



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

03



340%
INCREASE IN SOCIAL ACTIVITY
on the intranet 3 months after launch



100% 
DECREASE in content
duplication

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.

Intranet Challenges



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former solution was heavily customized, clunky, and difficult to navigate which caused it to become a repository for outdated content.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

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former solution was heavily customized, clunky, and difficult to navigate which caused it to become a repository for outdated content.”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

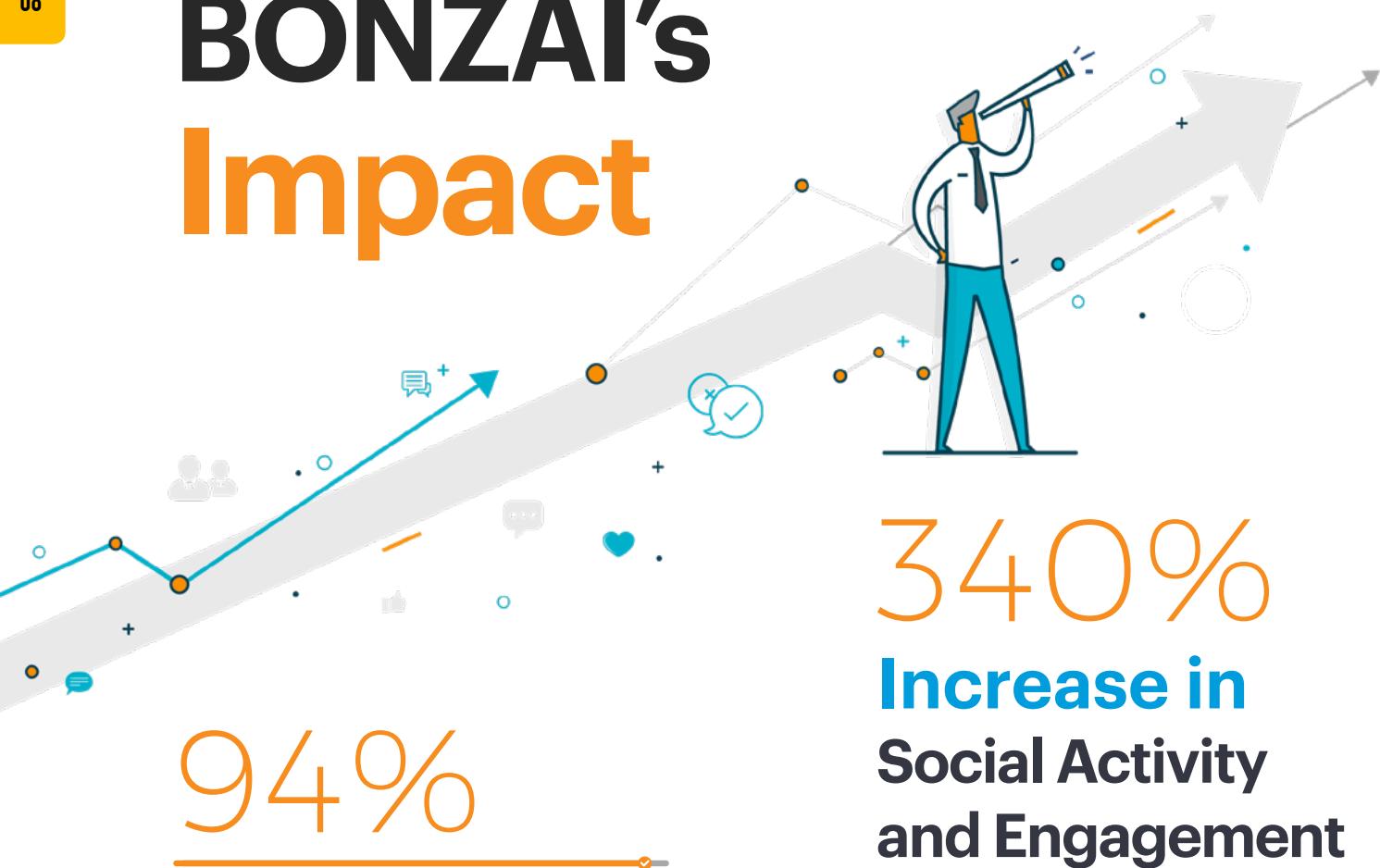


We were able to deploy BONZAI extremely fast which freed up resources and enabled my team to focus on developing line of business applications that impact productivity. Using the BONZAI Framework, my team delivered new applications faster than ever before."



JEFF ROUSSELL, DIRECTOR OF IT AND BUSINESS SYSTEMS

BONZAI's Impact



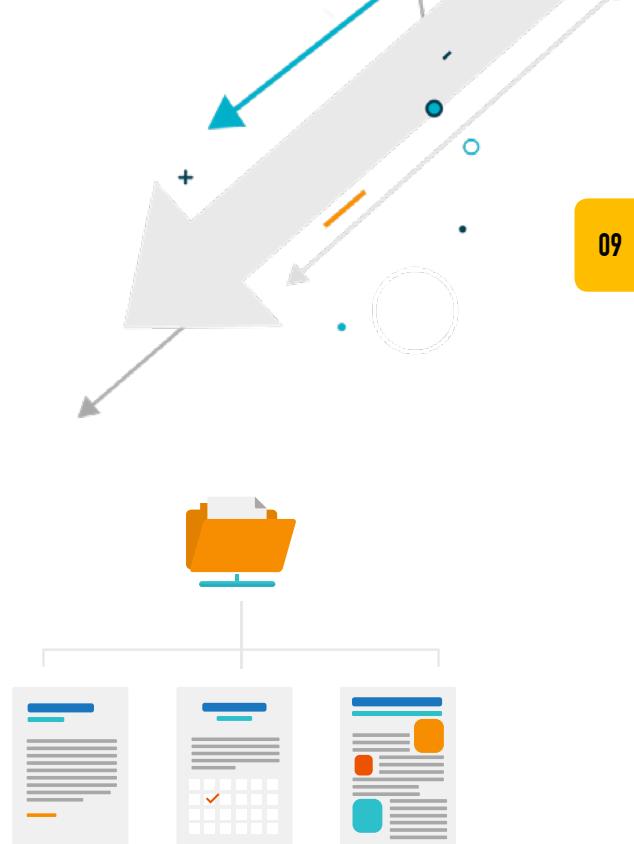
With freed up time, PTC's IT team could focus their effort on value-driven activities. The virtual reality scavenger hunt was so successful that user adoption skyrocketed to 94% in the first month alone. When the contest ended, PTC's Corporate Vice President of HR reported she had received highly-positive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

