

Audi



AUDI

Decentralized content ownership

CASE STUDY

GreenOrbit 



"Audi chose the GreenOrbit solution because it was able to deliver all of the features out of the box."

INDUSTRY

Retail

USERS

400+

FOCUS

Decentralized ownership

Audi is a brand synonymous with sporty, progressive and sophisticated cars that embody technological perfection. On the back of the company's year on year record growth, Audi reviewed its internal communications to allow for future growth.

Audi recognized it needed to take its internal communication to the next level, to further support dealers and facilitate the launch of new vehicles into the market.

Audi selected GreenOrbit (formerly Intranet DASHBOARD) to provide secure and timely information, tailored to the broad range of people working at the dealerships.

Client Profile

As a premium German automotive brand known for its technological innovation, Audi is one of the fastest growing premium brands in the world. Australia sits at the top of this growth.

Audi has established a \$50 million flagship dealership and head office in Melbourne, Australia and continues to launch new models into the market each year.

CHALLENGE

Communications Challenge

Audi had an existing portal solution in place that had proven to be difficult to manage and became unreliable. They needed a communication tool which would empower in their dealer network and help provide staff with timely and accurate information.

With an extensive network of dealerships across Australia and a complex network of stakeholders, Audi needed to communicate with a wide range of people and ensure that different roles within the dealership were given access to specific information.

Audi needed to establish a more efficient method of distributing and collating data from the large amount of forms circulated daily, throughout the dealerships. They wanted online forms to replace hard copies.

The Business Case

With only one in-house IT specialist, Audi needed a new solution which could also be administered by non-technical staff and without ongoing intervention from a third party supplier.

"Administration of the old site wasn't easy — to make changes we had to get a programmer to do it. The software might have been free initially, but we didn't have the expertise to support it in-house and we didn't want to keep paying someone outside the company to maintain it," said Audi's IT Specialist.

Audi was also very conscious of security concerns. "Permission levels and security were quite important for us. The old portal wasn't 100% reliable — sometimes dealers couldn't access their own documents and we didn't know why this was happening. We needed to ensure the correct information was available to our dealers and that they felt comfortable the confidential business data we were sharing with them was only being shown to them."

"In terms of the intranet's role within our company, it's our HR tool first and foremost. We have all HR forms, reporting and policies there. All staff know that's where they need to go to complete HR processes and access key information."

AUDI'S REQUIREMENTS

- **The ability to assign different permission levels and provide full security of business data between Audi and individual dealerships. Each user needed to be presented with a simple to use interface showing only the relevant information to their job, at their dealership**
- **A central location for all stakeholders to access key information, including Audi news, product updates, key documents, online forms, imagery and other marketing collateral**
- **The ability to administer and maintain the portal in-house, without third party involvement or expense**
- **A scalable communications portal that would provide up to date and timely information to a range of people in their partner network – from dealership owners and managers through to sales people and repair specialists**
- **Decentralized publishing rights and the ability for numerous departments to upload news and content without the need to funnel information through a single person**

SOLUTION

The Solution & Deployment

Audi began investigating its dealer portal requirements and through working with its technology service partner, was introduced to GreenOrbit. Audi, who evaluated two products as part of the review, chose GreenOrbit because it was able to deliver everything they needed built in.

The alternative solution was more expensive and would have required the purchase of additional modules, which were already built into GreenOrbit.

Key features Audi required were security, self-registration of accounts, document management, news, right-hand navigation, image and digital asset libraries, flexible design and a price within their budget.

The implementation and rollout of the Audi dealer portal was a seamless process. GreenOrbit worked closely with Audi to establish the content which needed to appear on the portal and how the permissions structure would ensure both easy and secure access.

As part of the portal implementation, Audi involved general managers from five key areas of the company including sales, corporate communications and finance. This process ensured the broader business was part of the development and had "buy-in" at the beginning of the project. "The preparation process that GreenOrbit took us through made it easy — they gave us an understanding of how to structure everything."

GreenOrbit trained multiple staff from Audi — one from each of the relevant departments to become administrators of the dealer portal.

Solution Design & Deployment

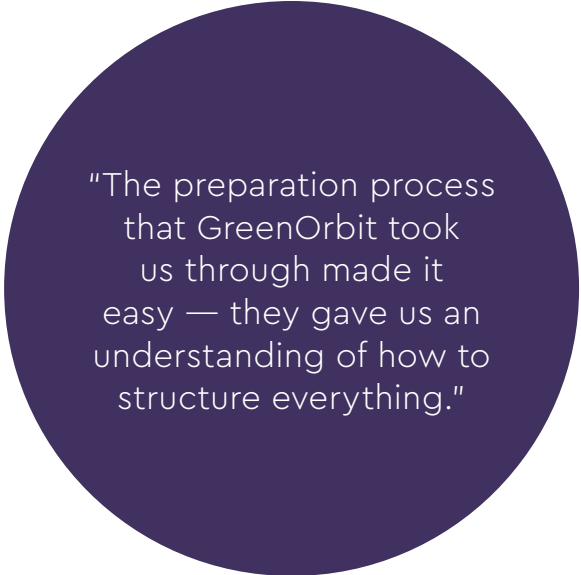
"We prefer to have one person from each department taking responsibility for their part of the portal," said Audi's IT Specialist. "As an IT person I don't know what dealers need to know."

