



SIKA'S GLOBAL ENTERPRISE COLLABORATION PROJECT GECO

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BUILDING TRUST



VISION 2018: STRONG SIKA UNITS CLOSE TO THE MARKETS



Working at Sika

- [Our Values](#)
- [Why Join Us](#)
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[Sika Business School](#)
[Students and Graduates](#)
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Our Values

The strength of an outstanding experience

At Sika we value people, and provide a respectful workplace with the opportunity to be a weighty contributor in a specific field of responsibility. The work of individuals is aligned with shared values, internal beliefs and practices. That's why the company upholds the preservation of ethical standards, whereby mutual respect as well as trust in management and in staff is of central significance. All Sika employees share three crucial values: partnership, perseverance and innovation.

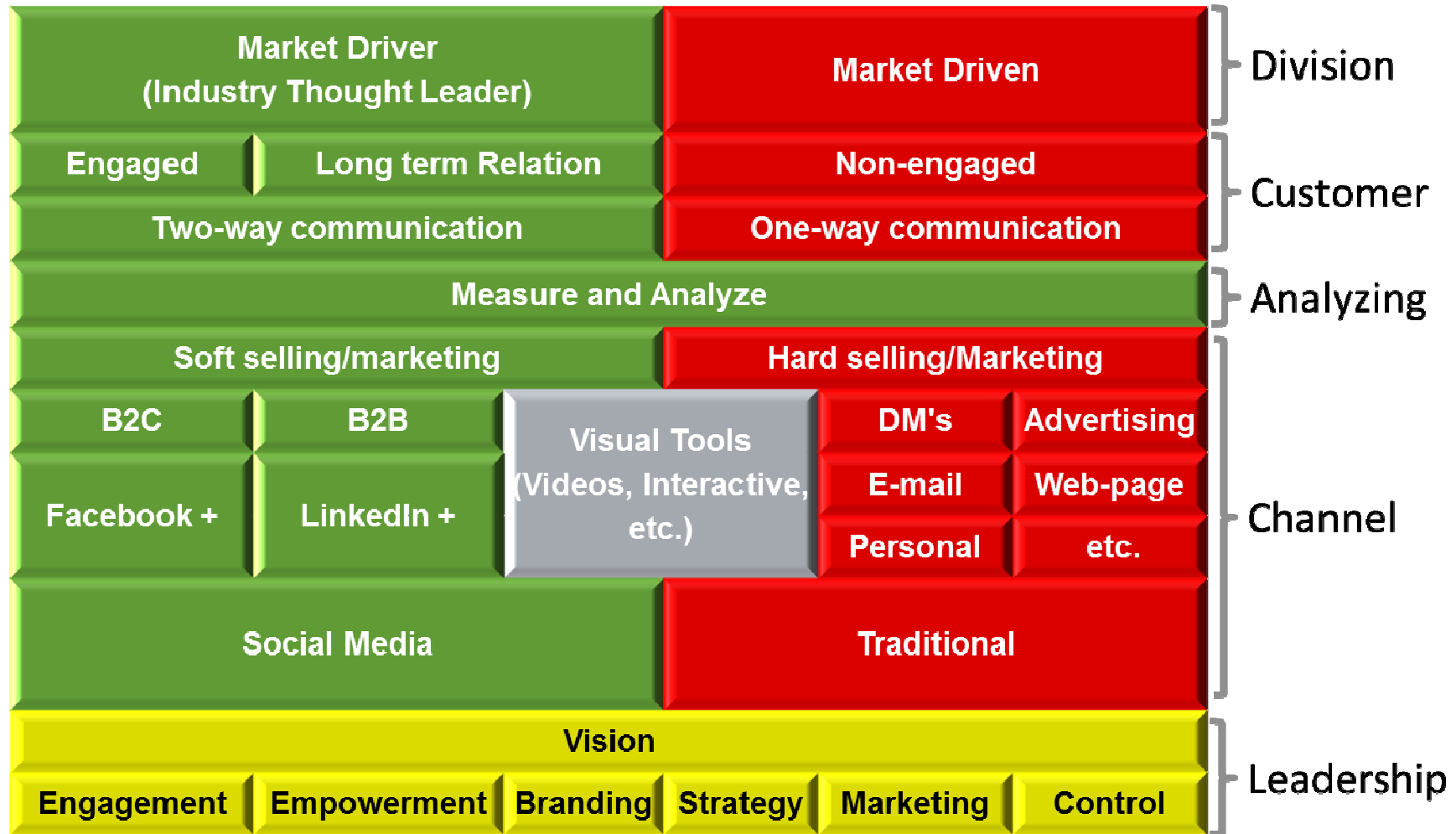


Pleasure in Working Together

Collaboration is crucial for corporate success. Successful collaboration at Sika relies on team-minded staff, open communications and on individual responsibility. Furthermore, in the Sika world we think globally, but act locally - meaning we share strategies and instruments, but give priority and adapt to the conditions and special requirements of the local markets. Important in this are the integration of widely differing people and the advancement, as well as, the global exchange of knowledge and experience.

