



INTERNAL COMMUNICATIONS – INHOUSE

ONE PLATFORM FOR ALL INEOS COLOGNE INTRANET

IN.SITE KÖLN

IPRA GWA 2020 - FINALIST

INEOS

SUMMARY

INEOS in Cologne is a petrochemical company based in Germany employing 2,500 people in four businesses, owned by the private company INEOS (www.ineos.com).

Informing and engaging staff internally by enabling them to act as ambassadors in their community, is crucial for the sustainable and long-term success of the company.

In the internal communications mix, the 20 years old intranet was no longer up-to-date with INEOS' innovative mindset and called for a leap forward. It was key involving employees from the very beginning of this one year project executed by two internal communications experts, which is now successfully up and running.

The Cologne intranet was gradually built over more than two decades using Livelink, at that time one of the leading market content management systems. The first version was developed in 2000, adapted until 2008 and then only kept alive until to date. It was at the risk of breaking down at any moment. Therefore, there was the need to act in due time.

Objectives

- / Employees refer to the new intranet as the main source of information. With the majority of our employees working in manufacturing and in shift models, with no personal computer at hand, we set ourselves the target to reach a minimum of 20 percent of our employees
- / All twenty departments of the INEOS Cologne site are transferred to the new intranet within a year
- / All functional applications (AIFresco, IN.MAIL, IN.BRIEF) will be transferred to the new intranet platform

GETTING TO GRIPS

The old intranet with more than 20 departments involved, both commercial and manufacturing, was built over several years and was a mix of different concepts and ideas. The departments hosted their internal information and documents as well as descriptions of their tasks and organigrams in order to inform people inside and outside their department.

The technology used was outdated and technically not supported anymore and there was the need to move to another platform.

- / The communications and IT departments did a complete inventory of the old content
- / There was an information overload, lots of duplication and a mix between internal department information as well as information for the whole INEOS Group
- / The communications department was unable to do changes on the old intranet
- / The search function did not work
- / In order to share documents on the old intranet it was adamant to upload files first on “Documentum” and then link it to the intranet pages

We consulted different suppliers for intranet solutions and asked them for quotes/ideas. None of them offered us a complete package to cover all our needs for a reasonable price. Furthermore, we did not want to be dependent of one supplier for the next decade with no indication of future costs involved.

During the transition from Lotus Notes (IBM) to Outlook (Microsoft), we explored the possibilities that Office 365 could offer for our new site intranet.

While we had now for the first time one single email system in place, we were keen to set up something similar for the intranets of the INEOS Group and started with the Cologne intranet as a role model.

The Cologne communications department was the first to set up a business wide intranet named “myINEOSop” within the INEOS Group. Therefore, the department had the knowledge of creating intranets from scratch.

PLANNING

The new intranet should be a place where boundaries are lowered and information exchange is encouraged. From scientific research we know that this leads to better informed employees giving them the ability to make faster and better decisions. In this way a more co-operative, modern and efficient work environment can be established. Productivity increases as corporate knowledge is more accessible and data is more accurate. Flexibility in the time of delivery of the knowledge is gained as information is only one click away. Well informed employees can more effectively contribute to the results of the company. The platform enables them to be connected and collaborate which then boosts efficiency.

- / The intranet is a function, it is not about fancy technologies or set-ups
- / Engage staff to participate by adding comments, leaving likes and follow pages
- / To create one platform containing all departments related internal information, accessible to everyone
- / Educate people in the near future to actively gather information (replacing the former push concept by spreading emails)
- / Moving away from the exclusive mastery of information by the communications department to all departments which are represented on site
- / Everyone within INEOS (and contractor companies) can be addressed, can follow and like



EXECUTION

No reinvention of the wheel

- / Using SharePoint within Office 365, providing premade pages, content, tools and much more available instantly to be used
- / Considering the balance between value, adoption and long-term manageability
- / Getting prepared and ready for the Group wide Digital Workplace

