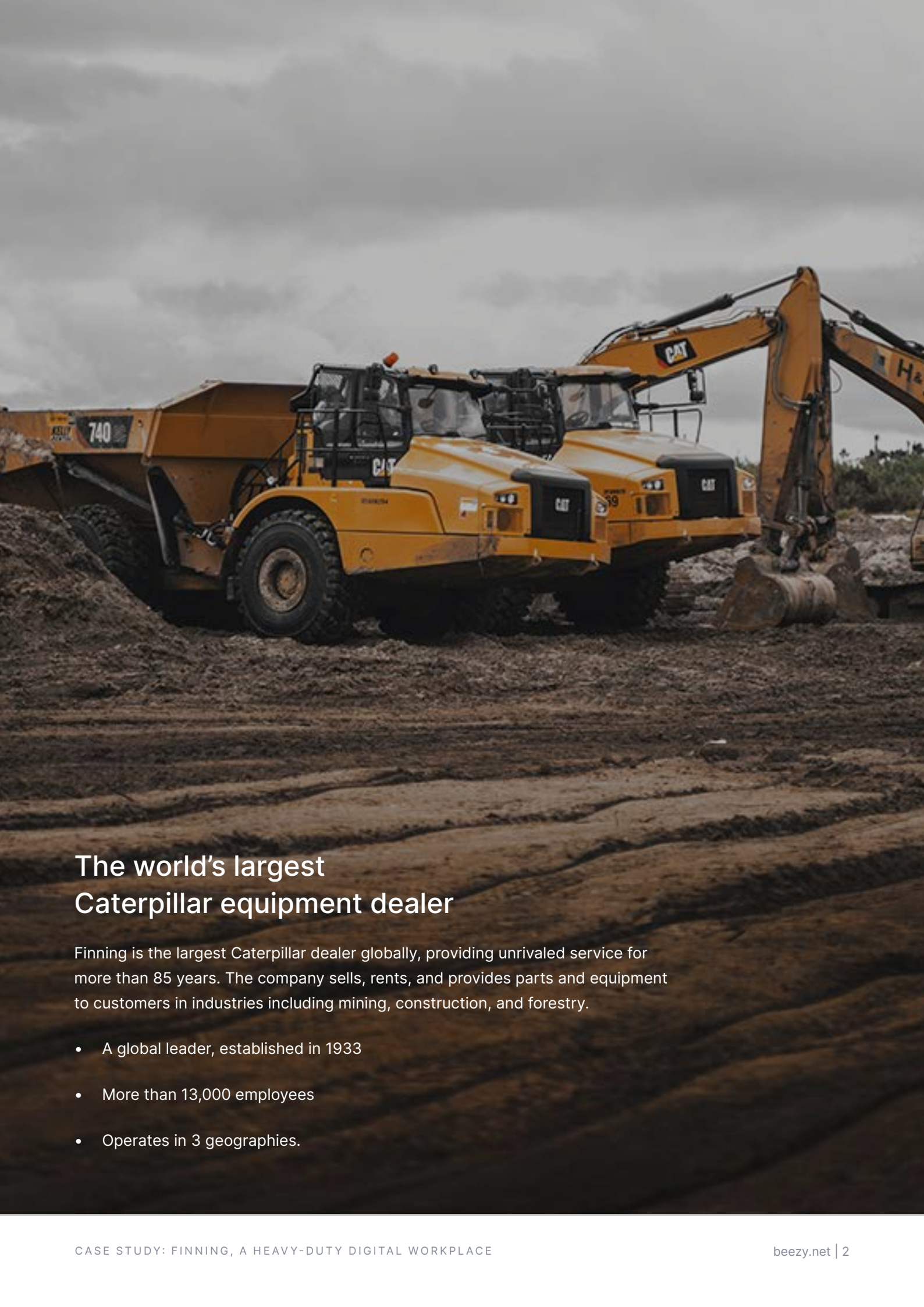




# Finning: A heavy-duty digital workplace



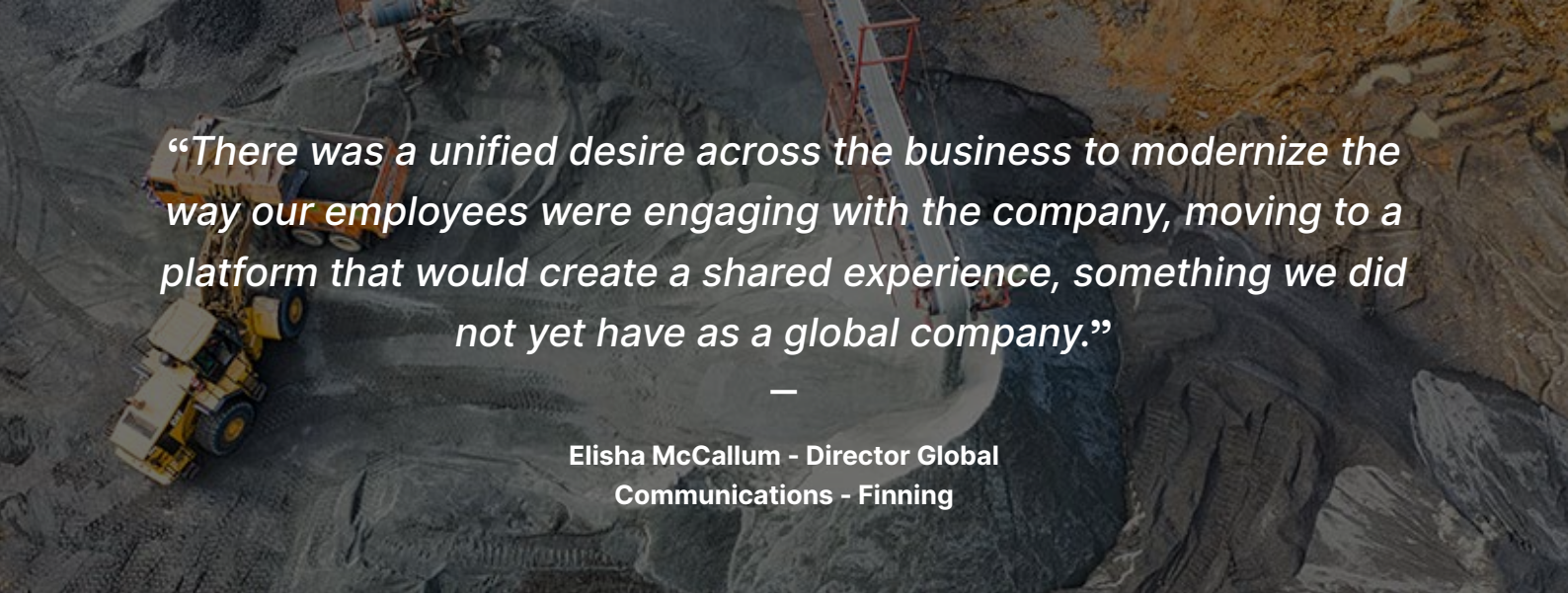
Beezy powers the modern intranet that's part of the Appspace workplace experience platform.



## The world's largest Caterpillar equipment dealer

Finning is the largest Caterpillar dealer globally, providing unrivaled service for more than 85 years. The company sells, rents, and provides parts and equipment to customers in industries including mining, construction, and forestry.

- A global leader, established in 1933
- More than 13,000 employees
- Operates in 3 geographies.



*“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.”*

—  
Elisha McCallum - Director Global  
Communications - Finning

## A seamless employee experience

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 More than 700 outdated, and in some cases, underused SharePoint sites.

That diversity and disparity in employee experience was not the ideal state for more than 13,000 employees of Finning International, the world's largest Caterpillar equipment dealer, operating in Canada, South America, the United Kingdom, and 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.”

