

CASE STUDY

Ingersoll-Rand



“Mediasurface Enterprise Content Management has the capacity to resolve our future business administration issues, while providing a cultural value which no company can afford to ignore.”

MEDIASURFACE



SHERIF MOHAMED - WEB MANAGER, INGERSOLL-RAND

CASE STUDY

Global Information Management at Ingersoll-Rand

PROFILE

Global solutions provider with world-wide businesses of leading industrial and commercial brands, including Bobcat equipment, Hussmann refrigeration, Kryptonite locks, Schlage locks and Ingersoll-Rand industrial and construction equipment.

SYNOPSIS

Corporate intranet with 9,000 pages and 80 contributors required more efficient management. Successful implementation of Mediasurface Enterprise Content Management application increased availability of information with positive impact on cost, brand, productivity, customer service and organisational culture. Impressed by the scope of the content management solution, Ingersoll-Rand decided to utilize Mediasurface to resolve the administration issues of their public website.



“The overall costs and risks of running large organisations can be reduced by making sure we learn from each other.”

↳ SHERIF MOHAMED - WEB MANAGER, INGERSOLL-RAND

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INTRODUCTION

A diversified manufacturing company with over 30 individual business units, Ingersoll-Rand's portfolio encompasses numerous leading industrial and commercial brands. With businesses around the world, the company intranet performs the essential function of offering easy access to corporate information. "Ingersoll-Rand has over 50,000 employees, working for 30 different business units, in 20 different countries. Each unit works autonomously, however, all need to receive information on essential business initiatives and news. Over time our intranet grew to a point where pages were poorly presented and, due to the volume of data, it became an increasing challenge to find relevant information," comments Sherif Mohamed, Web Manager, Ingersoll-Rand. The task of finding a more efficient system began as Sherif explains "We needed to act before the intranet grew out of our control. While it was a priority to ensure unity amongst the brands, we were keen to find a more effective way of maintaining the information on it." The portfolio of businesses all required their own intranet space, as well as access to central assets, including human resources, marketing, legal and general Ingersoll-Rand news. Providing a wealth of data, the intranet was to form the backbone of Ingersoll-Rand's internal communications strategy. Data not only needed to be accessible to all employees, but required a simple change and maintenance procedure. The Enterprise Content Management application from Mediasurface offered the best solution. "The Mediasurface solution was simple. It was less resource-intensive and offered us an effective way to distribute collaborative information to our workforce around the globe." says Mohamed.

THE MEDIASURFACE SOLUTION

Using Mediasurface, internal content authors can add and maintain information on the intranet via a simple web-based interface. The scalability of the solution enables the 80 contributors to work online simultaneously, if necessary. This guarantees that accurate, relevant information is available to all personnel within Ingersoll-Rand and its businesses.

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With the solution implemented, Ingersoll-Rand began to see the anticipated results of greater communication within the company. Customer service standards increased, along with productivity and quality. The greatest impact, however, was not fully anticipated, as Sherif Mohamed explains: "We knew that improving knowledge sharing would have an influence on our employees, however we were delighted to find that this went further than anything we expected. The new intranet has created a cultural shift. Employees have a greater general awareness of other businesses and their function, there is greater collaboration between business units and most importantly, greater employee satisfaction. The intranet has helped to create a stronger sense of unity and loyalty within the company."

CO-ORDINATING ONLINE BRAND

Following the success of the intranet, Ingersoll-Rand were eager to bring the benefits of content management to their public website.

Managed by several external web companies, the Ingersoll-Rand website, www.irco.com was running outside of the corporations immediate control. Design and content change requests were handled externally, incurring costs and lengthy change timelines. "We were initially very happy to outsource the responsibility of the website, passing on changes



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and design issues. The system worked sufficiently well until the number of visitors to the site grew, more content changes were necessary and we began to lose control over the spiralling site costs." says Sherif.

Ingersoll-Rand had also noticed inconsistencies in the design layout in each of the website's sections. With the website attracting more and more attention from important customers, investors and analysts, the company decided to make a change. "Essentially our decision was driven by the need to reduce costs and re-align the corporation's brand communications. The Mediasurface application had already proven its worth for our intranet, so extending its cover to our public Internet site was a straightforward decision." Sherif continues. Using the functionality of Mediasurface, the Web team at Ingersoll-Rand established formalised templates for pages throughout the site, with logos and images being assigned specific placement, giving the website a more uniform and organised feel. The website began to adhere to the company's strategy for a single brand image and greater consistency. "We recreated the site to achieve three objectives," said Kathleen Acton, Manager Corporate Internet.

"Our first objective for the site was to better communicate with our stakeholders, investors and members of the media, making it easier for them to access comprehensive information about the company electronically. Our second goal was to foster greater transparency, an important business objective, by enabling the site's visitors to access our corporate governance policy and other sources of information about our company's vision and activities. Finally, we intended to use the latest web technologies to simplify the process of disseminating information, making our internal and external communications far more efficient."

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CONTROLLABLE CONTENT

In addition to re-structuring the layout of the site to help meet these objectives, Ingersoll-Rand used the Mediasurface contribution interface to empower internal staff to change content, ensuring information important to all stakeholders, was as precise as possible.

"We have several content authors, who are all based at different geographical locations. With the web-based contribution console, they are all able to access the website and make changes, rapidly decreasing our time to market on site content and our costs", comments Kathleen Acton.

Enabling contribution from multiple internal editors, working across the web was a distinct benefit, however, Ingersoll-Rand did have some concerns, as Sherif Mohamed explains, "Delighted as we were to empower our own staff to own the management of content, we needed to ensure that there were sufficient controls on what and where they could make changes. We didn't want to risk the site deteriorating as it had previously. Mediasurface provided a sensible workflow system, so we could ensure that authors had limited access and no content would be changed randomly, as before."

The sign off procedure within Mediasurface has made a difference for Sherif Mohamed's web team, ensuring they retain control over technical aspects and editorial access rights, whilst freeing them from involvement in content change management at different geographical locations. Finally, we intended to use the latest web technologies to simplify the process of disseminating.



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CREATING A CULTURE

Ingersoll-Rand are looking forward to expanding the use of content management throughout all the business units, bringing the control of their sites under the control of the central organisation for better administration and support.

Using the Mediasurface application has ensured that Ingersoll-Rand attain their communication strategy targets. Both the intranet and public Internet site now offer relevant, up-to-date information to all visitors. Though these benefits are important, the greatest impact has been at the cultural foundation of Ingersoll-Rand. Through the technological mechanism of content management, this global corporation has strengthened inter-unit ties across worldwide locations, further developing the loyalty and cohesion within its organisation.

As Sherif Mohamed concludes; "Following the implementation of Mediasurface we noticed greater knowledge and support between separate business units. This understanding is the motivating force behind our company. Mediasurface Enterprise Content Management has the capacity to resolve our future business administration issues, while providing a cultural value which no company can afford to ignore."

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