



PTC TRANSFORMS THE EMPLOYEE EXPERIENCE WITH BONZAI INTRANET

CASE STUDY



“

With BONZAI, departments are now empowered to own their own content—Internal Communications at PTC has never run so smoothly.”

**—JENNIFER KIRSCHNER, EMPLOYEE ENGAGEMENT
AND COMMUNICATIONS MANAGER**

PTC

Case Study

INDUSTRY

Computer software and services

KEY CHALLENGES

- ☑ Unfriendly user-experience and poor search which made it difficult to find information
- ☑ Content duplication and confusing information architecture that created bottlenecks
- ☑ No social features to foster engagement and communication amongst global employees
- ☑ Lack of content ownership and slow process to get new content on site
- ☑ Not mobile friendly and responsive making it difficult to access information remotely

SOLUTION

BONZAI Intranet for SharePoint 2016

USERS

6,000+ users across 30 countries



6,000+

USERS
ACROSS 30 COUNTRIES

BONZAI INTRANET'S IMPACT



BETTER INTRANET METRICS
to showcase content that
garners engagement

INCREASED PRODUCTIVITY
due to better findability of
task-critical information

ABOUT PTC

PTC has the most robust Internet of Things (IoT) technology in the world. In 1986 we revolutionized digital 3D design, and in 1998 we were first to market with Internet-based PLM. Now our leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, manufacture, operate, and service products. With PTC, global manufacturers and an ecosystem of partners and developers can capitalize on the promise of the IoT today and drive the future of innovation.



Our former solution was heavily customized, clunky, and difficult to navigate which caused it to become a repository for outdated content."



**JEFF ROUSELL, DIRECTOR OF
IT AND BUSINESS SYSTEMS**

Intranet Challenges

PTC employs approximately 6,000 employees in 30 different countries. To connect their employees with task-critical information, PTC developed a homegrown intranet over 15 years ago. Jeff Rousell, Director of IT Business Systems at PTC shares, "our former solution was heavily customized, clunky, and difficult to navigate which caused it to become a repository for outdated content."

Jennifer Kirschner, Employee Engagement and Communications Manager adds that their intranet lacked "social components, governance and clear content ownership making it your typical mess when it comes to intranets." Recognizing this, and ready for change, PTC's leadership agreed that it was time for a new intranet that would better serve the organization and its global workforce.

The project would be a huge undertaking but stakeholders knew that a modern intranet would produce positive results for productivity, engagement and knowledge transfer. PTC's steering committee set out to develop a better intranet using a SharePoint Intranet In-a-box solution that would:



Unite a global workforce and create a single place to locate accurate and unduplicated documents, policies, procedures and corporate news



Make information easy to find through search so PTC's employees are not reliant on "who they know" or their understanding of which department owns certain content



Be easy to use for employees at all technical skill levels due to intuitive design, user-centric UX and task-driven information architecture



Offer online social communities for employees to informally learn, ask questions, and connect on a global scale with people outside of their functional teams



Provide mobile-friendly and responsive experiences for access to the intranet anywhere, at any time and from any device

After deep research into the leading SharePoint Intranet In-a-box products, PTC's Communications and IT Departments unanimously agreed that BONZAI was their winning choice.



With BONZAI, departments are now empowered to own their own content.

Our HR team is amazed at how easy it is to target benefits information to employees in their respective countries."



**JENNIFER KIRSCHNER,
EMPLOYEE ENGAGEMENT
AND COMMUNICATIONS
MANAGER**

Solution: BONZAI for SharePoint 2016

For the Communications Department, it was clear BONZAI would make it easy for content owners to publish, edit and manage content even if they had no working SharePoint knowledge. Features like auto-expiration for news stories, content targeting and social capabilities give PTC's Communications team the tools they need to create relevant, targeted and engaging content. Their Communications Manager shares that, "With BONZAI, departments are now empowered to own their own content." She continues, "Our HR team is amazed at how easy it is to target benefits information to employees in their respective countries."



"With BONZAI, departments are now empowered to own their own content."

In a similar tune, IT Director Jeff Rousell found BONZAI to be the best fit solution for his team. With limited resources, his team was able to deploy Bonzai fast so they could focus on developing their own line of business applications that impact productivity. For example, using the BONZAI Framework, Rousell and his team deployed a global time-clock that lists the top 10 time zones of PTC's largest offices. Additionally, to increase user adoption, Rousell's team implemented a virtual reality (VR) scavenger hunt that simultaneously taught users how to navigate the new intranet while educating them on one of PTC's new VR apps.