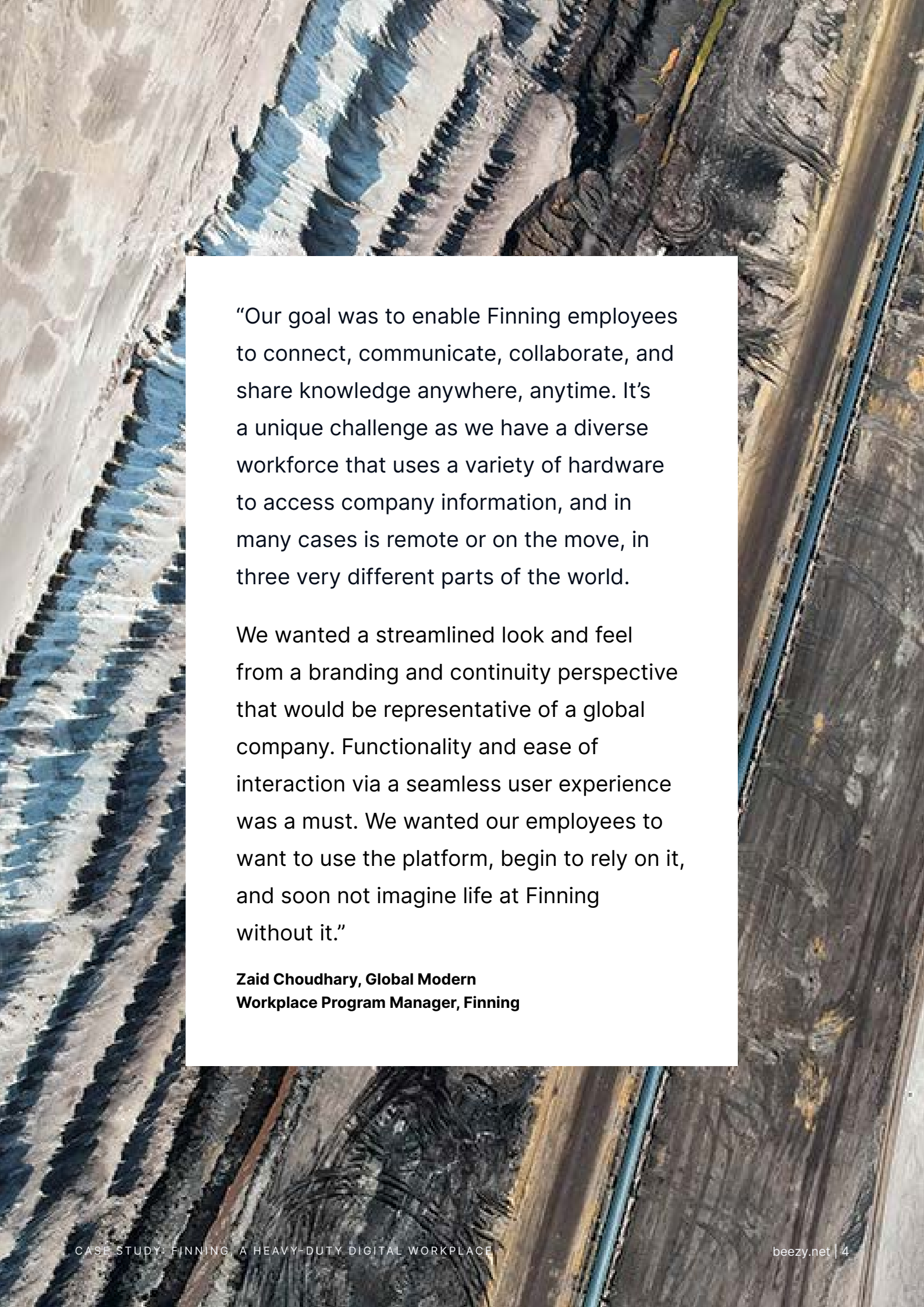
## A next-level intranet

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 possible.

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.”



“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 on the move, in three very different parts of the world.

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.”

**Zaid Choudhary, Global Modern  
Workplace Program Manager, Finning**

# Why Beezy stood out

Global Modern Workplace Program Manager, Zaid Choudhary, and his IT team partnered with McCallum's team to select a vendor. They reviewed a list of the top 25 intranets from user experience and interface consultant Nielsen Norman. Then, the team shortlisted and went through a full RFP process.


"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  
Modern Workplace Program  
Manager, Finning**





*“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, Finning**

## Gaining traction every day

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, a weather widget for their regions, their stock price information, and an alert drawer.

