Empower staff with GreenOrbit

GreenOrbit

INDUSTRY
Oil & Energy

USERS
130,000+

FOCUS
- **Decentralized ownership**
- **Information Management**
- **Communications**

As one of the world's largest multinational organizations, **Shell** faces the daunting communications challenge of connecting and engaging a global workforce from diverse cultural backgrounds that speak a multitude of languages.

Shell's success depends on its ability to quickly adapt business models in response to competitive pressures and manage world-scale projects. It became apparent that a consolidated intranet presence was the obvious way to create necessary synergies between staff around the world.

Client Profile

Headquartered in the Hague, the Netherlands, Shell is a global group of energy and petrochemicals companies with over 100,000 employees in more than 100 countries. The Shell group aims to engage efficiently, responsibly and profitably in oil, oil products, gas, chemicals and other related businesses.

Shell actively participates in the search for, and development of, other sources of energy to meet evolving customer needs and the world's growing demand for energy.

"The aim was to empower staff to take control, increasing accountability and ownership. This meant the intranet system would need to be user friendly and novice users would be able to publish content."

Shell's intranet had grown organically and as a consequence had become a labyrinth of technologies and web sites. GreenOrbit (formerly Intranet DASHBOARD) was chosen as the solution to bring order to the intranet chaos at Shell. "The primary challenge was to standardize the technologies and eliminate duplicity in our infrastructure, giving us a common platform to easily develop and deploy both current and future applications", said Shell's Global Intranet Manager.

Shell faced a massive communications challenge. Within the Asia Pacific region alone, the company had information and applications spanning more than 520 intranet websites and 20 geographically dispersed web servers.

TO MEET THEIR OBJECTIVES, SHELL NEEDED A SYSTEM THAT WOULD:

- **Offer the company a comprehensive, scalable and 'future proof' platform**

- **Enable rapid rollout, avoiding costly development**

- **Eliminate the need to purchase multiple proprietary systems and add-on components**

- **Deliver cost reductions in terms of hardware, infrastructure and maintenance**

- **Provide multiple communication channels todisseminate the news and information throughout the organization**

- **Make it easier for staff to take control of content increasing accountability and ownership**

- **Enable features to be shared over distributed locations and customized to meet multilingual requirements**

The Business Case

Shell wanted to empower employees to contribute, communicate and disseminate information easily. With such a large, disparate workforce, easy to use publishing capabilities were a necessity to ensure the required volume of information could be efficiently pushed out to all employees.

SOLUTION

Return on Investment (ROI)

Shell selected GreenOrbit to power its intranet. The company rolled out GreenOrbit to 30,000 users within one week and deployed globally over the following month, well ahead of the twelve-month time line envisioned — resulting in significant cost savings estimated at US $1 million.

GreenOrbit continues to power Shell's intranet, resulting in a year on year, 10 per cent reduction in cost. The company attributes these massive cost savings to the fact that Shell was able to streamline and standardize. Immediate deployment of shared tools and features created timely benefits for employees without having to wait months or years, for implementation.

GreenOrbit delivered a complete intranet management solution.

With everything you need built in, GreenOrbit gets work going. Microsoft SharePoint and GreenOrbit harmoniously work together in the Shell intranet via a common user interface.

The users of the intranet seamlessly move between SharePoint, GreenOrbit and other business applications, establishing the intranet as the true 'front door' to the online organization for Shell employees.

"To achieve desired cost savings, Shell needed to rationalize servers and share applications across countries, languages and cultures. **520 websites were reduced to 50. 20 webservers were reduced to 1.**"

"Shell rolled out GreenOrbit to 30,000 users within 1 week and deployed globally over the following month. This resulted in significant cost savings estimated at US $1 million."

Results to date

Since its initial implementation, Shell's GreenOrbit-based intranet has evolved, going from strength to strength. Named "The Shell Wide Web" and branded "Q&E" (Quick and Easy), the intranet is both highly flexible and scalable. It has grown with the needs of this multinational corporation, accommodating for both users' needs and technology changes and requirements.

Shell's intranet could arguably be considered one of the world's largest. Powered on an SQL cluster and enterprise load balanced, Shell's intranet is "a robust system that now processes over 50,000 unique server sessions per day, with 150GB worth of data downloaded daily," reported the Global Intranet Manager.

696 subsites deliver tailored information and communications to distinct target audiences resulting in 1,000,000 visits per month and a staggering 43 million page views monthly.

According to Stewart Bairstow, CEO of GreenOrbit, "GreenOrbit satisfied 90 per cent of the company's immediate requirements. The remaining 10 per cent was developed or customized in response to the client's specific needs."

The number of databases on the production web servers has been reduced from 140 to one single major repository using Microsoft SQL Server, resulting in dramatic hardware and support cost savings and improved performance.

The company reports that GreenOrbit's CMS puts power where it belongs, the hands of its people, empowering Shell's content authors, allowing both experienced and novice users to publish to the intranet. "Currently there are over 150,000 published pages globally. Applications and metadata are used to manage content relationships. Absolutely no HTML or technical knowledge is required to administrate web pages or applications," says Shell's Global Intranet Manager.

Shell's main governance model now centers on a live website it created within its intranet, which is regularly updated and accessed by content authors. It includes all resources required to create, manage and maintain content correctly on the intranet. Examples of best practice are shared and celebrated among authors to encourage a universally high standard of compliance.

Results to date cont.

Shell has also implemented extensive governance strategies, including a new content audit system that ensures content has a maximum intranet life span of six months. After this time, the owner is notified and if it is not updated then it is removed from the intranet. This has decreased the number of broken links by almost 70 per cent.

The intranet has created a culture of knowledge and information sharing throughout the business, leading to better, more informed decision-making worldwide. Shell anticipates further improvements in both employee productivity and satisfaction, which the company believes will contribute to increased retention rates and a strong identification with corporate culture.

Effective brand management and consistency of Shell's internal brand are also expected to continue, with Q&E ensuring — as the name implies — quick and easy access to the most up-to-date marketing material.

Most importantly, staff can continue to be empowered through accountability for content, ensuring the highest standard of quality throughout the business.

"After many years with their GreenOrbit intranet, Shell continues to move from strength to strength."

SHELL'S HIGHLIGHTS:

- **Standard processes and governance for managing the intranet**

- **Simple site, workspace and subsite setup**

- **Standard 'look and feel' but with customizable layout, within a centralized hub**

- **Shared content and applications across 100 countries**

- **Distributed, decentralized authoring and publishing**

- **Multilingual publishing; language localization**

Get Going

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About GreenOrbit

Dare to seek a better intranet. You're not distracted by the flashy integrators with their shallow functionality. No, you want to equip employees and empower content creators with the right tools. Discover the intranet that provides everything you need, built in. GreenOrbit enables you to drive efficiency, foster collaboration, and create an intranet experience that works for your culture and brand.

Learn more at GreenOrbit.com

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