



OVERVIEW

INDUSTRY:

Technology and Communications

LOCATION:

Pasadena, CA

COMPANY SIZE:

201-500 employees

SOLUTION:

BONZAI Intranet for Office365

BENEFITS

- ⊕ Increased intranet user adoption by over 60%
- ⊕ Centralized company information
- ⊕ Reduced time searching for key documentation
- ⊕ Expanded product knowledge across the organization
- ⊕ Better internal communication

CASE STUDY

Bluebeam Increases User Adoption By 60% By Using Bonzai Intranet To Centralize Information

Challenges

Bluebeam's employees faced several challenges when attempting to connect, communicate and collaborate. Only 25% of all employees were using Office 365 and SharePoint for communication and document organization, despite the company's large investment in the platform.

In addition to user adoption, the company also had issues with information governance. Internal resources were stored in many different places, including email and shared drives.

This forced employees to waste time digging through folders to locate the resources they needed.

"The amount of time employees were wasting sending mass emails and attachments was getting out of hand, so we needed a solution to centralize all of the siloed information," explains Warren Pereira, Director of Information Technology & Security at Bluebeam.

As the company continued to expand, the team at Bluebeam knew improving communication was critical. However, they struggled to find the right solution. They needed a customizable option that would allow them to leverage their Office 365 and SharePoint investment.

Solution

That's when they found out that Bonzai could meet all their requirements. With Bonzai, the company could easily centralize information. They could also customize the platform to align with specific needs, branding and design guidelines.

“An issue arose wherein we needed a function added — Bonzai’s engineering team responded with professionalism and speed to provide a solution within days,” says Pereira.

Bonzai was configured and delivered to Bluebeam within three months. Soon after, the company rolled out its new intranet, The BEAT. Now, they’re extending the functionality of Office 365 and SharePoint with Bonzai’s intuitive navigation and best-in-class search. Everyone at Bluebeam, from employees to stakeholders, can use The BEAT to find and share content at any time.

The word about this improved user experience spread fast. Since implementing Bonzai, user adoption has grown by more than 60%. Employees have also decreased the time spent communicating over email. Bluebeam’s employee engagement manager reports that it’s become much easier to manage her inbox. She says hasn’t received a single email about some of the most commonly requested information thanks to Bonzai.

As an added benefit, The BEAT contributes to better company culture and increased engagement at Bluebeam. Shortly after launch, the intranet had over 50,000 page views. That averages out to about 200 page views per active user.

Some of the most popular pages include the employee photos and marketplace sections. Both sections allow co-workers to engage with each other. The team overview pages and product information pages are also accessed often. These pages give users context on each teams’ goals and help employees expand their product knowledge.

With Bonzai, Bluebeam got a flexible solution that empowers employees all over the world to connect and collaborate. The BEAT combines the best user experience and functionality to create a platform that people actually want to use. Now, Bluebeam has a custom intranet tailored to fit their needs. They’ve been able to improve information governance and enable users to quickly find the information they need, so they can get their jobs done faster and better.



In our search for a SaaS intranet solution, it was integral to align ourselves with flexible technology. Our team has been very pleased that they have been able to achieve everything they’ve wanted with BONZAI because it is so easily customized.”

Alexandra Jespersen-Wheat,
Employee Engagement
Manager At Bluebeam, Inc



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