

CASE STUDY: AMROP

DELIVERING A DIGITAL WORKSPACE SOLUTION TO REPLACE AN OUT-DATED LEGACY INTRANET - ANDI

AT A GLANCE

CASE STUDY: AMROP

CUSTOMER: AMROP


INDUSTRY: PROFESSIONAL SERVICES – GLOBAL EXECUTIVE SEARCH & SELECTION

SIZE: 600 EMPLOYEES

CHALLENGES

- ! A workforce spread across **47 countries** and **70+ offices**
- ! An **existing Intranet built on Drupal** that lacked functionality and wasn't responsive
- ! Did integrate with other business tools and systems Google Drive, DropBox
- ! To **improve search functionality**
- ! Requires a better **UX interface**
- ! **Stronger communications** from central to firms; firms between firms and bottom-up.

THE SOLUTION

 An intuitive, responsive, company-wide Igloo digital workplace solution

RESULTS

-  **A NEW ANDI, UNIQUELY DESIGNED WITHIN AMROP BRAND LOOK & FEEL**
-  **AN INTUITIVE UI & UX THAT INCREASES COLLABORATION**
-  **'SHARING' AND 'GLOBAL COLLABORATION' BOOSTING THE FLOW OF CROSS-BORDER BUSINESS**
-  **CLOSER WORKING RELATIONSHIPS BETWEEN TEAMS IN DIFFERENT COUNTRIES**
-  **IMPROVED COMMUNICATIONS**

“THE DECISION TO SELECT THE IGLOO SOFTWARE WAS NOT JUST BASED ON THE FEATURES AND SOLUTIONS THE IGLOO PRODUCT OFFERED BUT **BASED ON THE SERVICE AND RELATIONSHIP APPROACH** DELIVERED THROUGHOUT THE TENDER AND SALES PROCESS BY IGLOO AND MOSAIQUE”

COSTA TZAVARAS

CASE STUDY: **AMROP**

AMROP: ADVISING THE WORLD’S MOST DYNAMIC, AGILE ORGANISATIONS ON IDENTIFYING AND POSITIONING LEADERS FOR WHAT’S NEXT

Working across borders, in markets around the world. Established in 1977, Amrop operates in Asia, EMEA and the Americas through 73 offices in 47 countries and is one of the largest global executive search partnerships.

01 THE CHALLENGE

Amrop had been using a bespoke built Intranet called ANDI (Amrop Networking Database Information), a Drupal platform that was maintained and managed by an external development company. The platform was out dated, not mobile responsive and needed an uplift; the overall company engagement was poor.

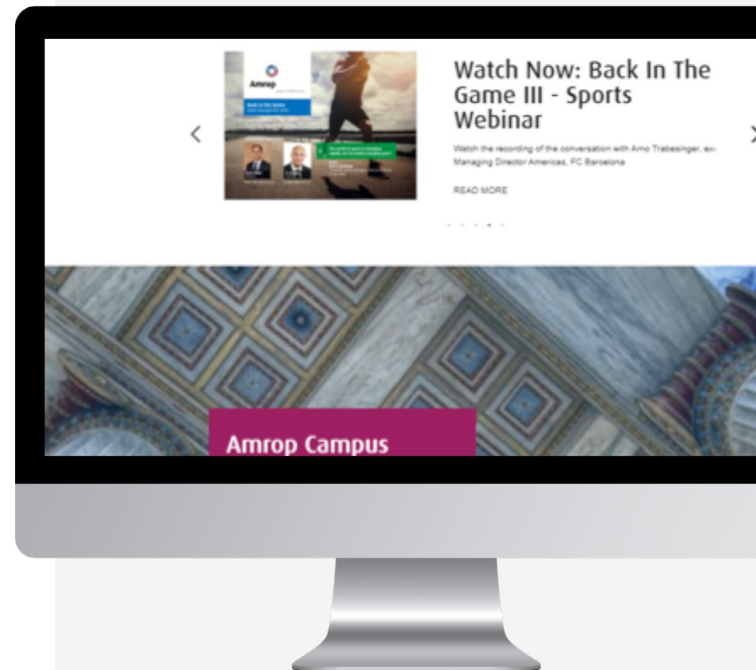
Costa Tzavaras was tasked to look a new solution, with key requirements of a cloud based solution that was both intuitive and non technical from a content management perspective.

The scope for the project was incredibly detailed and complex in terms of the challenges that needed to be solved. The business having been established for over 43 years have market leading services, that are both agile and consultative and their new intranet needed to improve the collaboration and knowledge sharing for all partner firms, which had proved difficult using existing platform.

The new intranet needed to reflect a significant step forward for the company and to show both the board of Directors and its global network of consultants that the investment would deliver both a Return on Investment (ROI) and a Return On Objectives (ROO).

REQUIREMENTS

In looking for a new intranet there were a number of key factors that Amrop needed as core functionality and features ensuring the new solution was both flexible and future proofed.



