

# CASE STUDY

## LEADING CONSUMER PRODUCTS COMPANY DELIVERS EXCEPTIONAL EMPLOYEE EXPERIENCES THROUGH A SOCIAL INTRANET

*Rivet Logic helps leading consumer products company increase employee engagement while improving productivity through a Liferay-based social intranet solution.*



### *At a Glance*

#### INDUSTRY

Consumer Products

#### USE CASE

Social Intranet,  
Collaboration, AWS  
Cloud Migration

## ORGANIZATION

As a leading family-owned consumer products company, this client has a rich culture dedicated to enhancing long-term stakeholder – employees, customers, community, and suppliers – value. With over \$1 billion in sales, this client has over 1,600 employees across four locations and three sales divisions.

## CHALLENGE

Almost a decade ago, our client started out with a vision of building an intranet, with the main goal of facilitating corporate communications – HR announcements, corporate news and events, benefits info, employee directory, etc. At the time, all corporate communications were performed through email, resulting in overflowing inboxes. The company sought a more efficient way of delivering that information, not only to those employees that used the corporate email system, but also to those who worked in manufacturing facilities that didn't have access to traditional email.

Additional business objectives included improving collaboration – both within and across departments – and document management – through better access to enterprise content that was stored on a Documentum-based corporate repository.

In short, our client wanted information to products, customers, dashboards, KPI's, or anything else a stakeholder would want to know, all easily accessible through a central corporate portal that's securely accessible from any device, anywhere.

They started out by building the solution on a legacy portal product. However, when the product was later acquired, our client realized that the drastic increase in maintenance costs and migrating to a new platform wasn't necessarily the path they wanted to take, especially after having just invested in the initial implementation.

## SOLUTION

After using their existing implementation in the interim, our client decided to re-evaluate the portal market, where Liferay emerged as a clear leader to meet their business needs.

Liferay, combined with the Amazon Web Services (AWS) virtual environment, provided a flexible platform that could easily integrate with the variety of third party enterprise systems that our client uses, including an Oracle database, a Single Sign-On (SSO) solution, MS Active Directory for user provisioning and authentication, Documentum for enterprise content, and SAP for HR forms. In addition, the client uses a number of other open source and free tools that needed to

plug into the portal – Solr for enterprise search, Google Analytics for site metrics, Flowplayer for video playback, Active Wizard for dynamic online forms, and more.

The decision to leverage AWS was based on the limited bandwidth of the in-house infrastructure team's time and a desire to seek out new ways of cutting computing and storage costs. AWS was the client's first direct foray into cloud computing (outside of SaaS solutions), and with Rivet Logic's long time experience with the model, they made the decision to utilize the highly efficient and cost effective AWS model.

Furthermore, since Liferay came with a robust set of out-of-the-box capabilities, our client didn't need to re-develop features they were already using, saving on time, resources and cost. Key features that were migrated to the new Liferay-based solution included web content, searchable employee directory, HR benefits information and forms, event calendars, robust search, access to corporate web applications using SSO, and security for shared and private communities.

In addition to the AWS migration, our client also wanted to make some improvements to enhance the overall experience of the intranet. For one, they wanted to modernize the solution, by making it more visually appealing, use newer web technologies, make it more mobile friendly, and provide the ability to embed video. Another objective was to simplify – the user interface by making it more navigable, the search experience, and the web content management process. Lastly, our client wanted to deliver personalized employee experiences through profile pages that provide direct access to personal information pulled directly from SAP data.

The resulting social intranet provides a unified solution where all corporate information can be easily accessed and shared between employees, executives, board members, and retired employees. In addition, individual departmental sites allow department-specific information to be shared with its users. With over 1,500 employees and approximately 3,000 total users, the intranet uses a fine-grained permission management system that offers varying levels of access based on each user's position within the organization.

## RESULTS

Since migrating their legacy portal to Liferay on AWS's virtual infrastructure, our client now reaps the benefits of Liferay as an open platform to bring much needed features to their

employees' fingertips – easy publishing of corporate news, embedded video, Documentum integration, enhanced search, personalized data, and much more. With all corporate information disseminated through a central location, the company has reduced its email load and is now able to reach all employees without corporate email accounts.

Our client has seen a number of business benefits through the new social intranet. The solution has increased engagement throughout the community, contributing to the company being rated as a 'Top Work Place' for multiple consecutive years. A variety of tools help bring the users together, boosting employee engagement, satisfaction and loyalty. While an employee directory improves findability between employees and facilitates organization-wide knowledge sharing, message boards and classified ads help connect like-minded people.

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The solution has also replaced many manual processes, increasing productivity and drastically reducing HR involvement in routine tasks. By enabling self-service capabilities, employees now have better online access to HR documents and forms, their personal HR information, and are able to perform benefits enrollment online. Tasks that previously took up valuable HR resources, such as help with completing forms, can now be performed through

instructional videos.

Since deploying the Liferay-based intranet, our client has already made a number of enhancements to the solution. The company decided to incorporate interactivity through online scheduling and sign-up capabilities, allowing employees to sign up for various events and job postings from the intranet or via an iPad kiosk. In addition, our client has built a number of custom native mobile apps to improve the mobile experience, including a mobile people directory, news, and app for the iPad kiosks. Most recently, our client decided to upgrade to Liferay Digital Experience Platform (DXP), in order leverage the platform's new features to deliver an even more unified employee experience. Looking forward, our client is continuously looking for ways to further enhance the solution to provide an even better user experience.