Audi completed multiple workshops with GreenOrbit to finesse the structure of the dealer portal. The company knew it was important to ensure the permission-based structure matched the different roles within the dealerships and allowed access to information in an efficient way.

"When someone from a dealership logs in, they'll see the latest news relevant to them and it will only take a click for them to find what they're looking for. It was important to give them the easiest possible route to the information they need."

The GreenOrbit CMS made the administration process easy. It provides administrators with instant access to news items requiring approval. It also gives them the ability to upload multiple files at the same time. For Audi this ensured that each administrator would only need to access one folder relevant to their section of the business.

"The after sales administrator only sees the parts of the dealer portal that he needs to administer," explained Audi's IT Specialist.



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Another important consideration of the project was that the dealer portal had to meet Audi's famous design standards and match the company's corporate branding. A specific requirement was that the site navigation appeared on the right hand side of the portal, rather than the left. The end result was an impressive dealer portal which not only met the needs of all stakeholders from Audi's dealer network, but was also presented in Audi's beautiful design aesthetic.

"Audi is a world leader in the automotive industry and we were pleased to be able to work closely with them to deliver a dealer portal to support their growth in Australia," said Stewart Bairstow, CEO of GreenOrbit.

"Audi is known for its commitment to quality and technical excellence and we were pleased to help them deliver a sophisticated communication portal which is easy to access and update".

Results to Date

When released, Audi's dealer portal enjoyed rapid uptake. Users increased by 450% in the second month. Audi reported a 300% increase in the number of Page Views in the same month and continued to grow as they added more content.

"The feedback from dealers has been very positive. The previous Audi dealer portal required extensive support – we received a lot of calls and questions. People had trouble doing very basic things such as logging in. Since we launched GreenOrbit, those calls have stopped."

One feature which dealers have really appreciated is the ability to use online forms. "Not everyone working in the dealership has access to Microsoft Office." Using GreenOrbit's Online Forms, dealers can fill in and manage all of their forms via the portal. "This is something we use quite frequently, for things like support forms. They can attach screenshots or photos."

Audi uses GreenOrbit's built-in analytic tools to track how many forms are being lodged per month. The transition from using email and printed forms to online forms, has helped Audi reduce email traffic and increase efficiency. This has resulted in a significant saving of time and money.

Additionally, dealer principals and general managers can view the financial results of their dealership via the portal and feel confident their data is completely secure.

"They have no doubt any more that they are the only people able to view their dealership data," said Audi's IT Specialist.

The key benefits realized as a result of GreenOrbit include:

Communications portal

The News feature has significantly improved Audi's communication with its dealer network. "The News feature has been extremely important as it allows the business to update all dealerships throughout Australia with real time information. It's very easy for dealers as they only see information relevant to their part of the business."

Accessible, centralized documents & forms

The complicated processes of the old portal have been replaced with GreenOrbit which provides Audi with a reliable and secure repository, where information can be quickly updated and securely shared.

Shared publishing rights

Administrators have the ability to add, amend and remove content relevant to their part of the business. This has alleviated the need for timely and costly change requests and removed potential bottlenecks in the flow of information.

Reporting and monitoring

Audi is able to monitor and report on the portal usage, keeping the business up to date with dealer activity.

Future Plans

Audi uses the analysis tools included in GreenOrbit to fine tune their content and provide guidance as to which information dealers find most valuable.

"We can easily monitor how many pages users visit and what the top and bottom pages are within the portal."

With the responsibility for managing the portal handed to the broader business, Audi's IT Specialist was able to implement some of the more sophisticated features, which come standard in GreenOrbit.

As a leading brand in automotive design, Audi's commitment to quality extends to its communication within its dealership network.

"Our relationship with our dealers is important. We are asking them to use the portal as the platform to communicate with us, so we have to ensure it is easy to use and offers a first rate experience."

"GreenOrbit delivered all the tools we needed to support our dealer communication, in a cost effective and easy to use package. We're very happy with it but more importantly, our dealers are happy."

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Get Going

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About GreenOrbit

Dare to seek a better intranet. You're not distracted by the flashy integrators with their shallow functionality. No, you want to equip employees and empower content creators with the right tools. Discover the intranet that provides everything you need, built in. GreenOrbit enables you to drive efficiency, foster collaboration, and create an intranet experience that works for your culture and brand.

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