

Integrating a mobile app into an existing intranet platform



Agenda

- The context and who we are?
- Communication outlook of today's organisations
- The Trio
- Our solution – Mobile Orbita and Mobile LM
- How to successfully roll out communication tools?

Communication outlook in retail

- Diversified and dispersed group of employees
- Young people's expectations regarding technology e.g. BYOD, social, mobile
- Relatively low saturation with technology in retail sector
- Client service is top priority in retail and services
- Important (dominant?) role of corporate intranets
- Autonomy in operation both on employee and store level
- Corporate culture impact on internal communication
- Small internal communication teams

Beginning of the journey

- Ask yourself – why?
- Clearly define business purpose
- Check technological readiness
- Get right people on board
- Identify bottlenecks e.g. IT security
- Think about communication and what to in order to increase adoption rate

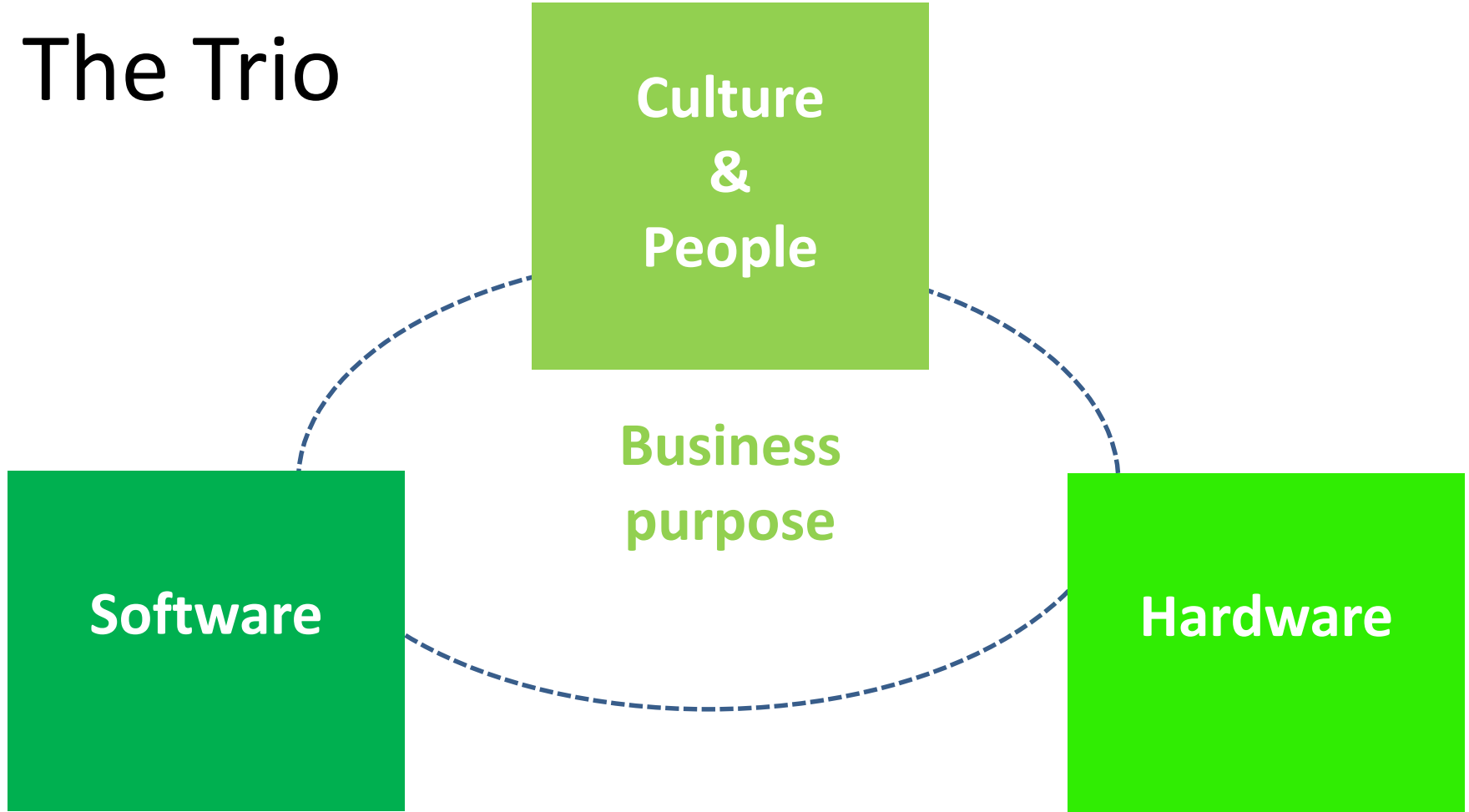
The Trio

Culture
&
People

Business
purpose

Software

Hardware



Technology and culture in general

- Number of easy to take collaboration technology off-the-shelf e.g. Jive, Office356, Yammer, Bluekiwi
- Difficult to build culture of cooperation and knowledge sharing
- Cloud based solutions are easy to implement
- Managers are key in building collaboration
- Engaging employees in building solutions is crucial. But how about the time?
- Phasing brings positive outcomes but temptation „give them all” is strong

Summary

- „Why” must be linked to business needs
- Technology is important but be focused on corporate culture. Keep in mind **The Trio**.
- Best product can fail if not correctly marketed – take your time to develop communication strategy
- Roll out disruptive technologies in phases – avoid shocking and „yet another system” perception



Thank you!

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