We were able to deploy BONZAI extremely fast which freed up resources and enabled my team to focus on developing line of business applications that impact productivity. Using the BONZAI Framework, my team delivered new applications faster than ever before."



**JEFF ROUSELL, DIRECTOR OF
IT AND BUSINESS SYSTEMS**

BONZAI's Impact



94%

User Adoption

With freed up time, PTC's IT team could focus their effort on value-driven activities. The virtual reality scavenger hunt was so successful that user adoption skyrocketed to 94% in the first month alone. When the contest ended, PTC's Corporate Vice President of HR reported she had received highly-positive reviews from employees—she wanted this initiative to be implemented when onboarding all new employees.

340%

Increase in Social Activity and Engagement

BONZAI's Yammer integration now powers employee resource groups wherein PTC's people can communicate with one another no matter their region, office, department or role. The new social experience provides live conversation feeds, liking, sharing, commenting and feedback mechanisms. Adoption of Yammer was much higher than expected with PTC's new intranet experiencing an increase in social activity by 340% three months after launch.

100%

Decrease in Content Duplication

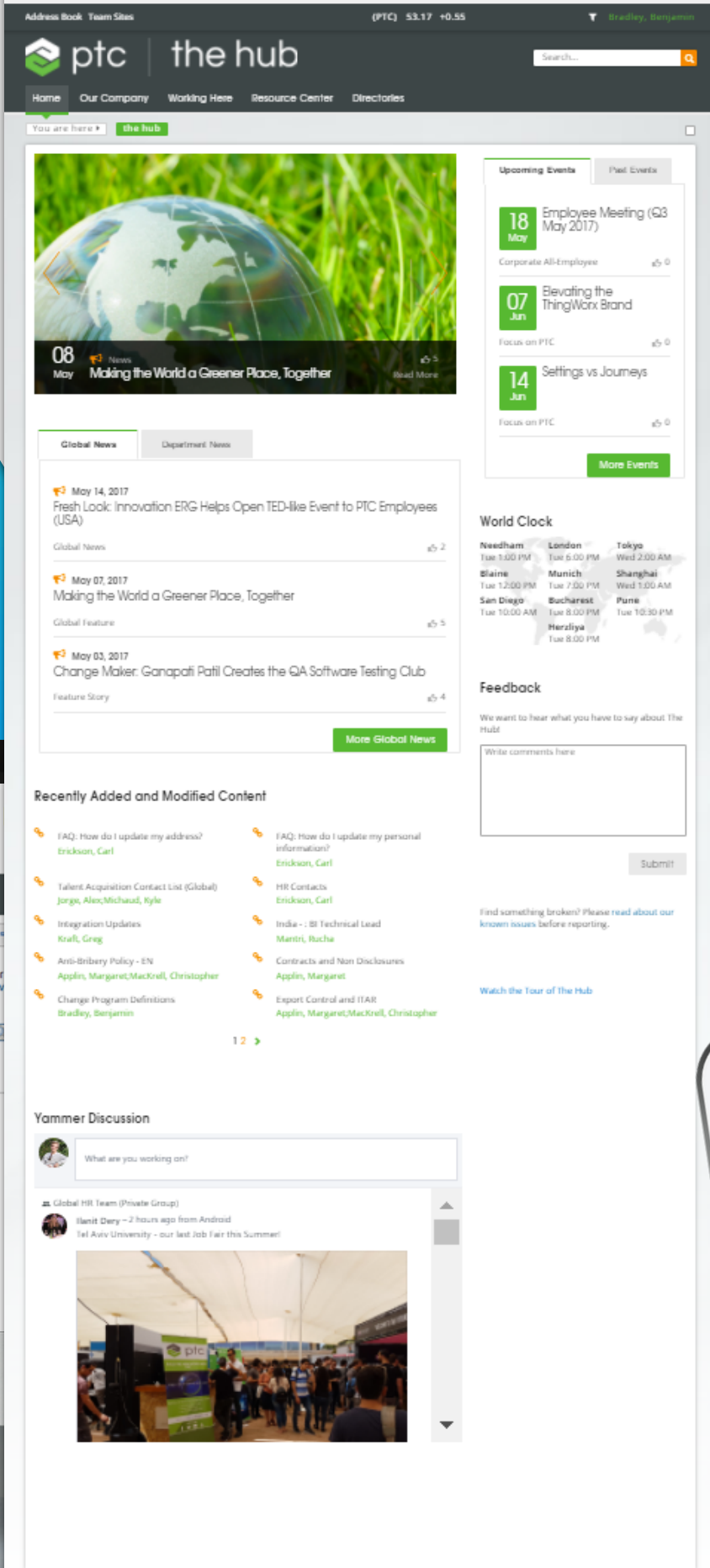
Due to supreme organization and task-driven IA, and built-in version control in BONZAI, PTC has successfully removed all bottlenecks that resulted from duplication of information, documents, policies and procedures.