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

Welcome Jennifer | LOG OUT

TOOLS BY PRODUCT BY DEPARTMENT BY CONTENT TYPE FOR EMPLOYEES

Bookmarks

- PTC Tools I Use
 - HR Data Pulses
 - OnStage
 - Expense Reports
 - JIRA tickets
- My Favorites
- TS DCS Bookmarks

Top Stories

- Intranet Redesign
- PTC Subscription - Learn more about our Strategy
- PTC Value Roadmap / Process Landscape / PDS
- Sales Portal
- FRONTLINE A Global Services Community
- PD-JAM

All IT systems are running normally.

News and Announcements

January 9, 2014 Open Source

All use of Open Source software in PTC development activities must be pre-approved. To understand more, review PTC's Open Source Policy.

December 20, 2013 Read the Latest Issue of the PTC Support Advisor!

In this issue of the PTC Support Advisor, we highlight the 10 New Major Releases that have become available in the last three months for PTC Windchill, PTC Creo Illustrate, PTC Creo View, PTC Arbortext, PTC Mathcad, and PTC Integrity! Also included are regular maintenance releases and most popular resolutions & techniques! And don't miss the LIVE product Demo's available exclusively for Support customers and Technical Support Blogs from our expert Support Engineers!

December 19, 2013 Export Compliance

Review the materials on PTC's Export Compliance Center to understand the prohibitions on providing PTC software and services to certain end-users, for certain end-uses and/or to embargoed countries.

November 13, 2013 Your Anti-Corruption Resource Center

Address Book Team Sites (PTC) 53.17 +0.55 T Bradley, Benjamin

Search...

ptc | the hub

Home Our Company Working Here Resource Center Directories

You are here ▾ the hub

Upcoming Events Past Events

Employee Meeting (Q3 May 2017) Corporate All-Employee

Elevating the ThingWorx Brand Focus on PTC

Settings vs Journeys Focus on PTC

More Events

08 May Making the World a Greener Place, Together Read More

Global News Department News

May 14, 2017 Fresh Look: Innovation ERG Helps Open TED-like Event to PTC Employees (USA)

Global News

May 07, 2017 Making the World a Greener Place, Together

Global Feature

May 03, 2017 Change Maker: Ganapati Patil Creates the QA Software Testing Club

Feature Story

More Global News

World Clock

Needham	London	Tokyo
Tue 1:00 PM	Tue 6:00 PM	Wed 2:00 AM
Blaine	Munich	Shanghai
Tue 1:20 PM	Tue 7:00 PM	Wed 1:00 AM
San Diego	Bucharest	Pune
Tue 10:00 AM	Tue 8:00 PM	Tue 10:30 PM
Hercilya		
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

Recently Added and Modified Content

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

1 2 >

Yammer Discussion

What are you working on?

Global HR Team (Private Group)
Ilanit 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.thingsworx.com

www.ptcusercommunity.com

community.thingsworx.com

Human Resources

About Us

Human Resources (HR) is a critical component of creating a meaningful Employee experience which is turn creates a competitive advantage. HR provides Benefits, Compensation, Recruiting, Training/Development, Communication, Compliance and HR Systems support, and is responsible for the data and analytics that help drive business decisions.

Important Links

- LiveWell Benefits Portal (United States)
- SuccessFactors
- PTC Shop / Brand Resource Page
- Oracle Employee Manager Self Service
- Excellence Awards
- Information Station - Reporting Tool
- Search Open Jobs
- Buzzfeed (for Managers)
- ProjectLink

Latest News

- January 06, 2017 ESPP Enrollment Begins Today Announcement
- January 03, 2017 ESPP Enrollment Begins January 9th Announcement
- December 31, 2016 PTC Shop Benefits & Perks

Events

Date	Event Name	Location	Description
18 May	PTC May Employee Meeting	Corporate All-Employee	8:00 AM to 9:30 AM
22 May	Global HQ Summit	Training	7:00 AM to 2:00 PM
13 Jul	HR All Hands	Department All-Hands	8:00 AM to 9:30 AM

Resources

Consults FAQs Forms Policies Training

HR Contacts - By Country / Organization HR Contacts - Organization of PTC HR Contacts - Compensation

Address Book, Team Sites

Global Facilities

Blaine, MN USA

3785 Pheasant Ridge Drive Northeast, Blaine, Minnesota 55449, USA
763.957.8000
763.957.8001
jdoupe@ptc.com
7:30 am to 4:00 pm

Needham, MA USA

140 Kendrick Street, Needham, MA 02494, USA
781.370.5000
781.370.6000
gmorris@ptc.com
8:30 am to 5:00 pm

San Diego, CA USA

3721 Valley Centre Drive, 3rd floor, San Diego, CA 92130 USA
858.947.7200
N/A
cknissley@ptc.com; kehrens@ptc.com
8:00 am to 5:00 pm



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, we 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!