



# LumApps & Servier

Breaking through silos with a unified communication platform fully integrated with Microsoft 365

# About Servier

Servier is an independent international pharmaceutical company, governed by the Foundation Servier with headquarters in Suresnes, France. **With a solid international presence in 150 countries and revenue of €4.6 billion in 2019, Servier employs 22,500 people worldwide.** Fully independent, the Group invests an average of 25% of its revenues (excluding general activity) each year in Research and Development and uses all its profits for the benefit of its development.

-  **HQ: France**
-  **Healthcare**
-  **22,500 employees**
-  **150 locations**

# Siloed Ecosystem

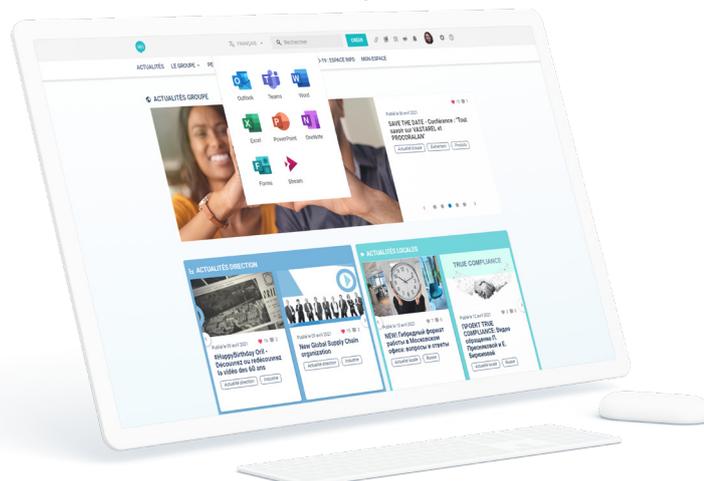
In the early 2010s, corporate communications was increasingly challenged by the rise of social networks and new modes of collaboration. Servier then embarked on its first internal communication strategy shift, with a large-scale corporate intranet and social network project. **In 2014, the company introduced two new platforms.**



These two platforms laid the foundation of Servier's internal communication. However, after a few years, the company began to experience some difficulties:

- **Problems maintaining a SharePoint intranet:** each evolution, design or structural change, implied developments that cannot be managed by the communication team.
- **Confusion between the tools:** employees don't always know how to use either of the platforms properly.
- **Cannibalization of both platforms:** the communications team had to duplicate key content, which affected the adoption of the intranet.
- **Acquisition of Jive by Aurea in 2017:** the product was no longer being developed and the Jive teams, especially their support team, disengaged.

*In 2019, Servier decided to upgrade its two platforms.*



# LumApps, the Jive alternative, fully integrated with Microsoft 365

It was at the same time that LumApps established a strong partnership with Microsoft. LumApps, now integrated with the Microsoft 365 suite, brought added value.

LumApps' expertise in Jive migrations and full Microsoft 365 integration made it a natural choice for Servier's new project.

*To capitalize on existing adoption while improving the user experience, Servier relied on the following features of LumApps:*



#### Social Network & Intranet:

WIP'S & WIP'S IN  
on a single platform;  
Social and top-down



#### Site templates:

Create business portals; By  
country or affiliates - Each region  
can manage its own portal.



#### Simple Backoffice:

Create a network of  
autonomous contributors  
(WYSIWYG + drag and drop)



#### Personalized content:

Employees see only the  
content that matters to them.



#### Multilingual:

One platform covering all 7  
languages necessary to Servier



#### Integrated to Microsoft 365:

Sharepoint online, OneDrive,  
Outlook, Teams & Stream

## 1. Key Success Factor: Rapid Jive Migration

Capitalizing on all of the knowledge held in Jive communities and being able to migrate content from one solution to another was one of the prerequisites of the project. With a Jive contract coming to an end in October 2019, the team had only six months to migrate all the data:



The data storage switched to Microsoft, with the creation of one SharePoint site per community, while strict migration rules were defined to ensure that document access and sharing rights remained intact.

In terms of usability, the team first benchmarked existing practices on Jive and proposed an equivalent functionality on LumApps.

## 2. Key Success Factor: Smooth transition achieved through reinforced support

The new project benefited from the strong acculturation of Servier's employees to internal communications and particularly to how a corporate social network works. Despite this, change always generates a lot of upheavals and requires careful support to ensure user adoption. **Prior to the launch, Servier implemented a support strategy for its employees:**

- **Harmonious user experience:** Maintaining user benchmarks with similar sections and categories of information for quick retrieval of information.
- **Community manager involvement:** Dedicated training and preview access to communities so that they can freely rebuild their space.
- **Online training:** Two months of coaching, with webinars to present the platform.
- **Proximity:** Visiting different French sites to host conferences and distribute goodies.

“ The evolution of our intranet was a new step towards the development, standardization and democratization of communication within the Group. We designed this new space with and for our employees, giving them the opportunity to find the essentials, while encouraging interaction between the Group's teams, units and countries.

