

Case Study

Unternehmensgruppe
Theo Müller



Company Profile

Unternehmensgruppe Theo Müller is a family-owned company operating internationally in the food & logistics sector with around 31,700 employees and annual sales of around 7 billion euros. The company comprises activities and numerous strong brands in the dairy, fish & deli, dressings, sauces and services business.

Technologies



SharePoint

One intranet for all – for all a personalizable intranet

Challenges

- Previous solution technically and content-wise outdated – group-wide content only partially available in two languages
- Complex navigation structure: global and local content required in different languages
- Personalization of content
- Integration in Microsoft 365 system landscape

Solution

- SharePoint based intranet solution
- Implementation of novaCapta's ready to use extensions: UserFavorite, UserAbo and Newsticker
- Fitting connection of the existing intranet of the UK subsidiary

Benefit

- A central and multilingual intranet for all employees
- Customization of content based on news and content subscriptions
- Flexible expandability for new branches
- Modern and appealing design with intuitive handling
- Search function simplifies the retrieval of information

The initial situation for Unternehmensgruppe Theo Müller was clear: the German-language intranet was based on a TYPO3 system that could only be adapted at great expenses and included an insufficient search function, while the intranet of the British colleagues existed parallel on a SharePoint-based platform. In order to establish a consistent and shared intranet solution, the digital journey to an intranet for all started. The requirements:

- Switching from silo systems towards an integrated solution in the existing system landscape
- Easy usability for the company-wide editors
- Simple usability and all relevant news and content for employees at one location with an individual dashboard while taking into account the interplay of local and central content

For them, the intranet is much more than just an information platform. It is also a working tool, containing forms and gateways to other portals and software. After the roll-out of Microsoft 365, it was clear that it should be a solution from the Microsoft universe. In order to implement their requirements, the group enlisted the help of an experienced partner, novaCapta, who provided them with conceptual, consulting and operational support.

A solid foundation: knowing what is needed

The journey started with a detailed conception phase, in which the strategic and functional aspects of the intranet as well as the needs of the editors and employees were identified:

- What do the editors need? What will the editorial process look like in the future? How will the distribution of roles and admin rights be regulated?
- What kind of information do employees need? What functions are needed?
- How will the intranet be structured with its company-wide and local news and divisions? How are the individual pages and portals connected?
- Which asset add-ons are needed for the standard solution to meet the requirements?

Together with novaCapta, Unternehmensgruppe Theo Müller answered the driving questions at several workshops and defined the specific framework and requirements. With a clear roadmap, it was ensured that the intranet would not only cover the needs of one unit, but would be functional and add value for the entire corporate group.

One SharePoint intranet

To ensure the integration of central and local intranet sites spread across Europe, a SharePoint based intranet solution extended by open source solutions was chosen. An additional added value: With the Microsoft standard components, the highest possible update security is guaranteed. The new, shared intranet also easily fulfills multilingualism -- the local intranet pages can be kept in the local language. Thanks to SharePoint, access to the intranet is now also possible via mobile devices, and the powerful search function enables content to be found quickly – long searches are now over.

Usability for all

Together, novaCapta and Unternehmensgruppe Theo Müller developed a central homepage for all employees. Locations and countries can also create their own tabs and publish their local news and content. With the tagging of metadata and the integration of content types, the integration and distribution of information is very simple. By setting content types, content is easily differentiated into highlight news, group news or standard news, played out and placed according to its relevance and value. The user-friendly system thus simplifies the posting of content for editors. The decentralized editors can migrate their content themselves after the internally organized training. Thanks to the easy handling of the new solution, this is no problem for them.

One homepage for all: customizable with assets from novaCapta

In addition to the Microsoft standard solution, the SharePoint-based intranet was upgraded with three ready-to-use assets from novaCapta. The additional assets reduce the modification effort of the solution and therefore reduce costs.

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Where previously information on the intranet was difficult to find, a static homepage was displayed and everyone got the same information presented, today every employee finds an access point with all relevant information. To meet the requirements of Unternehmensgruppe Theo Müller, the intranet was expanded by the following assets:

- **UserFavorite:** All employees can set their own personal quick links and thus retrieve information rapidly.
- **UserAbo:** Employees can personalize their newsfeed by choosing their subscriptions from a defined selection of topics, which also covers locations and business units.
- **Newsticker:** The news ticker provides employees with current, temporarily relevant content. All employees receive the same news here.

The migration of the existing content was carried out by Unternehmensgruppe Theo Müller themselves. novaCapta provided advice and support during this process. The increased usage numbers speak for themselves. The Unternehmensgruppe Theo Müller now has a central, up-to-date intranet as a platform for all employees.

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