<http://www.sika.com/en/group/Career/working-at-sika/OurValues.html>

SHIFTING FOCUS & RESOURCES TO DIGITAL MARKETING



STRATEGY 2018: IT IMPACT – STRATEGIC INITIATIVES

1. Support sales growth
→ New CRM tool
2. Standardization of processes and transparency in cost
→ ERP consolidation strategy
3. Manage complexity of increasing communication and collaboration requirements



THE BUSINESS CASE

An Evaluation project ran for a number of months and was performed to identify and analyze the following

- How to eliminate current pain points
- How to reduce IT total cost and complexity
- How to add business value through a future-oriented collaboration architecture



→ Chosen solution was the new Collaboration platform of IBM, based on their Smartcloud Business Solution

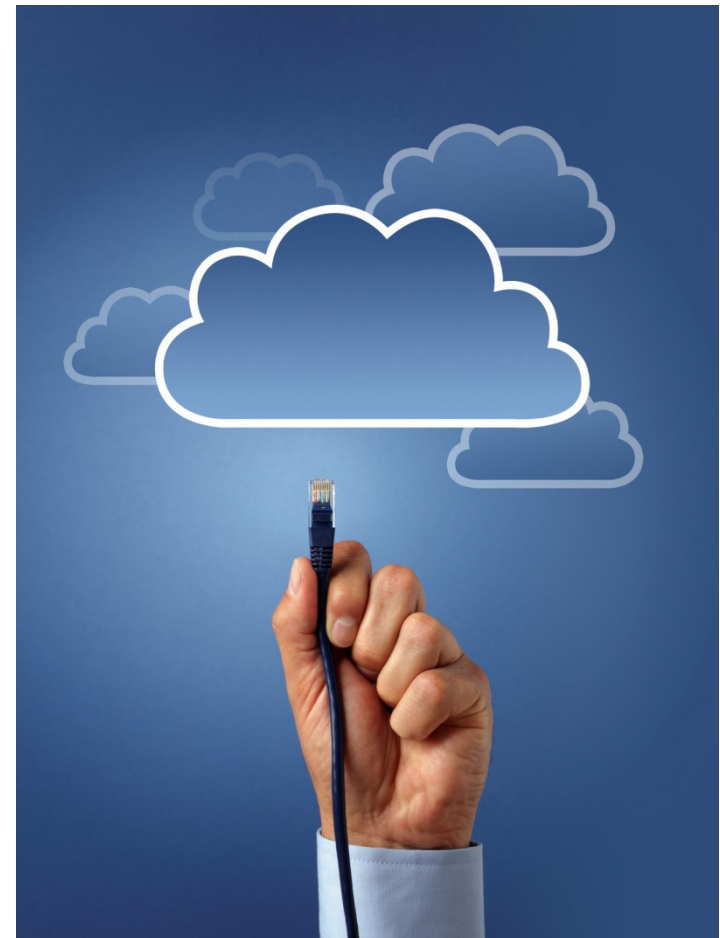
PROJECT NAMING



- The Project has been named **GECO**, an acronym for Global Enterprise Collaboration

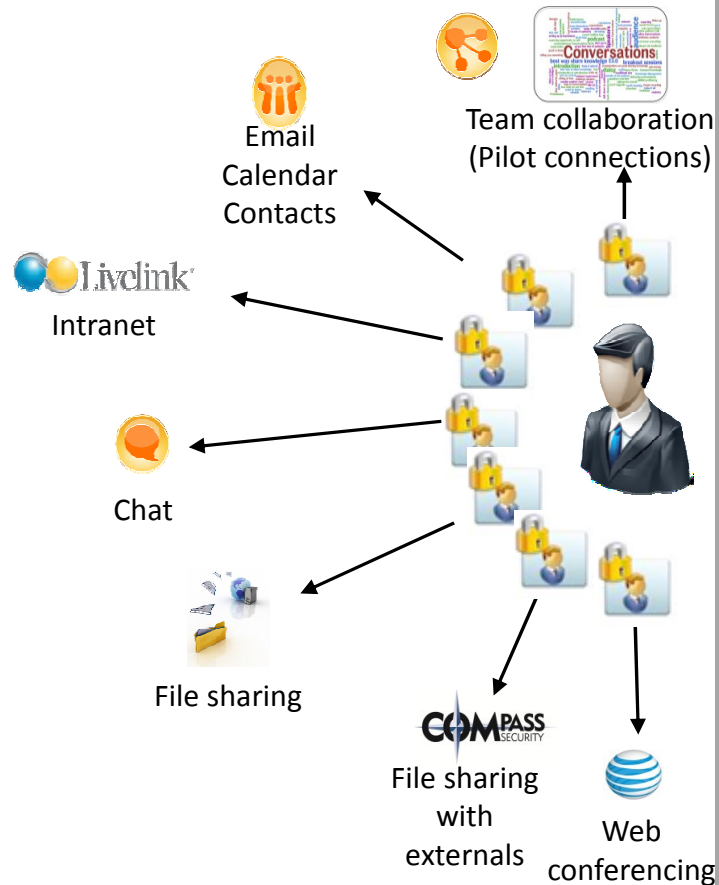
GROUP MANAGEMENT EXPECTATIONS FOR GECCO

1. Deliver a modern communication & collaboration platform
2. Help to facilitate exchange of know-how, channel information flows
3. Flexible solution that grows with the Group's development
4. Cost efficient software from the shelf (no customizing) and no investment (SaaS)
→ cloud approach
5. Be fast and efficient in the project execution



