seeds companies, producing products to help farmers protect their crops against damage caused by weeds, pests and disease.

Headquartered in Melbourne, Australia, Nufarm has manufacturing and marketing operations in Australia, New Zealand, Asia, Europe and the Americas across 100+ countries. The company provides over 2,100 products servicing the agricultural industry and employs more than 3,400 people, all of whom make a vital contribution to the company's reputation for quality products, innovation and first-class marketing and technical support.

CHALLENGE

Nufarm strives to be a world leader in innovative crop protection and seeding technology. However, as a global organization with multiple brands and subsidiaries, Nufarm lacked a cohesive global communications tool, and instead struggled with the challenge of maintaining multiple disparate intranets spread across several regions. While some regions took it upon themselves to develop their own intranets, others didn't have a solution at all. These standalone intranets also

used a variety of software platforms, with varying degrees of access. With no centralized way of managing brand assets, Nufarm struggled with inconsistent branding and lack of consistent corporate information being available across all intranets.

Employee experience and productivity suffered from a lack of clear communication across the enterprise. Organizational silos prevented countries from staying up-to-date on what's happening throughout the rest of the organization, leaving employees feeling disconnected and frustrated. In addition, an outdated Staff Directory running on a legacy system with minimal information prevented employees from locating each other.

Employees were craving a solution that would give them visibility into what's going on both locally and globally across other departments, regions and businesses, while offering relationship building and knowledge sharing opportunities across the organization.

SOLUTION

Nufarm needed to create an enterprise intranet that can serve as the company's main communications tool on a global, regional and local scale. The solution would serve as a central gateway for everything company related, from corporate news, events and policies to discovery of product information across all regions through all product stages (current, developing and future). In addition, the intranet would help increase visibility and awareness of what's going on inside other regions and groups, while allowing employees to find and connect with each other.

Realizing the importance of an implementation partner for a successful solution delivery, Nufarm partnered with Rivet Logic. Rivet Logic emerged as a leader in corporate intranets from its experience delivering large scale enterprise intranet solutions along with its long-standing partnerships with multiple leading CMS technologies.

After comparing a number of CMS platforms, Crafter CMS emerged as the best fit for Nufarm, providing a flexible platform for building a globally distributed system. Working as Nufarm's technology advisor, Rivet Logic guided Nufarm through the technology evaluation and selection process, followed by requirements gathering, solution design and implementation.

The new Crafter-based intranet solution introduces a new way for the company to communicate. A global homepage provides news feeds of corporate and local news and information, giving regions the ability to main their own localized news channel. In addition, all rich media – videos, presentations, documents, images, user guides,

educational content and brand identity – are managed through a central repository, allowing assets to be shared throughout the organization.

Through collaboration spaces, employees can share and learn about projects across various regions, allowing them to stay informed and updated on what's going on throughout the rest of the company. Even more, a "LinkedIn" style People Finder contains profile information such as location, qualifications, projects and contact information for each employee, making it much easier for employees around the globe to find and connect with each other.

RESULTS

The new enterprise intranet has enabled Nufarm to unify its global brand, providing employees across the world with a centralized communications platform through a fresh and modern experience. With a single source of truth for all corporate content, Nufarm is better able to maintain its brand identity and no longer struggles with inconsistent branding and corporate information being circulated across the company.

The solution is helping Nufarm increase productivity organization wide. While news feeds replaced the need for tedious update emails, the intranet's powerful enterprise search capabilities are drastically improving findability around content, product information, and people. The People Finder tool is providing a new level of transparency with skill sets, resulting in better utilization of in-house resources. With newfound visibility into other parts of the organization that weren't previously available, combined the ability to collaborate and build relationships with each other, employees are much more engaged and connected.

Looking forward, Nufarm has plans to make ongoing enhancements to its global intranet, while consolidating technologies to provide a unified system for a seamless employee experience for all of its 3400+ employees across the world.