

## MindTree Limited

**Category:** Social Media Adoption

### **Background:**

MindTree wanted to enhance the productivity of employees by simplifying access to data, reducing the gap between information and insights, for which it wanted to build a single-window portal, which would allow MindTree minds to access all applications: transactional, communicational or social. It wanted to create a way to make all interactions intuitive and uniform not needing manuals.

### **IT initiative/Project:** PeopleHub

- The project was initiated in October 2010 and completed in August 2011
- The project focused on building internal collaboration.
- Use of collaboration tool around search capabilities for profile and skill sets.
- Platform to provide discussions for enhancing project productivity through integrated presence and chat facilities.
- Integrates social networking capabilities such as blogs, wikis, discussion forums, book marks, and communities
- Integrates applications from mail, collaboration and discussion forums to HR and ERP.
- PeopleHub enables the organization to have:
  - Common User Interface and Information Architecture
  - Central Role Based Authentication and single sign across the enterprise
  - Contextual Search: Display of relevant information based on location, Role, Authorization, Profile
  - Configuration of Best Bets for most commonly used terms within the organization and segregation of results through refiners
  - Integration between SharePoint, Exchange, LYNC and SAP Profile
  - Federation between external and internal information
  - Social tools like Blogs, Discussion forums, Pulse, Bookshelf, web folders at the users finger tips
- The information architecture and user interface were made employee centric
- Pulse, a twitter equivalent, is also a hit among employees
- Technology Involved:

SharePoint 2010, FAST, SAP, VS 2010, SQL 2008, F5 load balancers, Blade servers and SAN storage  
Microsoft and F5 were the vendors involved in the project.

### **Impact:**

- Since everything could be accessed through a standard browser interface (Meet me @ the browser approach) and available via the internet, employees could access what they wanted from anywhere using a device of their choice.

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- Allowed the company to become device independent, thereby facilitating Bring Your Own Device (BYOD) strategy
- The project rollout had shown following results:
  - Average number of daily unique visitors: 3000
  - Number of applications in the portal: 80 approx
  - Blogs: 900
  - Discussions: 400
  - Pulse: 1830
  - Wikis: 100
  - Communities: 60 (approx. 100-150 Minds per community)
  - Average number of hits per day: 1500
- Enhanced the ability to reach the right person with right skills for assistance in less than an hour compared to days taken earlier
- Provided ability to search for right information while working on projects or building proposals, with greater than 90% accuracy and is improving by the month
- Increased awareness as relevant information is made available to employees through News, Videos, Blogs, DYK (Did you Know) and 'What's new' sections
- Enabled the entire company to use a single platform where applications can be plugged/unplugged
- Ease of transactions:
  - Integrating the ticketing system with Search allows end users to just enter a few keywords, and the Search engine at the back end does the data processing and pre populates the form.
  - Ability to see all pending approvals for a manager at one place
  - Ability to look at emails, tasks, corporate/local/policy related News items on the home screen
  - Wiki's promote collective intelligence between customers, projects and communities
- Increase in billable hours (Employee productivity) as employees spend less time searching for information, noticed a minimum of 15 min to a maximum of one hour productivity improvement per person per day
- The solution has been sold to 6 customers and would directly contribute to about a \$1 million in revenue in 2012 alone

## **About the company:**

MindTree Limited is an information technology organization providing services like application development, application maintenance, infrastructure management and tech support. The company caters to multiple verticals like banking and capital markets, consumer packaged goods, insurance, manufacturing, media and entertainment, retail, automotive, storage and computing systems. It has offices located across 6 locations in India and employ more than 10,000 people.