Better Intranet Tracking & Success Metrics

Utilizing an integration between Google analytics and BONZAI, PTC is now able to provide content owners data on the success of their content. Backed with data, PTC’s intranet team has insight into what’s working and what’s not. As a regular activity, PTC’s Communication team provides content owners with analytics on the content they produce to help them understand what is gaining traction and what they can do to improve.

Intranet Before and After



08 May Making the World a Greener Place, Together

Upcoming Events

- 18 May Employee Meeting (Q3 May 2017)
- 07 Jun Elevating the ThingWorx Brand
- 14 Jun Settings vs Journeys

More Events

World Clock

Needham Tue 1:00 PM	London Tue 6:00 PM	Tokyo Wed 2:00 AM
Blaine Tue 12:00 PM	Munich Tue 7:00 PM	Shanghai Wed 1:00 AM
San Diego Tue 10:00 AM	Bucharest Tue 8:00 PM	Pune Tue 10:30 PM
	Herzliya Tue 8:00 PM	

Feedback

We want to hear what you have to say about The Hub

Write comments here

Submit

Find something broken? Please read about our known issues before reporting.

Watch the Tour of The Hub

Global News Department News

- May 14, 2017 Fresh Look: Innovation ERG Helps Open TED-like Event to PTC Employees (USA)
- May 07, 2017 Making the World a Greener Place, Together
- May 03, 2017 Change Maker: Ganapati Patil Creates the QA Software Testing Club

More Global News

Recently Added and Modified Content

- FAQ: How do I update my address? Erickson, Carl
- Talent Acquisition Contact List (Global) Jorgis, Alex, Michael, Kyle
- Integration Updates Kraft, Greg
- Anti-Bribery Policy - EN Applin, Margaret, MacKrell, Christopher
- Change Program Definitions Bradley, Benjamin
- FAQ: How do I update my personal information? Erickson, Carl
- HR Contacts Erickson, Carl
- India - BI Technical Lead Meniri, Rucha
- Contracts and Non Disclosures Applin, Margaret
- Export Control and ITR Applin, Margaret, MacKrell, Christopher

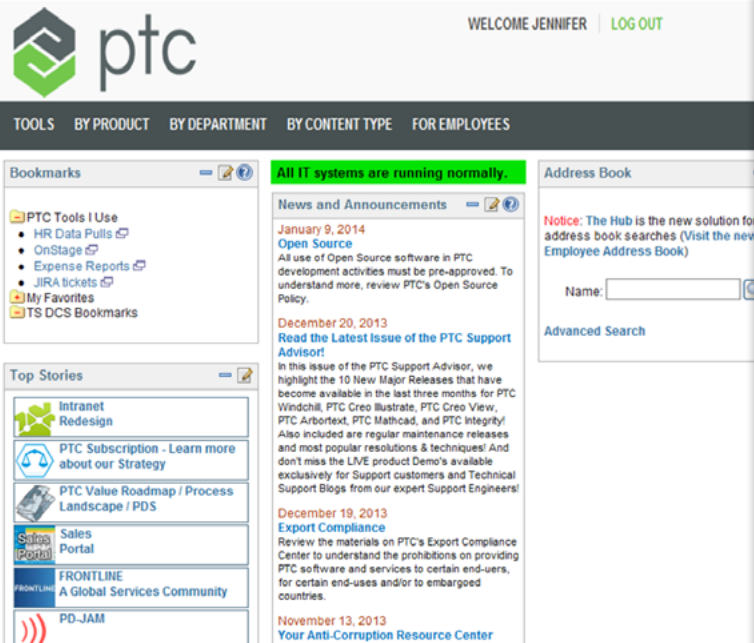
1 2 >

Yammer Discussion

What are you working on?

Global HR Team (Private Group)

Blant Dery - 2 hours ago from Android
Tel Aviv University - our last Job Fair this Summer!