E-COLLABORATION GOING FORWARD

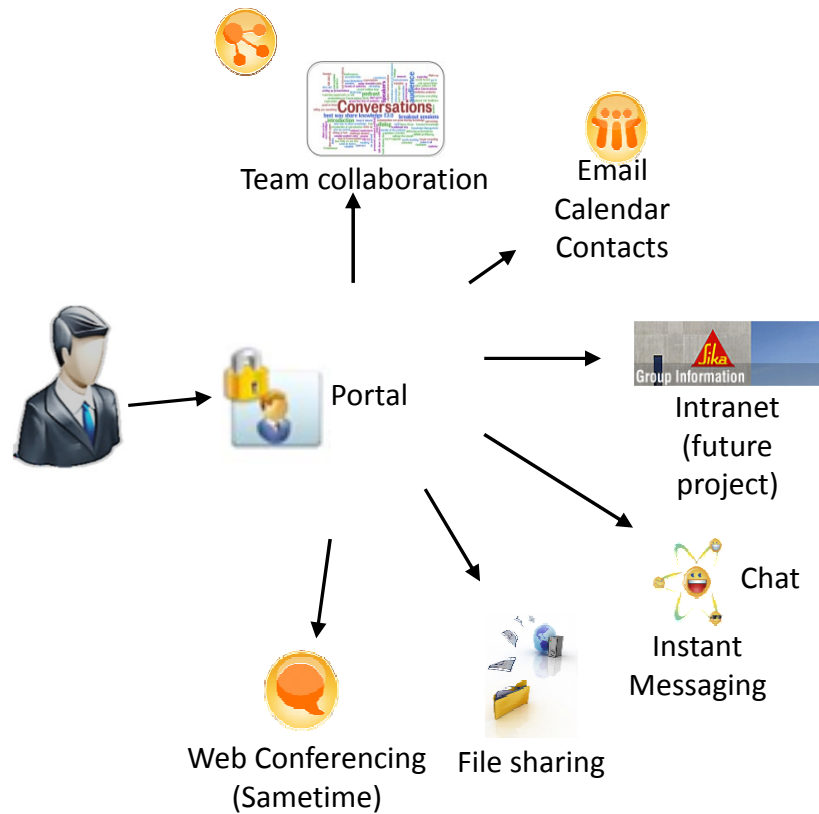
Today's Communication



**Multiple step authentication
(on every device & every application)**

Communication with the new platform

1 program / tool = 1 communication channel



One authentication per device (client)

SIKA WORKPLACE STARTPAGE

The screenshot displays the Sika Workplace startpage with the following components:

- Navigation Bar:** Sika Workplace logo, Home, Mail, Calendar, Connect, People, Communities, Meetings, Apps, Intranet, More, and user profile (Thomas Seiler, Chat).
- Mail Widget:** Shows an inbox with three emails:
 - Thomas Seiler: One-to-many vs. many-to-many communication (01/25/2013 03:25PM)
 - Domino Admin: Einladung: Meeting for product strategy (17 Jan 18:00 CET in Urdorf) (01/17/2013 05:18PM)
 - Andreas Hiller: auch mail so ein Test (12/14/2012 06:52PM)
- Calendar Widget:** Shows a daily view for Tuesday, February 12, 2013, with events:
 - 09 AM: E-Mail Work
 - 11: Office Urdorf
 - 12 PM: Webconference with India
 - 01: HR Meeting
 - 01: Lunch with Christian
 - 02: Group IT Meeting
- News Widget:** Lists recent updates:
 - Thomas Seiler updated the to-do item named SAP Workflow: Invoice verification in the Marketing Worldwide 2013 Meeting activity.
 - Raymond Weber's profile information changed.
 - Gabi Gaessler commented on the Prepare agenda entry thread in the Organize CTD Expert Team Meeting activity.
 - Gabi Gaessler created a to-do item named Prepare agenda in the Organize CTD Expert Team Meeting activity.
- Sametime Contacts Chat Widget:** Shows a list of contacts: Gabi Gaessler, Hartmut Block, Raymond Weber, and Thomas Seiler.
- World Clock Widget:** Displays weather and time for Lyndhurst (04:13 pm, 18°), Baar (07:13 pm, 18°), and Hong Kong (20:13 pm, 18°).
- Sika News Widget:** Reports on company news: Sales 2012: 5.8% increase, Sika acquires market leader in Paraguay, Sustainable Concrete: New Sika Publication.
- Investors Widget:** Shows a stock price chart for SIX and current data: CHF 2,264.00 SIX, -0.18%.

SIKA WORKPLACE MAIL

Sika Workplace ☰

Home Mail Calendar Connect People Communities Meetings Apps Intranet More Thomas Seiler Chat

Collaboration Center > Mail 🔍

Mail

Thomas Seiler
AppServer01/collaboration

- Inbox
- Drafts
- Sent
- Follow Up
- All Documents
- Junk
- Trash
- Views
- Folders
- Archive
- Tools
- Other Mail

Mail-Inbox x

New Reply Reply To All Forward Mark As More Show

Sort by Date

Thomas Seiler	01/25/2013 03:25PM
One-to-many vs. many-to-many communication	
Domino Admin	01/17/2013 05:18PM
Einladung: Meeting for product strategy (17 Jan 18:00 CET in Un	
Andreas Hiller	12/14/2012 06:52PM
auch mall so ein Test	

Threads New Window Edit

One-to-many vs. many-to-many communication
 Thomas Seiler Friday, January 25
 To: Thomas Seiler

Figure 2: One-to-many vs. many-to-many communications
 E-mail, document sharing, and portals are examples of a one-to-many communication. Social technologies, by contrast, use a many-to-many paradigm.

