

CUSTOMER CASE: SCA PACKAGING

COLLABORATION AS A MEANS OF INNOVATION MANAGEMENT

GETRONICS IMPLEMENTS SHAREPOINT SOLUTION FOR SCA PACKAGING EUROPE



EMPLOYING 15,500 PEOPLE AT MORE THAN 200 LOCATIONS IN SOME 22 COUNTRIES, SCA PACKAGING IS ONE OF THE WORLD'S LEADING PROVIDERS OF CUSTOMER-SPECIFIC PACKAGING. ITS PORTFOLIO INCLUDES TRANSIT PACKAGING, CONSUMER PACKAGING, DISPLAYS AND PROMOTIONAL PACKAGING, CUSTOMIZED PROTECTIVE PACKAGING AND INDUSTRIAL PACKAGING – EACH ANSWERING TO SPECIFIC MARKET REQUIREMENTS. THE EMPHASIS IS ON COMBINING STATE-OF-THE ART PACKAGING DESIGN WITH LOCAL SERVICE CLOSE TO CUSTOMER FACILITIES. IN ORDER TO IMPROVE EFFICIENCY AND INNOVATION, AND TO BRING THE HUGE AND DISPERSED WORKFORCE CLOSER TOGETHER, THE IT MANAGEMENT WENT IN SEARCH OF NEW COLLABORATION TOOLS.

INNOVATION AS CORPORATE CULTURE

"We are an innovative company," says Michael Aandahl, Business IT Manager of SCA Packaging. "Creativity is part of our corporate culture. You can imagine that, with over 15,000 employees, there must be a lot of great ideas in our organization. But we never really had a good way to capture and nurture those inspirations, which might lead to better products, improved customer service, more efficient workflow and, in the end, greater business value. So when the topic of collaboration

"WITH REGARD TO COLLABORATION, EVERYONE TALKS ABOUT GOVERNANCE. GETRONICS TOLD US TO MAKE IT THE TOP PRIORITY. THAT HIGHLIGHTED MY INTEREST IN THEM."

(MICHAEL AANDAHL, BUSINESS IT MANAGER, SCA PACKAGING)

emerged, we first looked at how we could translate this IT tool into business value. Once we had a clear view on its potential, we went in search of a partner to help us understand what we could use it for and then assist us in doing it. Getronics really fit the bill."

MANAGING INNOVATION WITH SHAREPOINT

The implementation of SharePoint-based collaboration takes place through a series of pilot projects that will eventually result in a 'wall-to-wall' SharePoint collaboration across the entire company. Michael Aandahl looks at SharePoint as a fantastic vehicle for innovation management. It will enable SCA Packaging to capture ideas from a lot of people internally (and

in a later stage, externally as well) and create new business opportunities. Michael Aandahl: "SharePoint is also about project management. How do you turn good ideas into reality? With SharePoint, we can create communities inside the company where employees can post their ideas and other can rate them. As an idea matures, it can continue on to a steering group that will decide whether to follow through on it. Any employee's idea could potentially become a multi million euro project."

Clientname → SCA Packaging

Industry → Packaging

Challenge → Translating a collaboration tool like SharePoint into business value.

Solution → Implementation of SharePoint, first through pilot projects, then wall-to-wall later.

Benefits

- Better capture of innovative ideas
- Improved productivity and job satisfaction
- Better knowledge sharing
- Leveraged economies of scale
- Creation of communities within the company



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KNOWLEDGE SHARING

SCA Packaging employs over 300 designers, spread all over Europe. Up to now, working together and sharing ideas, projects, etc, have been difficult. Thanks to SharePoint, these designers will soon be able to collaborate on the same project from anywhere in Europe, without having to travel: something which will certainly help the company's green profile. For Michael Aandahl, collaboration tools are also an excellent means for employee retention. Young people, in particular, expect their company to offer them the same level of technology they experience in their private lives. "Innovative technology, like collaboration, impacts job satisfaction," he says. "You don't want to start off in a company where everything is done in an old-fashioned way."

INCREASED PRODUCTIVITY

Michael Aandahl expects great benefits from SharePoint. The productivity of the designers alone could improve sharply he says. For example, via SharePoint the designers will be able to check with the machine workers in advance whether a certain design is feasible from a production standpoint and get their feedback. This speeds up the process and avoids later mistakes. Customers will be able to validate designs or make annotations over the Internet. They can also look at the submissions to SCA's Design Challenge awards for young designers, to stay in touch with the newest trends. Document management will be much smoother too, e.g. with contracts, document access control, etc. Finally, outsourcing of selected design tasks is easier, with external designers becoming part of the collaborative community created through SharePoint.

COMMUNITIES

Next to the designers' platform and a digital library, one of the pilot projects is creating a 'MySite' type of community: a kind of company Facebook where the employees can see each other's projects, blogs, ideas and more. Michael Aandahl looks at it as a window into the entire company, improving collaboration and allowing idea and knowledge sharing. Employees can set up their own profiles highlighting their expertise, and let others recommend them within the company: a kind of 'Ask Me' platform like LinkedIn. This will also help the HR department to leverage employees' skills and knowledge.

THE VALUE OF GETRONICS

Michael Aandahl is clear that Getronics was chosen as a partner for many reasons: "From the start, I had the feeling that we could grow with them. That they could be a real partner, instead of just a supplier. They are not only very skilful, but also constructive and adaptable/flexible. They were able to facilitate different approaches, using small steps first, and bigger steps later on. We appreciated the good reporting, too, and the friendly tone in the discussions. Furthermore, we can benefit from the experience they have built up with their large customer base."

GOVERNANCE

"What makes Getronics outstanding is the focus they put on governance," Michael Aandahl continues. "If you don't do that, you can hit a lot of problems later on. We run far ahead of other companies in innovation and we can ask tricky questions. Getronics could and can address them. If they couldn't answer something themselves, they brought in experts and found the answer quickly. All in all, we are a very happy customer. We see benefits in all areas where we engage with Getronics. They are contributing with the right value at the right spot."

THE FUTURE

Michael Aandahl considers SharePoint to be a strategic platform which will grow steadily and show its true benefits in two to three years. "We started with this from ground zero. With the help of Getronics, we have now five pilot projects running and we are beginning to see the pull from the work floor. We don't implement collaboration top down, but rather the opposite, in a grassroots and very intuitive way, if you like. We are gradually plugging everything into the platform and connecting all the dots within our company. The future will bring wall-to-wall collaboration, internally and externally with European coverage as well. I hope that Getronics will be there alongside us all the way."

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ABOUT GETRONICS

Getronics is a leading ICT service-provider in the world and the largest ICT service-provider in the Benelux. As expert in workspace services, connectivity, datacenter services and consulting, Getronics helps organisations and its employees to improve performance. To do this, Getronics has a complete portfolio of integrated ICT services for the large enterprise market and works according to a Global Service Delivery Model ensuring that services provided for clients throughout the world are of consistent quality. Since 23 October 2007, Getronics is part of KPN, the main provider of telecommunication services in The Netherlands.