

Case Study



Company Profile

Since its foundation in 1926, the family-owned company STIHL has stood for cutting-edge technology that makes working in and with nature easier. This is proven through innovative, groundbreaking and contemporary products and solutions time and time again. In the gasoline segment as well as in the areas of battery technology, digital solutions, robotics and artificial intelligence.

Technologies



SharePoint

STIHL HUB: MORE THAN JUST AN INTRANET

Challenge

- Outdated intranets on different systems - lacking in intuitiveness and modernity
- No common intranet for the entire STIHL Group
- Development of a holistic concept to integrate all subsidiaries worldwide
- Integration of decentrally created content from different editors while maintaining administrative control (role distribution) - incl. targeted p layout and aggregation to the subsidiaries

Solution

- New intranet based on standard SharePoint Online
- Addition of novaCapta assets to personalize the home page, including nC Quick Start and nC Welcome
- Creation of SharePoint templates for worldwide use and brand recognition across the group
- Specific intranet packages for the systematic development of the STIHL Hub, including additional topics, areas and countries

Benefit

- Visually appealing, clearly structured intranet with simple, intuitive usability
- Enabling and motivating departments and topic managers to provide content easily and quickly independently
- Analysis capabilities of the intranet enable identification of relevant topics and KPIs
- Medium-term: Reaching all employees worldwide and promoting exchange and open dialog through transparency of contact persons and feedback via comment function

“Up to now, we as Corporate Communications have compiled information, processed it and made it available to our employees on the intranet. Our wish was to give our departments the opportunity to independently present their area company-wide and thus be able to generate their own content. At the same time, we wanted a holistic concept that not only included the German headquarters, but could also be flexibly applied to our subsidiaries worldwide,” says Isabel Mayer, project manager for the intranet relaunch at STIHL AG, describing the requirements for the new intranet. The intranet was to be implemented in the existing Microsoft 365 structure. The choice therefore fell on a SharePoint-based intranet - without any additional add-on.

A holistic intranet concept

After an intensive analysis phase, STIHL had a precise overview of existing intranets and systems worldwide. An easily adaptable concept was required in order to provide a holistic approach for the decentralized, international corporate group. The structure and navigation



as a template. Country intranets are also included under the STIHL Hub | Group and can be accessed via the simple switch. The STIHL Hub | Group is defined as the standard start in all browsers for all employees worldwide.



For the first time, we are reaching the entire STIHL Group with a single communication platform. As a result, we receive significantly more international news and thus bring the Group closer together. A complete success for us, which shows that our colleagues have a lot to share and appreciate the opportunities offered by our new STIHL Hub

Antje Raecke – Projektleiterin Intranet-Relaunch, STIHL AG

were analyzed and defined in advance for the overall hub to enable uniformity and recognition.

Two Hub sites were set up for the roll-out, which can be accessed via a simple switch. The overall intranet is called STIHL Hub - in addition to the Stammhaus (head office), the Group also went live. The STIHL Hub | Group is the place where news are published and updated. The STIHL Hub | Stammhaus acts as a beacon project that other countries can follow. Based on the headquarters intranet, countries are able to have their intranet provided

Editors and intranet packages: Help yourself with templates

Departments that expressed interest in having their own presence on the new intranet were gathered, trained and empowered in advance. As a result, the new editors can publish their own news in their own areas, both across departments and locations. In addition, they can trigger a workflow if the news should be displayed on the homepage. Corporate Communications can use drag & drop in their editorial board to determine which (submitted)

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news should be displayed at which position on the STIHL Hub home page and provide feedback to the editor via comments. In this way, Corporate Communications, as the intranet owner, can control news for the Group as well as for the headquarters.

In addition to the SharePoint standard, further novaCapta assets were used. These enable the personalization of the start page: nC Welcome for the personal greeting and the nC Quick Start for setting your own relevant topics and links.

“ The collaboration with novaCapta was transparent, enriching and always at eye level right from the start. The open dialogue with the project team has thus led to the best result for STIHL. The holistic concept also convinces our international colleagues ”

Mathias Heisig – IT-Verantwortlicher im Projekt Intranet-Relaunch, STIHL AG

Intranet packages were created so that the various departments can take action in a coordinated framework. This toolbox contains, among other things, templates for creating specific pages as well as news. STIHL-specific metadata is stored in all templates. A consistent structure promotes recognition and orientation - no matter where worldwide employees are within the STIHL Hub. This is how STIHL established the decentralized creation of news and optimized the news workflow within the company.

More customizability with novaCapta add-ons

The CopySiteTool is a provisioning tool developed by novaCapta. It allows Corporate Communications to create additional specific intranet packages for countries, sites and areas as required, while maintaining an overview of all intranet sites at all times.

In the future, the new STIHL intranet will be accessible to all employees from anywhere at any time. The holistic, company-wide intranet concept can be adapted and expanded for other countries and subsidiaries at any time. Despite all the individualization, Corporate Communications is and remains the owner of the Group-wide home page and sets the standards that must be adhered to during implementation.

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