One-to-many

- Content is isolated
- Limited to people who received the message
- Disappears over time
- E-mail groups must be constantly managed

Day-At-A-Glance

Tue 02/12/2013

- 09:00AM - 10:00AM
E-Mail Work
- 11:00AM - 11:15AM
Office Urdorf
- 11:30AM - 12:00PM
Webconference with India
- 12:00PM - 02:00PM
HR Meeting
- 01:00PM - 02:00PM
Lunch with Christian
- 02:00PM - 03:00PM
Group IT Meeting
London
Thomas Seiler
- 04:00PM - 05:00PM
Sika Workplace Meeting

Today Tue 02/12/2013

SIKA WORKPLACE CALENDAR

Sika Workplace ☰

Home ▾ Mail **Calendar** Connect People ▾ Communities ▾ Meetings Apps ▾ Intranet ▾ More ▾ Thomas Seiler Chat

Collaboration Center > Calendar 🔍

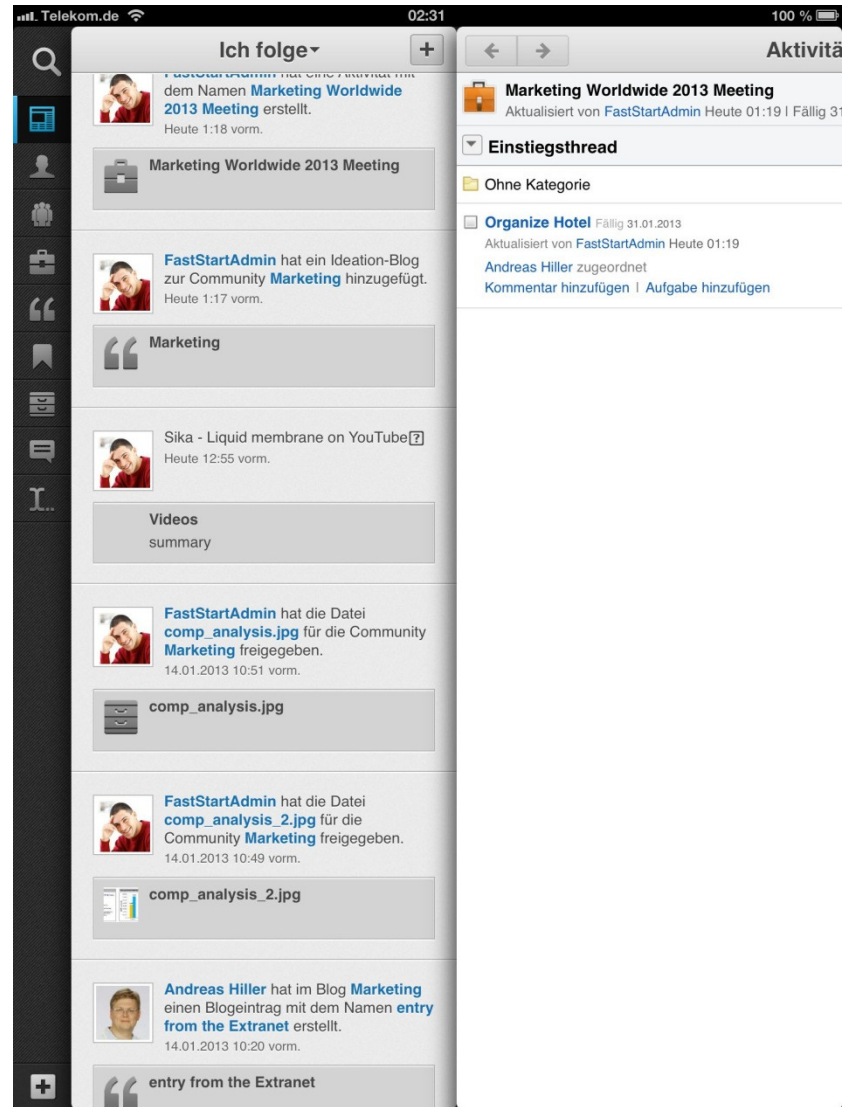
Calendar Calendar-O... x

🔄 New ▾ Forward ▾ More ▾ 🖨️ Show ▾

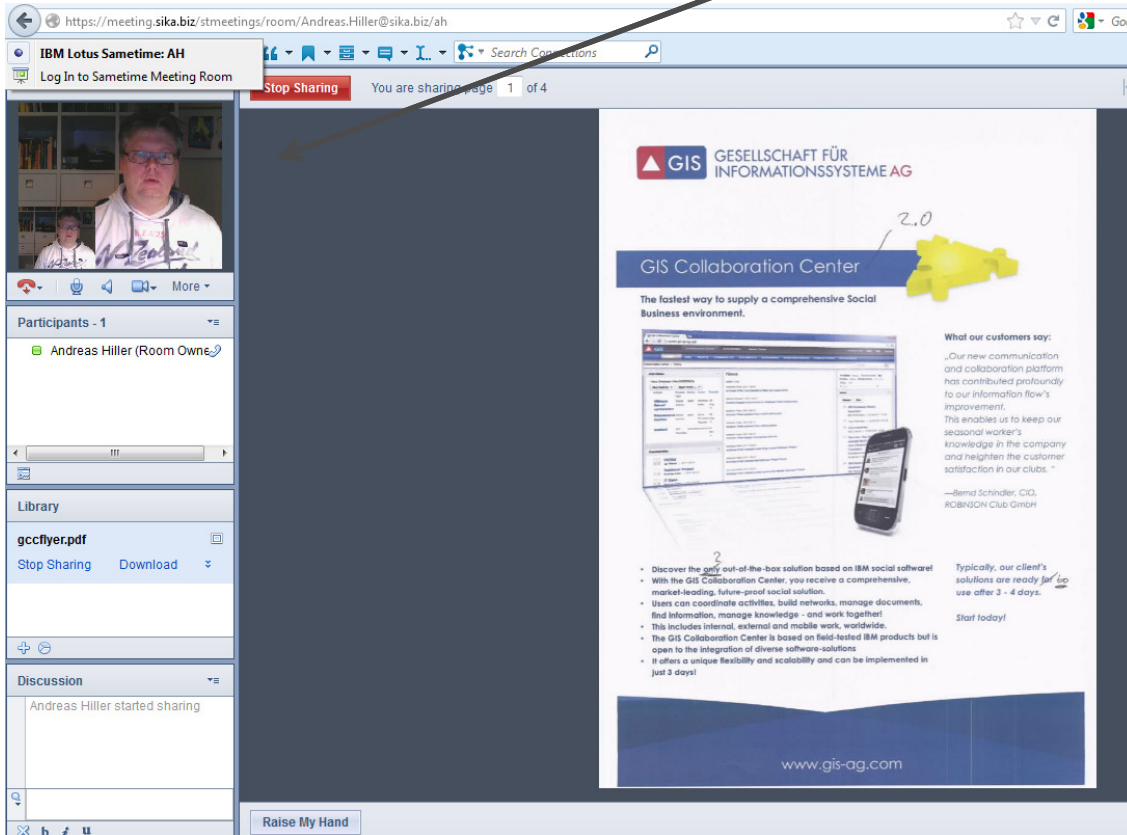
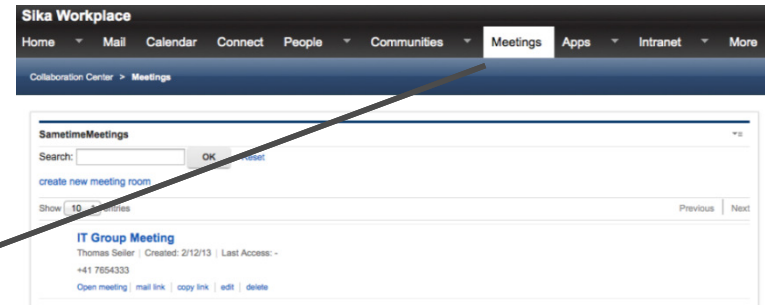
February 11, 2013 - February 17, 2013

	Monday 11	Tuesday 12	Wednesday 13	Thursday 14	Friday 15	Sat 16	Sun 17
09 AM	📍 E-Mail Work	📍 E-Mail Work	📍 E-Mail Work	📍 E-Mail Work	📍 E-Mail Work	📍 E-Mail Work	📍 E-Mail Work
