

# SharePoint Intranet & MARC O'POLO

## Social Intranet: a Digital Workplace for faster communication and more efficient working

Marc O'Polo looks back on a long history: founded 1967 in Stockholm, the fashion company is now based in Germany and represented in over 30 countries and has almost 2,000 employees worldwide. The brand is regarded as the epitome of high-quality and contemporary Premium Modern Casual Wear. This is reflected by its relevant core markets, high awareness level and positive associations. As a Premium Modern Casual brand the fashion label provides high quality products - from the material to the design and implementation. „The same applies to our service and communication“, says Lana Kupczyk, Manager HR Marketing of Marc O'Polo Retail and Headquarter. In order to satisfy the high standards, Marc O'Polo focuses on a modern infrastructure, technical innovation and a healthy working atmosphere.

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The great support of Halvotec and the structured project plan have contributed decisively to the success of our international social intranet portal. Our requirements on the portal were commonly identified and implemented step by step.

If we had any questions, we could always approach to our personal point of contact from Halvotec.

Lana Kupczyk  
Manager HR Marketing MARC O'POLO

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## Requirements

In the last years, Marc O'Polo has grown exceptionally in the retail sector. The expansion presented major challenges to the company - particularly in the internal communication. „With the implementation of a social intranet we wanted to create a virtual home for our employees, where they are comfortable and feel appreciated“, says Project Manager and HR Marketing

Manager Lana Kupczyk. „At Marc O'Polo we emphasise personal and transparent communication across all levels and locations.“ The shared aim was a platform, which reduces the flood of e-mails, creates a centralised storage platform for documents and facilitates the collaboration in projects and teams.

## Solution

First of all, the needs of Marc O'Polo were analysed in an intensive strategy and conception phase. A professional team defined the requirements in workshops and developed both information architecture and the individual visual design. The intranet „Inside Marc O'Polo“, based on SharePoint 2013, should be multilingual and individually adapted to the needs of the

company: especially through SharePoint Collaboration Features like idea management for the simple submission of ideas as well as team and project rooms, which facilitate the collaboration in projects and teams. Further a document library has been implemented as a central storage platform for documents.

## Results

By adapting the design to the CI of Marc O'Polo a new virtual home for employees from all locations could have been created. A big communication campaign for the go-live, raffles and surveys were the reason for a rapid and active use of the portal. The implementation of several SharePoint Publishing Add-ins such as tips, company news, events and the canteen menu resulted in a

lively usage. Information are provided in SharePoint Intranet across Add-ins like benefits, bulletin board or survey. With SharePoint as a technological basis, Marc O'Polo is able to complement its intranet by further functions and expand them cost-efficiently at any time.