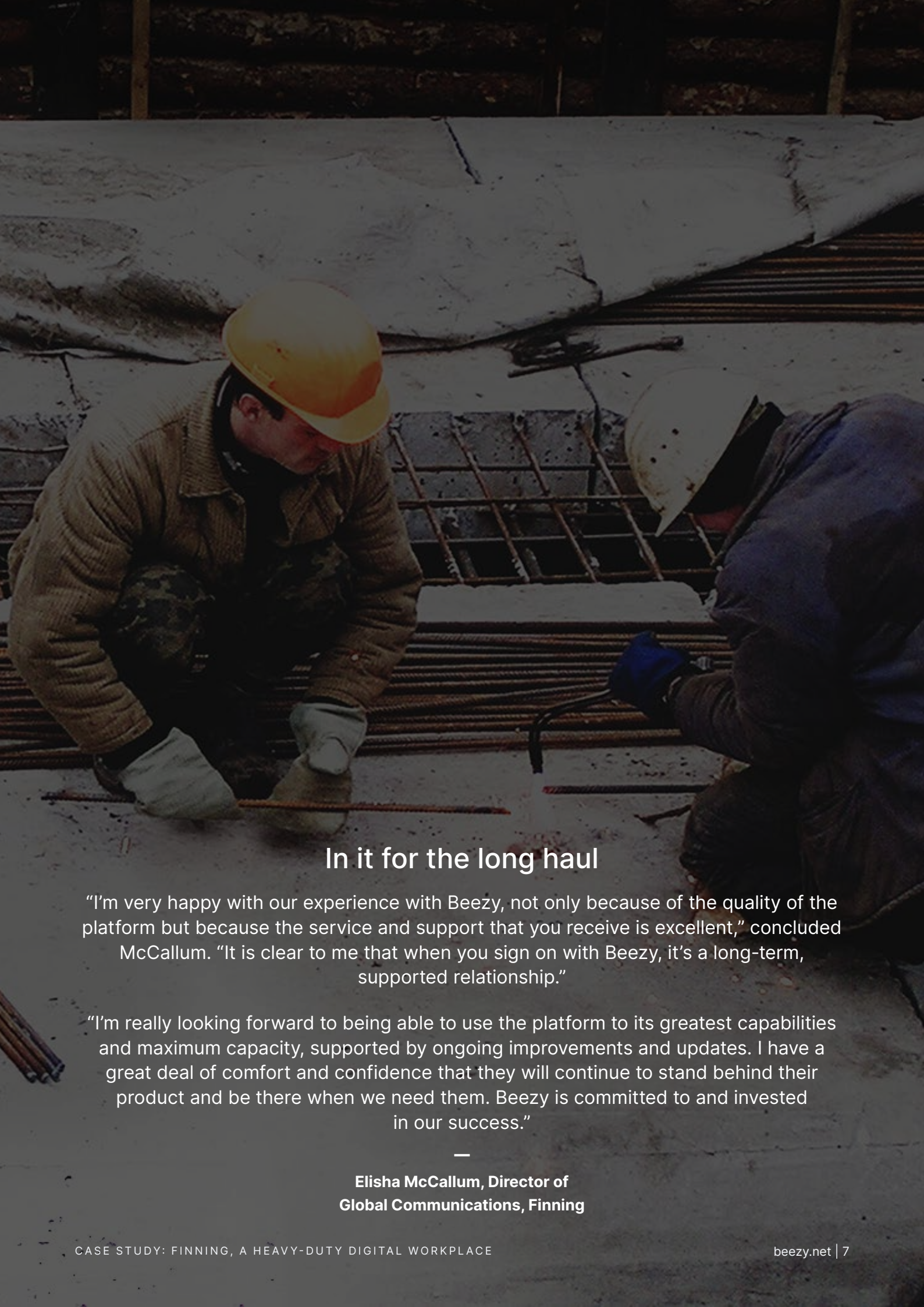
On a more serious note, an immediate benefit from the Beezy solution has been the ability to instantly communicate with their workforce, which has proved especially important during the time of COVID-19.

“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.”

One of Finning's main goals was to reduce the number of emails employees were receiving. This was a major pain point that Beezy could address. Because Traction integrates with the company's best-in-class platforms like Workday and ServiceNow, employees have the apps and tools they need in one place.

“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.”