10							
11	📍 Office Urdorf 📍 Webconference with India	📍 Office Urdorf 📍 Webconference with India	📍 Office Urdorf 📍 Webconference with India	📍 Office Urdorf 📍 Webconference with India	📍 Office Urdorf 📍 Webconference with India	📍 Office 📍 Webconference	📍 Office 📍 Webconference
12 PM	📍 HR Meeting	📍 HR Meeting	📍 HR Meeting	📍 HR Meeting	📍 HR Meeting	📍 HR Meeting	📍 HR Meeting
01	📍 Lunch with Christian	📍 Lunch with Christian	📍 Lunch with Christian	📍 Lunch with Christian	📍 Lunch with Christian	📍 Lunch with Christian	📍 Lunch with Christian
02	✅ Group IT Meeting London Thomas Seiler	✅ Group IT Meeting London Thomas Seiler	✅ Group IT Meeting London Thomas Seiler	✅ Group IT Meeting London Thomas Seiler	✅ Group IT Meeting London Thomas Seiler	✅ Group IT Meeting London	✅ Group IT Meeting London
03							
04	📍 Sika Workplace Meeting	📍 Sika Workplace Meeting	📍 Sika Workplace Meeting	📍 Sika Workplace Meeting	📍 Sika Workplace Meeting	📍 Sika Workplace Meeting	📍 Sika Workplace Meeting
05							
06							
07							

