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Finning

International company discovers
intranet life is easy with Beezy

FINNING®



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ELISHA MCCALLUM
DIRECTOR OF GLOBAL COMMUNICATIONS

International Company Discovers Intranet Life is Easy with Beezy

One global intranet. Three regional intranets. More than 700 outdated, and in some cases, underutilized SharePoint sites.

That diversity and disparity in employee experience was not the ideal state for the nearly 15,000 employees of Finning International, the world's largest Caterpillar equipment dealer, operating in Canada, South America, and the United Kingdom & Ireland.

"There was a unified desire across the business to modernize the way our employees were engaging with the company, moving to a platform that would create a shared experience, something we did not yet have as a global company," said Elisha McCallum, Director of Global Communications. "We knew it was time to invest in a tool that would change the way our employees received content, and offer them a reliable one-stop-shop to collaborate with one another."

Beezy, the Intranet Evolved

With efficiency, connectivity and accessibility in mind, Finning sought a single intranet solution that the entire company could easily use to accelerate the reach and consistency of their internal messaging.

A seemingly impossible task. But with Beezy it was easy.

Beezy is a unique digital workplace. Think of it as a robust intranet with social media tools designed specifically to work with the Microsoft stack and SharePoint. It allows departments to push out communications to targeted groups from a single source. Employees can customize their newsfeeds to include just the information that they find valuable, and share, comment and collaborate easily.

"Previously, our intranets were aligned with our business model, with sites serving our international head office, and three other platforms serving each of our regional lines of business," said McCallum. "This resulted in not only a lot of energy and effort being expended to ensure all employees received global content, it also caused challenges when we wanted to cross-promote regional content. We were certain there was a way to meet all of our employees' needs, through one platform to unify them and harmonize their experience."

Finning's Intranet Goals

"Our goal was to enable Finning employees to connect, communicate, collaborate, and share knowledge anywhere, anytime. It's a unique challenge as we have a diverse workforce that uses a variety of hardware to access company information, and in many cases is remote or the move, in three very different parts of the world," said Zaid Choudhary, Finning's Global Communication and Collaboration manager.

"We wanted a streamlined look and feel from a branding and continuity perspective that would be representative of a global company. Functionality and ease of interaction via a seamless user experience was a must. We wanted our employees to want to use the platform, begin to rely on it, and soon not imagine life at Finning without it."

The Selection Process

Zaid's IT team and Elisha's communications team partnered to look at a list of the top 25 intranets from Nielsen Norman, a computer user experience and interface consultant. Then shortlisted off of that study and went through a full RFP process to select the right vendor.

"Once we started the deep dive on each of the offerings, it became obvious that our needs would best be served by Beezy's product," said Choudhary. "Without question, it offered the most flexibility and functionality in addition to being compatible with our existing SharePoint system."

"One of the features that impressed me most was the socialized nature of the platform," added McCallum. "Allowing our employees to interact using the same type of commenting and liking experience they know and use in social media removed a huge barrier to adoption. Another big piece was the highly intuitive nature of the site."



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ZAID CHOUDHARY
GLOBAL COMMUNICATION &
COLLABORATION MANAGER

Impressive Early Results

In the three months it's been live, Finning's intranet site—named Traction—has generated impressive results and growing employee use and engagement. Though not every one of their 15,000 employees has a company laptop, the site is already getting nearly 8,000 unique visitors every day. That's more than half their workforce, a figure both Choudhary and McCallum believe will continue to grow.

By adding a few customized touches, the communications team has personalized the site to include a world clock, weather widget for their regions, their stock price information, and an alert drawer.

On a more serious note, an immediate benefit from the Beezy solution has been the ability to instantly communicate with their workforce, which has proved especially important during the time of COVID-19.

"The timing of launching Traction could not have been better for us, as COVID-19 presented an immediate and urgent need for us to communicate quickly and consistently, with both global information relevant to all employees, as well as regionally customized information that was targeted based on the country each of our employees worked in," explained McCallum.

"Traction enables us to stay connected with our employees and provide instant updates as needed during this uncertain time, and we are confident it helps with their peace of mind to know that valued information was accessible when they needed it most."

"Our goal by the end of 2020 is to drastically cut down on the amount of email each employee receives," continued Choudhary. "This is something we know is a pain point in terms of employee experience, causing stress, frustration and a decrease in productivity. By integrating Traction with our other best-in-class platforms like Workday and Service Now, we expect our employees will have a greatly improved level of satisfaction with how they engage with the business."

"We've also been able to consolidate other engagement tools with Beezy, including the migration of Yammer communities over to Traction," said Choudhary. "Doing so gives us more security, awareness, and control over what employees are using, which protects both them and the company."

I have a great deal of comfort and confidence that they will continue to stand behind their product and be there when we need them. Beezy is committed to and invested in our success.

ELISHA MCCALLUM
DIRECTOR OF GLOBAL COMMUNICATIONS

Praise from Finning

"I'm very happy with our experience with Beezy, not only because of the quality of the platform but because the service and support that you receive is excellent," concluded McCallum. "It is clear to me that when you sign on with Beezy, it's a long-term, supported relationship."

"I'm really looking forward to being able to use the platform to its greatest capabilities and maximum capacity, supported by ongoing improvements and updates. I have a great deal of comfort and confidence that they will continue to stand behind their product and be there when we need them. Beezy is committed to and invested in our success."

About Beezy

Beezy is the all-in-one Intelligent Workplace for Microsoft Office 365. We make collaboration within your organization easy and relevant. By extending the Microsoft productivity stack, we unify the digital workplace and empower users to communicate, share and collaborate better, whether on-premises, in the cloud or in hybrid environments.

Join 2 million global active users and prominent organizations such as Monster and the Bank of England that benefit from our digital workplace solution. Improve employee experience and bring together collaboration, communication, and knowledge in one centralized location with Beezy.

Learn more at www.beezy.net