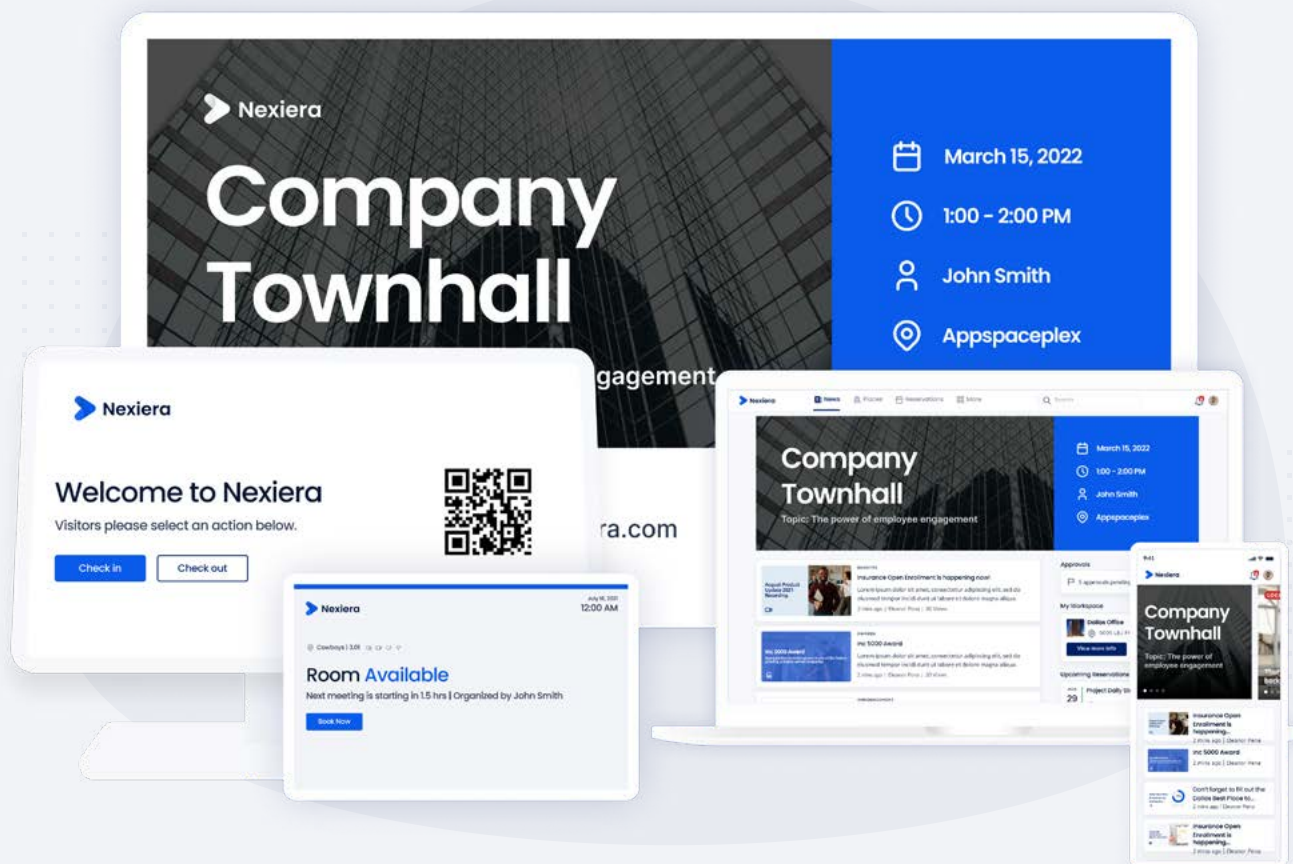
## In it for the long haul

"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."

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**Elisha McCallum, Director of  
Global Communications, Finning**



Employee App



Intranet



Space Reservation



Wayfinding



Digital Signage



Content & Publishing



Visitor Management

## ABOUT US

Appspace is the workplace experience platform for communications and workplace management. It's the first to combine a modern intranet (powered by Beezy), space reservation, digital signage, and more – all in a single, easy-to-use platform. Now organizations can replace siloed products that are costly to integrate and unite their physical and digital workplace. More than 150 Fortune 500 companies, and 10 million on-site, remote, and frontline employees, are using Appspace to make work a more connected and engaging experience.

Learn more at [appspace.com](https://appspace.com)