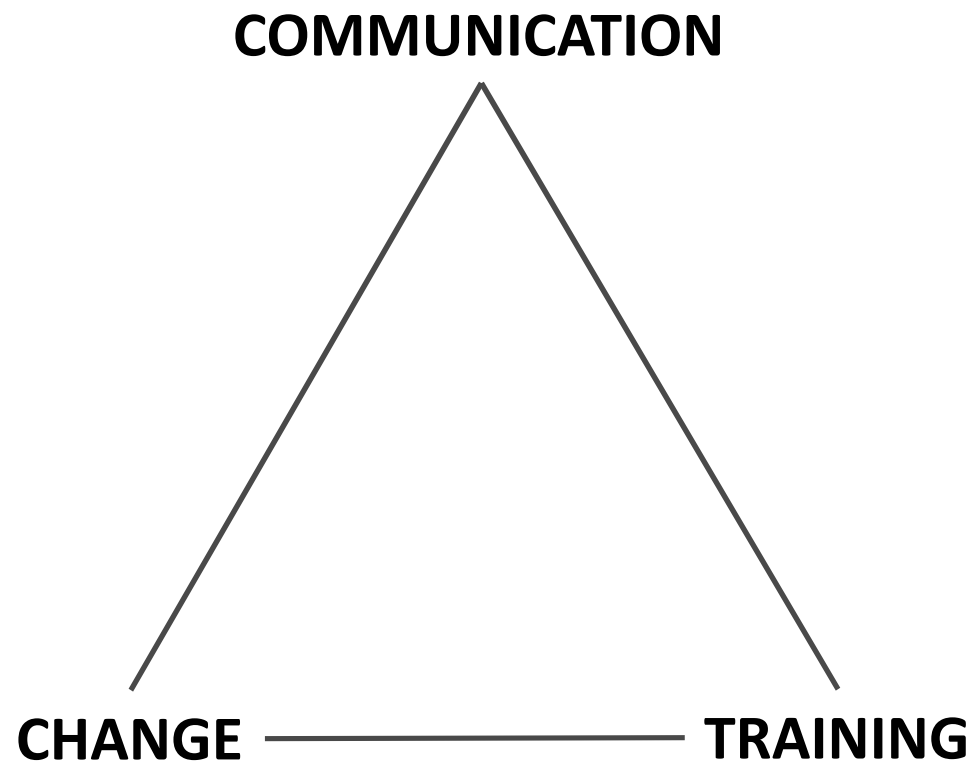
ACTIVITY STREAM ON MOBILE



SIKA WORKPLACE: VIDEO & AUDIO



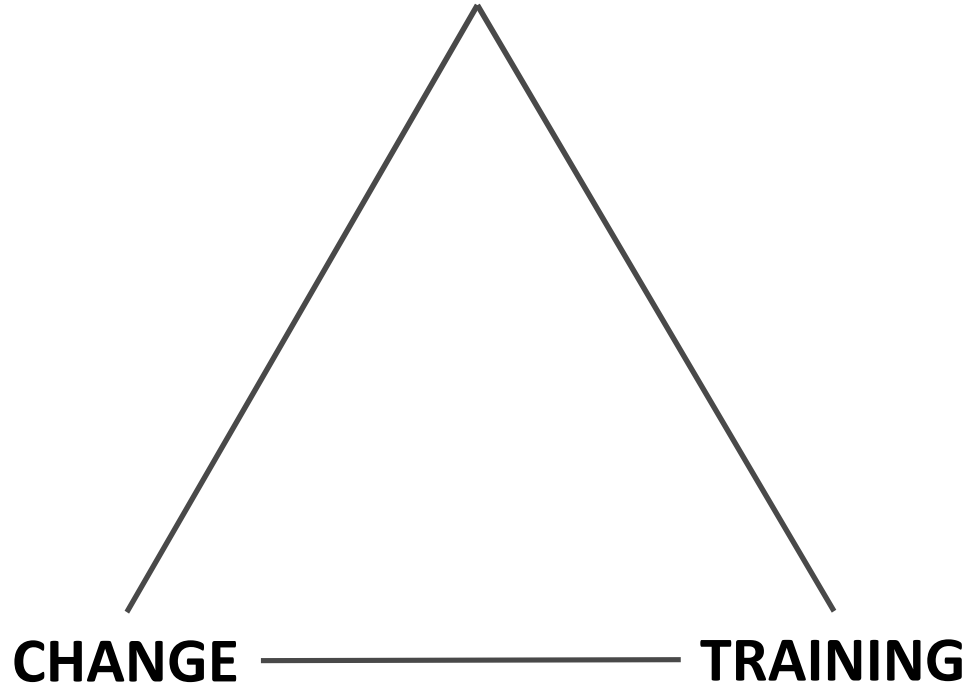
ITS ALL CONNECTED.....



ITS ALL CONNECTED.....

