

Social Intranet

Digital Transformation at work at Group Albéa

Albéa, the world leader in packaging for cosmetics and personal hygiene products, started using the blueKiwi powered enterprise social network back in 2011. The group now publishes all its internal news on the platform, which is home to no less than 230 particularly active business communities.

40,000. That's the number of publications or posts that have been written and published in a little under four years on Albéa's digital transformation platform. Group Albéa is a world-class industrial concern specialising in the design and manufacture of packaging for cosmetic and personal hygiene products (16,600 employees around the world). «Taken on its own, this figure doesn't mean much. But the number of publications is clearly increasing, like the number of platform users», explains Eric Lafarge, deputy chairman of the group's Information Systems. «Which is a clear sign our services have really caught on.»

The first use cases of blueKiwi (a subsidiary of Atos) in the company, were clearly in response to some precise business needs that it had identified. «Our sales teams asked us to start with an enterprise social network, when, in September 2011, they started the development of a complex new product for a key account», recalls Eric Lafarge. «These teams, who were geographically dispersed, needed to share not only fresh information on a daily basis but also reference documents.»

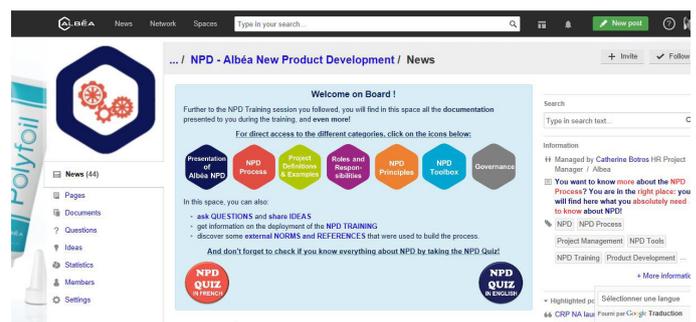
A secure and customizable online service

«We have analysed the market and suggested them to use blueKiwi, which from our point of view is not only a very high performance solution but also has the advantage of being a secure and customizable online service», adds Eric Lafarge. It has strict electronic and physical security procedures which provide permanent protection for all the data that is backed up or shared. It certainly put paid to the belief that the people in the IT function were behind the times because they immediately realised the benefits offered by blueKiwi: they used the digital transformation platform to establish expert communities for sharing information regarding the plans for deploying a management business software package and for discussing security matters concerning the information system.

Intranet 2.0

In the last few months, more and more business communities have sprung up on the Albéa blueKiwi network and today there are more than 230 discussion and working groups - all beavering away - with

around 4,000 members. «Looking back we were right to validate each new community before creation, and in spite of what we feared might happen at the beginning, there's never been any misuse as far as we can tell», says Eric Lafarge. «The communities which were set up always have a clear business goal.»



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Nowadays new technology implementations make it easier for everyone to access the platform. For example SSO («single sign on») authentication, allowing each user to log-in only once for a complete session, or the extension to the Microsoft Office desktop suite, that allows each Albéa to share in one click a document on which he or she is working on the blueKiwi platform. A smartphone application was also introduced in 2014 for those Albéa employees who are often away on business.

It's all gone down very well with the users who were all the more delighted when, last year, Albéa replaced its «ageing» intranet with a new blueKiwi «meta-community». Shared by everyone, this community is used to publish all the daily internal news items, whether it be the latest topics from the group, appointments and departmental information, presentation documents or other useful information.