



Beezy
Your intelligent workplace

Case Study

ZEPPELIN

INTELLIGENT WORKPLACE SOFTWARE TRANSFORMS COMPANY COMMUNICATION THROUGH DIGITAL COLLABORATION

As one of Caterpillar's most innovative and successful dealers, Zeppelin is primarily active in the construction and maritime industries but also excels in plant engineering for the chemical and food-processing industries. With locations across the globe, *'operating like a network and thus being successful in the digital era is key for Zeppelin'*, according to Ina-Kathrin Richter, Social Collaboration Manager.

The organisation's intranet had become dated, falling short of collaboration and communication needs. 'With no social functionality, company communications were reduced to a one-way stream of information', explained Richter. The company needed a modern, user-friendly alternative and fast.

'It was not easy to make use of our collective intelligence or identify experts within the organisation. Cross-hierarchical and cross-business-unit communication was also lacking', says Richter. *'We recognised that authentic conversation is key to mirroring the open nature of our culture. We needed to enable people to communicate and connect in a more transparent and truthful way. We wanted our communication to be collaborative and feel real'*.

AN INTELLIGENT WORKPLACE

Beezy is an enterprise productivity solution, which reinvents communication and collaboration. It strengthens relationships with employees through a unified digital workplace hub.

As the most comprehensive enterprise collaboration solution for Microsoft Office 365 and SharePoint, Beezy also connects the dots between Microsoft Office productivity suite, SharePoint Skype for Business, Delve, Office Graph and OneDrive for Business, making them available to Zeppelin.

Beezy's digital workplace supports on-premise, cloud and hybrid-cloud deployments. This flexibility was important to Zeppelin. Its partnership with Microsoft offers the company the productivity tools it needs and sets the basis for a further partnership to engage more closely.

"As part of our digital strategy, we want to become a better-connected company by improving communication, cooperation and collaboration. Beezy's product, combined with its use of Microsoft software, offers productivity tools that are important to our goals."

INA-KATHRIN RICHTER,

SOCIAL COLLABORATION MANAGER, ZEPPELIN HOLDING

THE PROOF IS IN THE PILOT

Early in 2017 Zeppelin ran a pilot to show how Beezy can provide value in connecting and engaging key employees.

- 60 percent of users accessed Beezy.
- 45 percent uploaded a profile picture, skills and experience information within their About Us section.
- The CEO used the system to communicate with the members via blogs and promote the Zeppelin culture of 'curiosity and openness'.

During the pilot, testers were especially impressed by the increased engagement on their posts and the feeling of belonging to a larger organisation due to increased transparency from across the company.

Whilst the right fit of technology is important, it became also clear during the pilot that informing, inspiring, motivating and enabling employees to use modern communication tools like Beezy would be just as crucial to the success at Zeppelin.

THE STORY CONTINUES

After the successful pilot Zeppelin is now carefully onboarding additional users and testing out new use cases with the aim of providing the platform to the entire organization of around 7,800 employees before year's end. The hope is that by then Beezy will have become the social fabric that connects Zeppelin's employees and empowers them to use the underlying Microsoft productivity tools.

ZEPPELIN[®]
WE CREATE SOLUTIONS

ABOUT BEEZY

Beezy is the intelligent workplace for Microsoft Office 365 and SharePoint. 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.

Large customers such as Vodafone, ZF, US Treasury and many more can now benefit from the full functionality of an intelligent, modern digital workplace that brings together Collaboration, Communication, Knowledge and Processes.

Learn more at www.beezy.net