- A flexible design and great UX approach for their strong global brand (branding, layout, etc.)
- News & Updates (incl. videos, images, links, etc.), subscribing to feeds
- Communications that can be targeted in multiple ways (global, regional, groups, individual)
- Staff and Office directory/profiles - finding people and offices in Amrop’s diverse global network.
- Finding important info/content, i.e. Brand Centre, guidelines, contracts, published articles/studies, etc.
- Events management
- On boarding & Training
- Collaboration: how can I work with someone else on a document within the platform?
- Permissions providing location specific rights to administer content & communications: e.g. to a Region? to a local office team?)



THE STRATEGY

Post contract award Initial meetings were held to discuss the project and begin the on-boarding process. Due to the complex nature of the site and in-depth functionality required, and to ensure that we understood the brief forensically, our solutions consulting team arranged to visit Costa in country. A meeting in Athens was quickly arranged and a full day scoping and zoom meetings arranged with a number of the key stakeholders. These productive face-to-face sessions were extremely valuable in not just understanding to complex nature of the solution but also providing great insight into the culture of the business.

With a plethora of notes taken, we set about creating the site structure; covering departments, teams, cross-functional teams, committees, divisions, Including HQ global central services team, governance, committees, global board regions (EMEA, CEE, Americas, Latam, APAC) Offices (Country- and City-based locations, staff at local offices; managing partners, partner, consultant, researchers, admins and accounting and project groups & committees across various cross-geographic teams.

Alongside the complex site structure, Amrop provided a well-defined design brief based on their global brand identity.

UNIQUE FEATURES

Amrop used several unique features to solve the critical business challenges.

The first being custom branding options to really engage the user upon logging in. Amrop Admins can set the padding and colour of widgets automatically though custom classes that have been created.

Secondly, a custom directory enabled the search for people more forensically. Combined with Igloo's premium profiles and a bespoke widget Mosaïque created, users can filter based off any field within the Igloo profile.

The next feature was the ability to 'share this' blog allowing users to share blogs within Igloo straight out to social media platforms such as twitter and LinkedIn. Finally, Mosaïque created a search by label function so Amrop are able to search a wiki repository by the labels on the wiki. This enabled Amrop users to find what they needed quickly and easily.

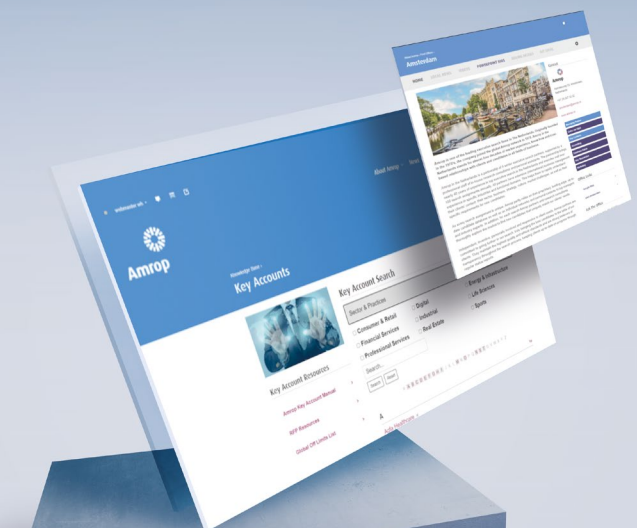
“THE NEW ANDI DIGITAL WORKPLACE SOLUTION WILL **PLAY A MAJOR FACTOR IN BOOSTING THE FLOW OF CROSS-BORDER BUSINESS**, CLOSER WORKING RELATIONSHIPS BETWEEN TEAMS IN DIFFERENT COUNTRIES AND COMMUNICATIONS”

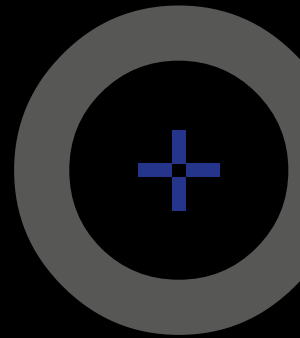
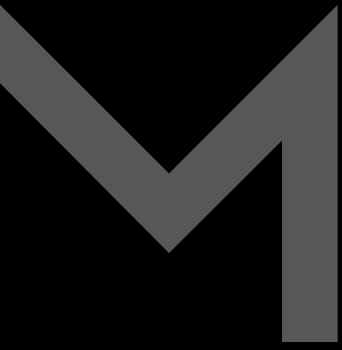
COSTA TZAVARAS

THE RESULTS

The intranet was scoped, designed, built, and launched in the agreed timeframe, and has delivered on all of Amrop's requirements. The additional functionality and customizable elements have proved invaluable to the business.

As global partnership community in the truest sense: a network of like-minded people with a unique culture of inter-dependence and synergy, the new Igloo/ Andi solution has increased engagement and collaboration across the community.





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PAUL CARTER
CHAIRMAN

M: 07774 659 248

E: PAUL@MOSAIQUE.CO.UK

MOSAIQUE.CO.UK



MOSAIQUE CREATIVE & MARKETING
THE OLD CHANDLERY | ST. MARYS LANE
TEWKESBURY | GLOS GL20 5SF

T: 01684 292 552