News & Events

- Global News
- Department News
- Global Events

Top Tools

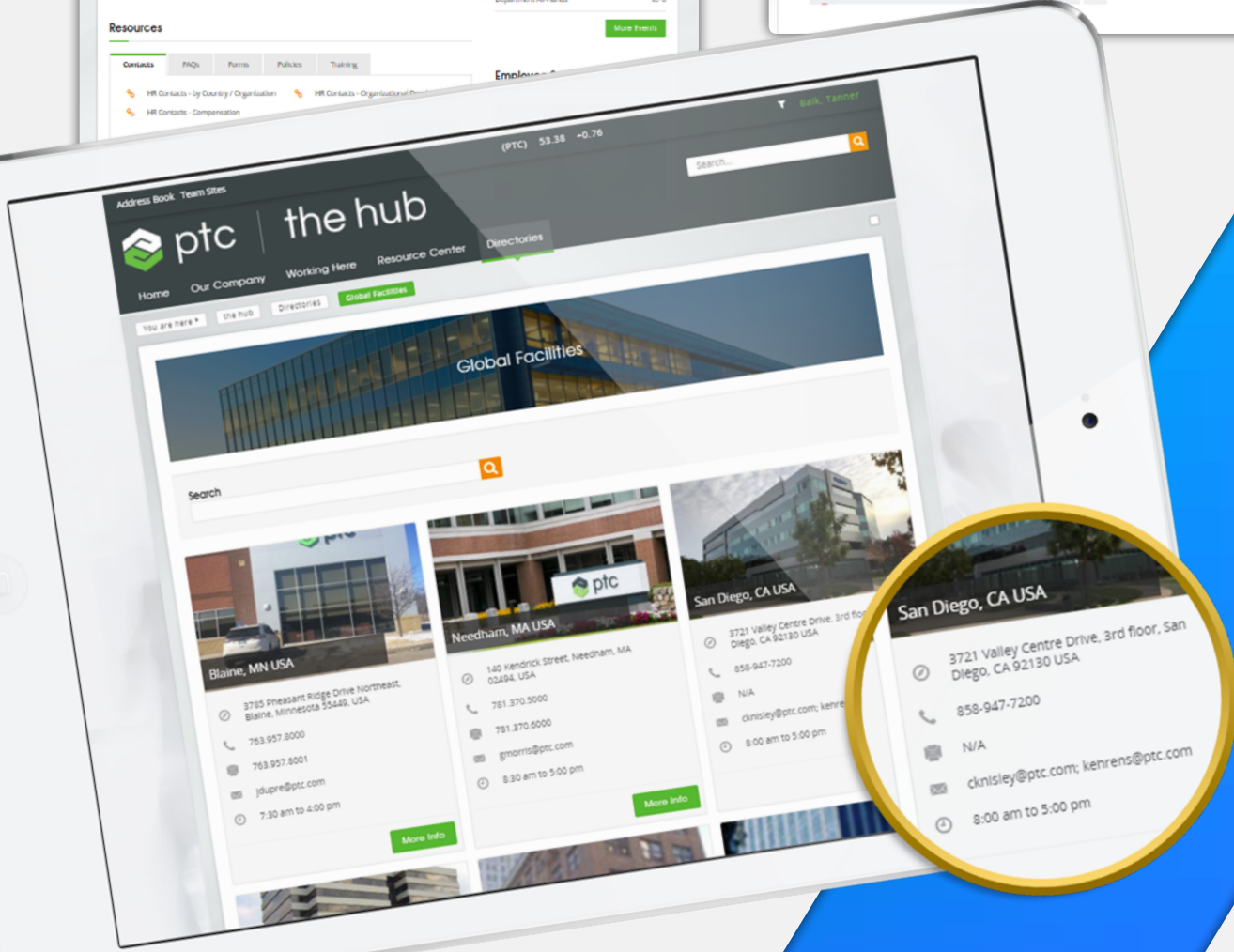
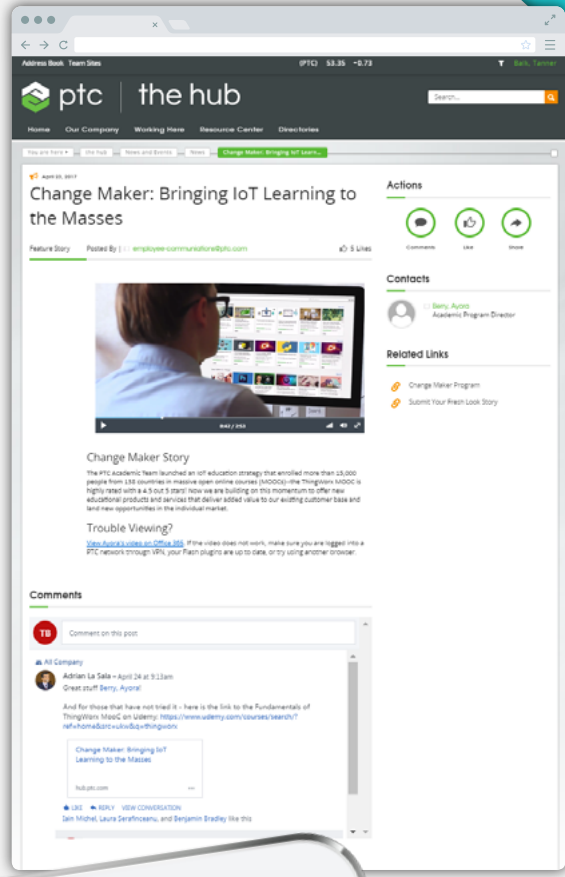
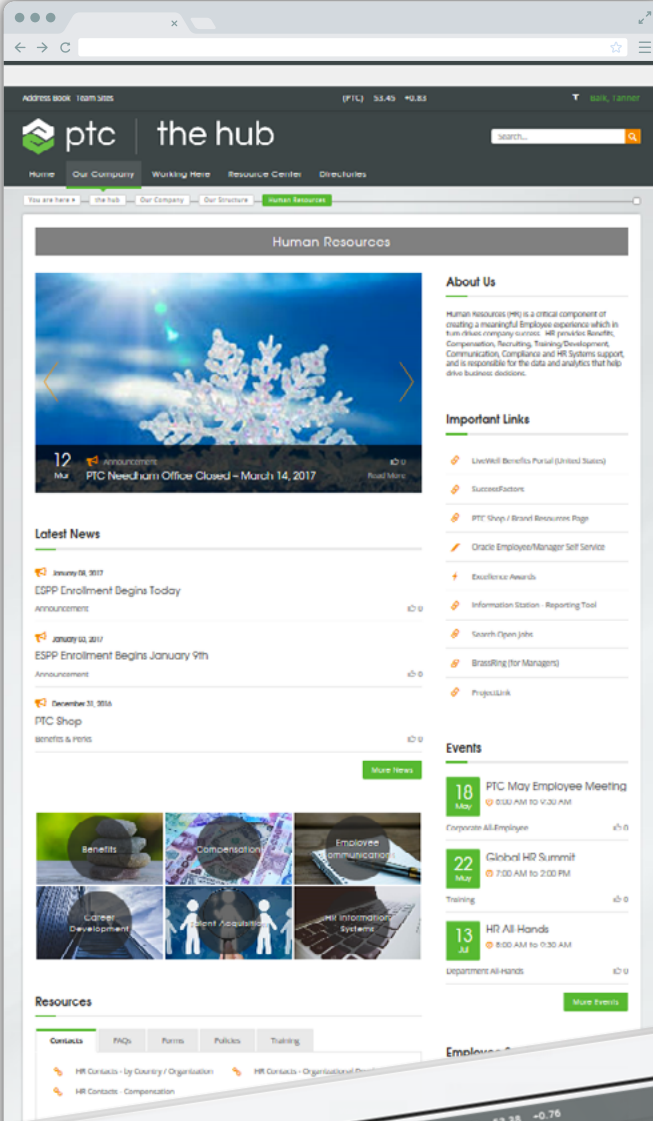
- IT Service Desk
- Oracle Apps
- SalesForce.com
- SuccessFactors

