

Case Study: PointBridge

POINTBRIDGE™

Situational Analysis

Headquartered in Chicago, PointBridge is one of the fastest growing Microsoft partners in the central U.S. The company is focused on IT consulting and specializes in building high-impact business solutions with Microsoft technologies. As the company experiences growth - nearly 60% each year - its priorities are also shifting and changing.

With fast expansion comes the strong need to tie people together and help them better collaborate. PointBridge traditionally employs senior and mid-career level professionals with .NET development backgrounds but in order to help the company broaden its knowledge base, they recently started hiring college graduates as well. Because these students bring an entirely new set of skills to PointBridge, the company now faces a different challenge: How can they get their employees to work together given their differing levels of experience, understand each other's cultures, and feel connected - both onsite and remote employees?

Solution

This problem - a common challenge for both small and large companies - prompted the IT team to research and implement a social computing solution that would work within their Microsoft platform and be intuitive enough for all of their employees to use. They chose NewsGator Social Sites 2010 because of its seamless integration as a managed service application on top of SharePoint 2010. Beyond SharePoint out-of-the box, Social Sites added aggregated activity streams, profiles, communities, microblogging, reporting, and rich clients for email, desktops, and mobile devices. The IT team acted as the evangelists of the new solution and began a pilot in December of 2010.

The initial pilot met with great success. The entire company immediately joined in and began to build their social profiles. Social Sites 2010 provided PointBridge with the opportunity to create communities for both business and social purposes. They instituted a controlled community creation process along with informal community sponsors. Many of these communities are organized by geography in order to effectively create a "home community" for each office location where they can work on projects together and share cultural commonalities and news. For example, one office in Chicago uses the community to keep employees up-to-date on the whereabouts of the lunch truck that makes delicious, homemade tamales - a fun, social way to foster employee unity.

Case Study Highlights

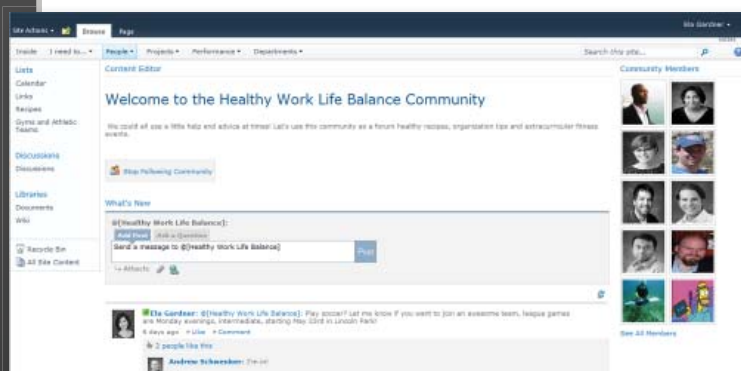
Organization:
PointBridge

Industry:
IT Consulting/Professional Services

Situational Analysis:
Create synergy with numerous knowledge workers at every level to form a connected, productive environment

Solution:
Social Sites 2010

Results:
Improved employee satisfaction and retention; created a connected culture; and increased company-wide communication



To help new employees quickly feel a part of the organization, PointBridge also incorporated the use of Social Sites into their onboarding process. New employees are encouraged to create a profile and immediately begin using the tool to find experts, colleagues, communities, content, and ask questions. PointBridge prides itself not only on hiring the best talent but *retaining* this talent, so the new onboarding process is a critical component to helping them accomplish this goal and increase overall employee satisfaction in the process.

Results

The company is using SharePoint and Social Sites to collaborate like never before. They are surfacing communication channels and generating ideas at a much faster pace. They are testing products and looking for company-wide feedback, as well as sharing events and calendars on a global basis to avoid duplication of efforts and to encourage more event participation.

PointBridge has also achieved another important objective: their employees now feel included in the ownership of creating company processes. For example, a manager posted a poll in the activity stream looking for ideas from everyone for an upcoming training session. Based on the results, the company then incorporated the ideas with the highest votes into their upcoming training schedule. This simple ideation process made their employees feel included and valued — a tool any company can easily implement to achieve the same objective.

Future

Like many companies, PointBridge has their eyes on the future - what other benefits can social computing technology bring to their organization? One of the primary focuses going forward is the integration of their SharePoint 2010 and Social Sites platform with other third-party systems such as their CRM and ERP tools. Ideally, activities from these integrated third-party tools will appear in the social computing activity stream so everyone will be constantly informed. This important new information will be extremely helpful and since it's incorporated into the natural flow of work, it will not be construed as information overload. For PointBridge, social tools combined with effective search capabilities are the glue that holds their technology infrastructure together.

By working with NewsGator, PointBridge is extending its internal collaboration beyond the Microsoft platform to get the most out of their investments. This means more measurable business advantages and the ability to reap greater productivity and satisfaction from their employees.

" Our business is moving at a fast pace and so our technology infrastructure and approach to employee communication and collaboration needs to be in synch. NewsGator Social Sites gave us the missing link we needed to get the most out of our Microsoft investment while giving our talented employees a better forum for sharing ideas, knowledge, and best practices. It's enabling us to innovate and stay ahead of our competition for the benefit of our customers and that is most important to us."

— Matt Morse, SharePoint Practice Manager, PointBridge

To learn how NewsGator can enable your organization with social collaboration tools, contact us at 800-608-4597 or at insidesales@newsgator.com. For outside North America, please contact eu-info@newsgator.com.

About NewsGator Technologies

NewsGator, a Microsoft Gold-Certified and Depth-Managed Partner, offers award-winning enterprise social computing solutions. Direct integration with SharePoint's business collaboration platform means NewsGator Social Sites runs hassle-free on thousands of organizations' existing computing infrastructures. Capabilities familiar to consumer-oriented social software, such as microblogging, activity streams, social profiles, mobile clients, video, and expertise location, ensure users extract real business value from collaboration and knowledge management activities. Founded in 2004 and with over 2.5 million paid users, NewsGator serves Fortune 200 and government knowledge workers across the globe - including Accenture, Biogen Idec, Charles Schwab, Deloitte, Edelman, Fujitsu, General Mills, JPMorgan Chase & Co., Kraft Foods, Novartis, Unisys Corporation, the United States Air Force, and the United States Army.

Together, SharePoint and Social Sites are propelling the future of productivity - www.newsgator.com.