Story Telling Logo
Core Messages Cook-Book
Branding

COMMUNICATION



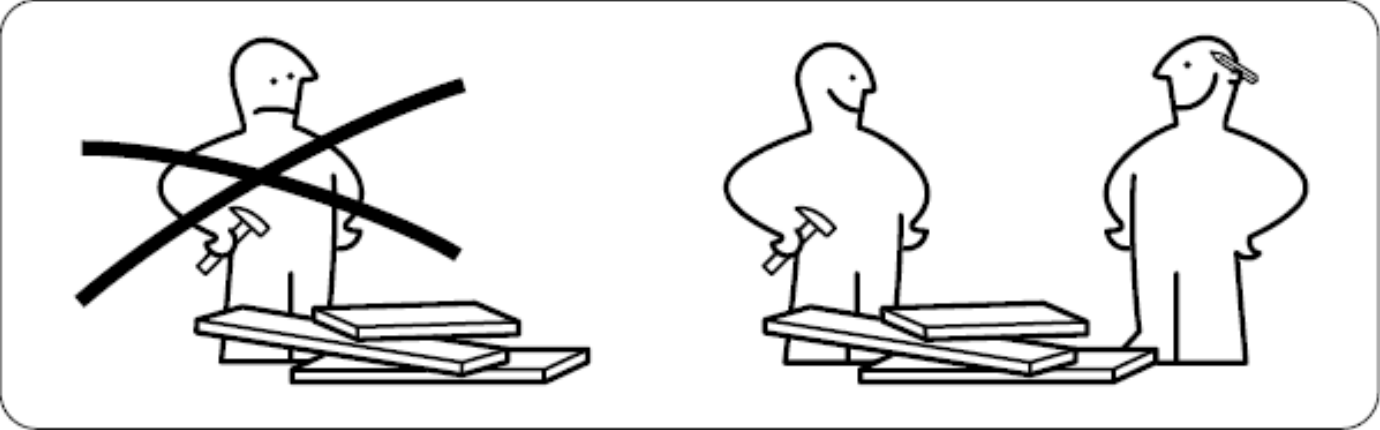
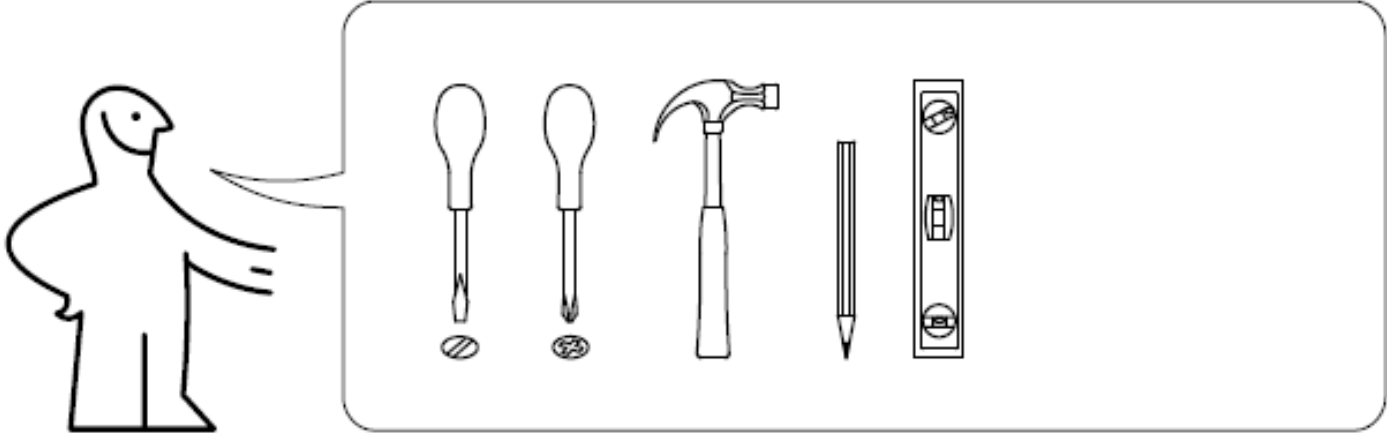
Culture
Tooling
Workplace
Process
Look & Feel
Devices

Tooling
Workplace
Face 2 Face
User Experience

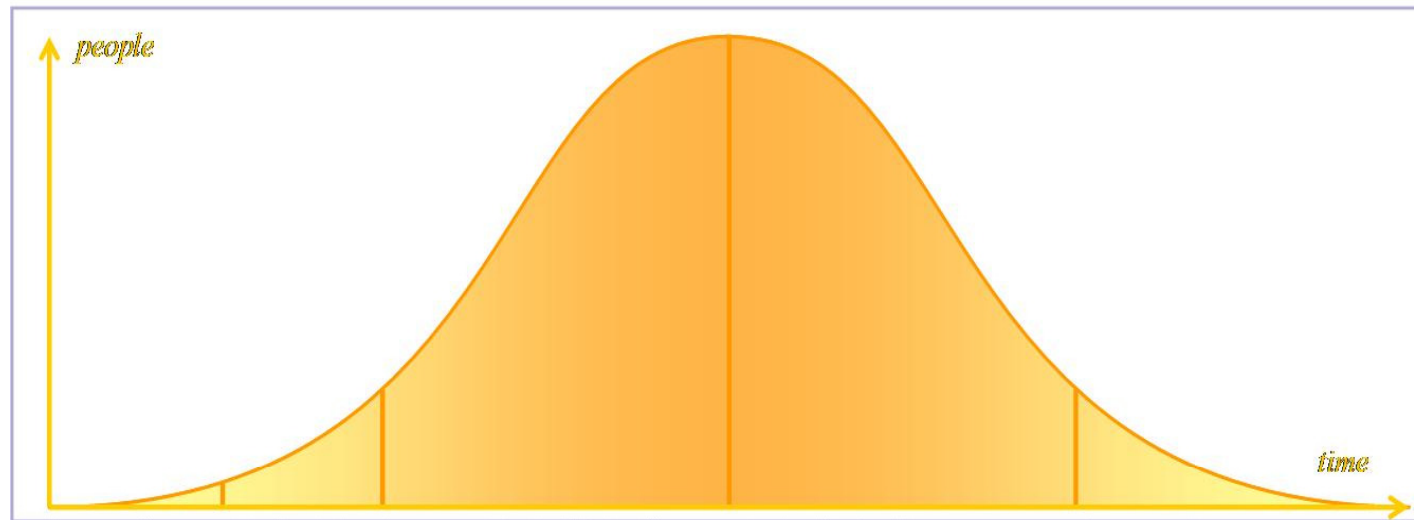
WHAT WE LEARNED DURING THE PILOT PHASE



UNDERESTIMATION OF TRAINING



ACKNOWLEDGING THE HETEROGENEITY OF LEARNERS



Innovators
(2.5%) are risk takers who have the resources and desire to try new things, even if they fail

Early Adopters
(13.5%) are selective about which technologies they start using. They are considered the “one to check in with” for new information and reduce others’ uncertainty about a new technology by adopting it.