Step by step

- / The new intranet was introduced bit by bit
- / We gave the users the opportunity to approach the old and the new intranet in parallel
- / We used learning videos, trainings and presentations in order to make users familiar with the new platform
- / We developed style guidelines for the consistent look & feel
- / Since the intranet represents all commercial and manufacturing departments within the Cologne site, we organized several meetings with the heads of departments to involve them from the beginning and discussing the criteria required
- / The new intranet gave the departments the chance to get rid of the old content and do some housekeeping
- / In our “weekly telegrams” by email to all staff and contractors, we regularly provided updates on the development of the new intranet and provided direct links to the new platform

Everyone on board

- / There was a general reluctance towards implementing yet “another” technology
- / The departments had to decide which content was pure internal department information/documents and how they wanted to present themselves outside their department
- / The departments wanted to use their own images which would not have fit into the new look & feel approach
- / The editors of the different departments wanted to implement their own structure (with multi-layers, many buttons, duplicated content)

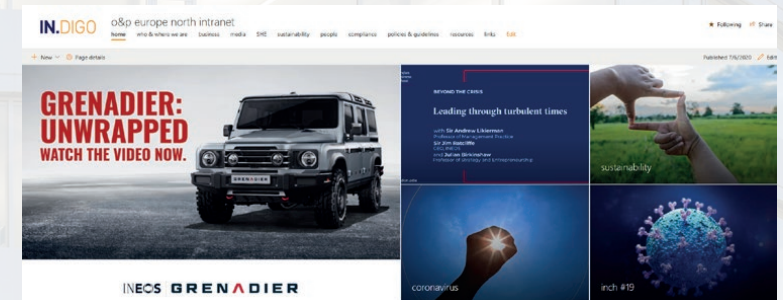
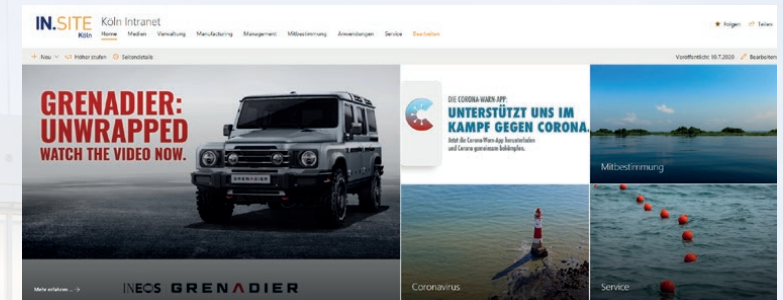
THE SECRET FOR THIS SUCCESS

After a twelve months implementation period, the Cologne intranet “IN.SITE Köln” is now accessible from anywhere in the world via the internet (no VPN/InRas needed). It runs on all devices (smartphones, laptops, computers) with one single sign-up. There was no extra budget required as we used the out-of-the-box solution Office 365 SharePoint.

- ✓ An average of 25 per cent of our employees reads the articles/posts, sometimes peaking at more than 60 per cent
- ✓ Apart from one department (due to a major turnaround in the plant), the revised (and new) content of all departments of the INEOS Cologne site are now transferred
- ✓ All departments underwent housekeeping providing accurate and up-to-date content
- ✓ All functional applications are transferred
- ✓ Editors are compelled with the easy-to-access and easy-to-change platform

The approach and the concept developed by the INEOS in Cologne communications department was so successful that it has now been adapted by the hosting business INEOS Olefins & Polymers Europe North (the intranet is named IN.DIGO), other INEOS businesses (e. g. INEOS Phenol) and sites (e. g. IN.SITE Brussels, IN.SITE Rosignano, etc.) and the INEOS Group (IN.TEL).

- ✓ Using out-of-the-box technology
- ✓ Providing easy access
- ✓ Sticking to the overall communications concept
- ✓ Communicating regularly and transparent
- ✓ Implementing an appealing and consistent look & feel





THANK YOU!

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