



Case Study



Henkel's personalized entry point to the digital world fosters a culture of success

Unified communications through targeted content and service offerings increase employee engagement and transparency

Do what matters

Integrated in its digital workplace and collaboration spaces, Henkel built an employee experience platform, "Henkel Hub", that puts people first and provides them with the resources and support they need to succeed and thrive.

Business situation: Isolated, static intranet portal sites limit collaboration

Henkel leads innovation in adhesive technologies and consumer brands. Over the years, the company's legacy intranet portal grew to over a dozen sites that spanned multiple regions, countries and departments. That made it difficult to get targeted content based on an employee's role, interests or requirements. The intranet portal could only be accessed from outside of Henkel buildings when the employee connected to Henkel's virtual private network.

"We needed a new, up-to-date, highly-personalized, mobile-ready intranet solution," says Stefan Hertzog, IT project lead at Henkel. A centralized portal on a secure cloud would give employees access to relevant, real-time company news and updates anytime, anywhere.

Solution: A workplace hub relaunch

To help with its digital workplace transformation, Henkel's leadership put its trust in Avanade. "We knew this project wasn't a simple one. We needed a partner that knew what technology could support us in different scenarios and provide an evergreen approach," says Martin Schoenfeld, head of digital platform and data management on Henkel's digital communications team.

Supporting Henkel's employee personas, we built a single, integrated digital environment on the [Microsoft 365](#) platform and made it available via [Microsoft Teams](#) using [Microsoft Viva](#) Connections. The solution addresses the content each typical user needs and wants. "The Avanade team was there at every point to quickly adjust to our requirements," says Hertzog. "Together, we were able to deliver a solution that fulfills all of our needs.

Company Name: Henkel

Country: Germany

Company Size: 52,000

Industry: Consumer Goods

Solutions: Microsoft 365, Microsoft Teams

Henkel's 52,000 employees worldwide rely on the new Henkel Hub to find the latest news, upcoming events and information from Henkel businesses and functions, as and to access relevant services and applications they need in their daily work.

"We give users the opportunity to broaden their scope so they can subscribe to what they want to see. With this new solution and targeting concept, we're able to deliver information that is highly relevant and actually matters to our employees."

- **Nicolai Lindau**
Senior Manager of Digital Workplace Strategy
Henkel

See next page for a look at the Henkel Hub.

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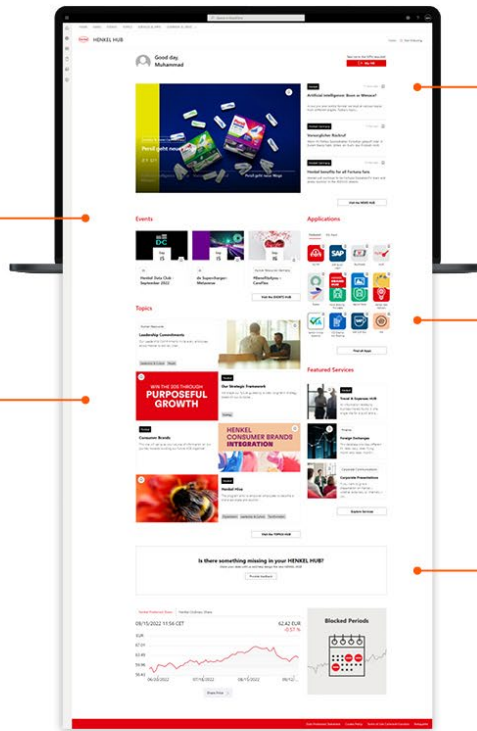
A look at the Henkel Hub

Events

Employees can join live events and watch recorded replays.

Topics

Employees can learn about strategic initiatives, internal campaigns and relevant work topics.



News

Employees can find the latest updates from Henkel's divisions, functional areas and business leaders in one place. A personalized news feed based on an employee's professional background and interests offers up-to-date information to stay informed and engaged.

Applications

All relevant applications and tools are easily accessible. The "Featured" section provides employees with quick, personalized access to applications based on their profile settings, while the "My Apps" section allows employees to search for applications by name.

Feedback

Employees can submit feedback on how the Henkel Hub can further enhance their workplace experience and report any technical issues to get support from the Henkel Helpdesk.

Results: Empowered employees foster a culture of success

By investing in the employee experience, Henkel has achieved higher, more robust employee engagement.

"We focused on our employees and have provided a digital workplace that fits every user," says Nicolai Lindau, senior manager of digital workplace strategy at Henkel. "Now they can get all the information that is relevant and important to them."

Henkel's employees get support in their daily work through apps and information available to them on a single platform. They have commented on how much they like the structure, look and feel of the new site. "We got a really nice looking and highly-personalized solution," adds Hertzog. "You can still see that it's based on SharePoint, but it also has a distinctly Henkel design. It looks like what a workplace hub in the modern era should look like."

About Henkel

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Founded in 1876, Henkel looks back on more than 140 years of success. Henkel's preferred shares are listed in the German stock index DAX. The DAX 40 company has its headquarters in Düsseldorf, Germany. Henkel employs about 52,000 people worldwide, around 85% of whom work outside of Germany. As a recognized leader in sustainability, Henkel holds top positions in many international ratings and rankings.



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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, and www.avanade.com

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Do what matters