Social Links

- Yammer (internal)
- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram

More PTC Sites

- www.ptc.com
- www.thingworx.com
- www.ptcusercommunity.com
- community.thingworx.com





Deployed **Your Way**

BONZAI is easy to install whether you want it installed on-premise or in the cloud. BONZAI Intranet is available in three deployment models:

On-Premise for SharePoint 2013

Installed within your existing On-Premise SharePoint 2013 Standard or Enterprise environment

On-Premise for SharePoint 2016

Installed within your existing On-Premise SharePoint 2016 Standard or Enterprise environment

Online for Office 365

Installed on your existing SharePoint Online environment for Office 365



About BONZAI

BONZAI, a SkyVera company, is an award-winning intranet company that provides ready-to-roll intranets for SharePoint and Office 365. As a Microsoft Certified Gold Partner, BONZAI intranet software and services deliver a better means of communicating, collaborating and engaging with employees for Fortune 500 Enterprise Organizations as well as SMBs.

At BONZAI, believe that intranets should better connect and engage employees, but not at the expense of a long, drawn-out and often failed custom deployment. With our proven delivery methodologies and seasoned intranet consultants with deep expertise into both Microsoft SharePoint and Office 365, Bonzai gets users through objective setting, design, ownership, launch/roll out and support in as little as eight weeks.

See Your Stress-Free Intranet in Action Now!

Book a [demo](#) to see the rich features, functionality and flexibility of the BONZAI intranet platform for yourself today!