*Sybille Billiard - Global Head of Communications at Servier*

## A unified communication platform fully integrated with Microsoft 365

With LumApps, Servier was able to offer a new platform to its 22,500 employees, providing a simplified user experience. **WIP'S and WIP'S IN have merged and now form a single digital workplace.**

As a first step to rebuild WIP'S, **Servier leveraged some of the key strengths of LumApps:**

- A tool **100% integrated with Microsoft 365**, offering a complete digital workplace.
- **One platform accessible to everyone**, in seven languages (French, English, German, Portuguese, Brazilian, Chinese, Russian)
- **Personalized content** tailored to user profiles, **based on Azure AD groups**.
- A user-friendly platform that is easy to maintain for all contributors thanks to an **intuitive CMS**.

Today WIP'S is a combination of:

- **A portal with different types of articles:** local and business news; materials on various pathologies.
- **Cold content:** information concerning medications in a form of product cards; information about the company; business, subsidiaries and country sites
- **Communities:** professional, projects and even non-professional communities to create social links.



# Key Use Cases



## Profiling of business applications

More than 100 tools and business applications are used within the company. To facilitate employees' daily life and improve their productivity, access to tools is personalized, as well as news, depending on personal profiles.



## Product Catalog

Servier keeps a list of all its medications on a single page, in the form of product ID cards. For a quick search, users can filter by name or keywords.



## Management Support

More than 3,000 of Servier's managers come together within a dedicated community to share best practices and provide mutual support. This is a smooth and efficient way to support collaborators with their new roles.



## Association & Sponsorship

Servier is supporting numerous sponsorship initiatives. To offer its employees the opportunity to get involved, a community is open to everyone and they can see what actions are being carried out.

“ Working in partnership with the IT department has made this project a success. In record time, we were able to offer a new communication and work space to all employees of the Group. They can find corporate or local information, as well as access to their day-to-day work tools.

*Eugénie Alibert - Digital Communication Manager at Servier*

## Key results\*

18,119

Active Users

~ 116

New pieces of content per month on average

221

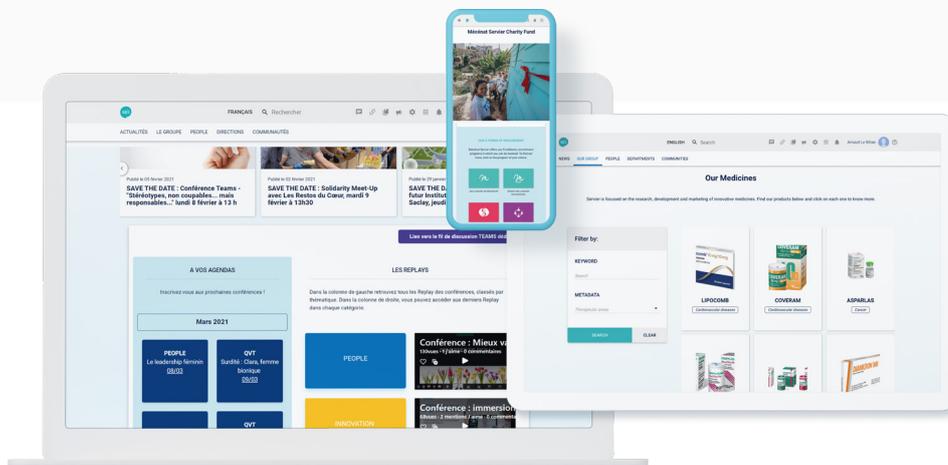
Communities

~ 302

New community posts per month on average

7

Available in seven languages on desktop and six on mobile



\* For the period JAN 2020 - JAN 2021

# Supporting the adoption of Microsoft 365 in times of crisis

During the COVID-19 health crisis, remote working became the norm for many companies. At the beginning of the lockdown, very few Servier employees were able to connect remotely and WIP'S became the only tool accessible online for a few days, making it the company's unique communication channel.

To cope with this situation, **the IT department accelerated the deployment of M365. Within two weeks, all employees were equipped with a new Microsoft license.**

**The integration of M365 with LumApps made WIP'S an excellent vehicle for the adoption of Microsoft tools.** This led the communication team and the IT department to work hand in hand and build a strong partnership.



## Microsoft Use Cases

### Application Launcher

Located directly in the top bar and also on the home page, M365 tools are easily accessible to employees. The freedom to customize the application launcher makes it possible to display only certain tools and to manage their adoption.

### Teams & Communities

The integration of Microsoft tools in LumApps enabled Servier to add Teams chat within its communities. Currently, team members mainly use it to alert and notify users of new posts that should not be missed, or as a support tool to answer questions from the community and to guide them to the right resources.

### Conference Center

Servier provides access to all its conferences on a dedicated page of the intranet. Forming a real conference center, this page manages both live sessions, with Microsoft Stream, and recorded replays.

“ Thanks to our Customer Success Manager, we benefit from real support from LumApps. It is a pleasure to know that we are heard and supported whenever we have questions or use cases that need to be developed.

*Eugénie Alibert - Digital Communication Manager at Servier*