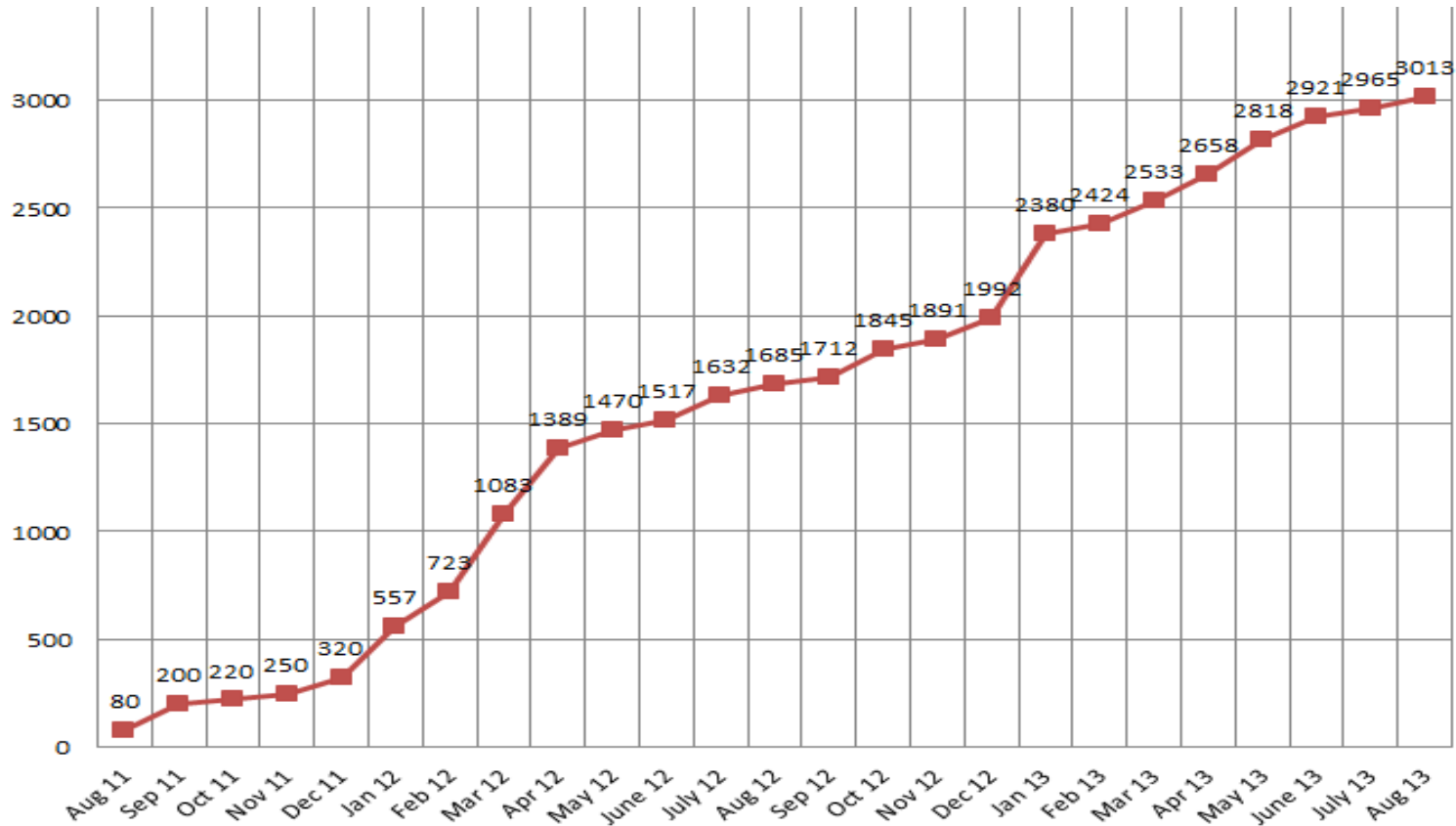
Early Majority
(34%) take their time before adopting a new idea. They are willing to embrace a new technology as long as they understand how it fits with their lives.

Late Majority
(34%) adopt in reaction to peer pressure, emerging norms, or economic necessity. Most of the uncertainty around an idea must be resolved before they adopt.

Laggards
(16%) are traditional and make decisions based on past experience. They are often economically unable to take risks on new ideas.

Bryce Ryan & Neal Gross (1943)

ADOPTION RATE: ORGANIC USER GROWTH



Planned cases (200 people)

- BU Industry (Solar, Wind)
- Corporate Technical Department
- Cross BU (Sealing & Bonding)

Unplanned cases (200 – 3000 people)

- R&D, Corporate HR, Corporate Operations,
- Supply Chain, Corp. Communications,
- Marketing, EHS, BU Concrete, BU Contractors,
- BU Distribution

SEE YOU IN ORLANDO



**ENERGIZING
LIFE'S WORK
Connect 2014**

January 26-30 Orlando, Florida