DMG MORI ONE

Unified and Transparent Information Platform by Employees for Employees

Arvato Systems, together with the machine tool manufacturer DMG MORI, developed an internal information platform designed by employees and intended for all to use, with flat hierarchies and maximum transparency, within nine months. Thanks to the involvement of employees early on and the support of Global Marketing, it was possible to create a powerful intranet that employees have exalted as a medium for conveying information from the very beginning because it helps them to organize their activities more efficiently.

More efficient internal communication and an open approach to information

The entrepreneurial mindset of DMG MORI is characterized by dynamism and excellence. The manufacturer of machine tools is represented globally with 138 sales and service locations, including 15 production facilities. The company commissioned Arvato Systems in March 2018 to develop the existing heterogeneous intranet landscape into a unified, cohesive intranet in order to further develop the dynamics and excellence in employee communication, as well. The first project saw a merger of the German sites within nine months. Additional sites in the other countries will gradually be added in the future. Objective: To play out local content in order to provide local employees with tailored relevant information.

DMG MORI seeks to achieve a more transparent approach to information and increase the efficiency of internal communication by setting up an intranet that is consistent at all global sites. All employees need to have access, regardless of whether they work in production, on a desktop computer in the office, or remotely (Android and iOS). The system, with flat hierarchies and maximum transparency, is intended to optimize internal communication over the long term. "After all, we can only learn from one another and be successful when we share knowledge. Our goal was to develop an information platform that is easy and intuitive to use for all of our colleagues.

The client

– world's leading manufacturers of machine tools

– represented globally with 138 sales and service locations, including 15 production facilities

– its core business of turning and milling machines, advanced technologies (ULTRASONIC, LASERTEC), and additive manufacturing is augmented by end-to-end automation, digitalization, and sustainability solutions.

– client-focused services over the entire lifecycle of a machine tool include training, repair, maintenance, and spare parts service

The task

– the development of a transparent intranet for all DMG MORI AKTIENGESELLSCHAFT employees

Employees should be able to define what their main topics are for themselves, enabling everyone to receive the information that interests them," explains Stine Piegsa, Head of Technical & Internal Communication. And it was not long before the platform had a name: DMG MORI ONE.

Concept building phase: agile product development offers greater flexibility

NArvato Systems received the commission after several providers gave presentations in March 2018. Due to the tight schedule, Arvato Systems began working on the preliminary considerations regarding the concept in April and May and then moved on to the initial design work. "As a Scrum-certified company, we opted for an agile project approach that enabled DMG MORI to accompany the development in close cooperation and make adjustments or roll out change requests on a more regular basis," says Oliver Schmuch, Senior Project Manager at Arvato Systems. Scrum is a project and product management process model for agile software development. A project is divided into several shorter periods, called sprints, which enables priorities to be set more flexibly and development to take place. The positive experiences from previous projects with DMG MORI spoke in favor of using this method.

There was actually a change relatively early on, however with the infrastructure: DMG MORI opted to migrate the systems to the cloud – again, with the support of Arvato Systems. To do so, the original schedule was adjusted, with the goal of having the intranet go live in February 2019 after the infrastructure had been migrated, which was taking place in parallel.

A five-person project team managed the process at the client. DMG MORI Global Marketing was responsible for the project from the beginning and developed a strategy to involve employees in the plans and increase acceptance of them. For example, there were panels at the entrance to the cafeterias displaying the plans for the new intranet. There was a survey asking employees to share their ideas for the design of the new intranet. The more than 20 specialist departments were eventually able to present their requirements and needs in workshops during the concept building phase.

The feedback reflected individual proposals from Arvato Systems' pitch to a great degree. It turned out that collaboration was an important topic. Its implementation was divided into two phases in the further course of the project. It was necessary to create an informative intranet for daily work in the first step, and in the next step, a collaborative intranet was to be added.

The ideas were put into a written and visual concept at the end of the concept building phase. In addition, the individual page templates were presented in a schematic representation (wireframes) enabling the project leads at DMG MORI to get an idea of what the result would look like.

"After all, we can only learn from one another and be successful when we share knowledge..."

Stine Piegsa, Head of Technical & Internal Communication, DMG MORI

Design phase: a clear separation between "information" and "work"

The design was adapted to corporate design, with the website relaunch from 2017 serving as the basis. In this phase, the focus was placed on developing a concept that prioritized usability. "It was important to us that everything would be quick and efficient to find," says Tobias Müller, senior UX concept designer at Arvato Systems. This gave rise to a dashboard on the start page with a newsfeed character offering users the possibility to filter all information according to their purposes and to create a personal work bar on which they can individually manage their own work. They are supported in this endeavor by a clear separation between informative and work content. In addition, employees can customize their own interface. "Customization and individualization make it possible for everyone to design their workspace according to their needs so they can work more efficiently," adds Tobias Müller. For example, news streams for specific specialist departments and/or production can be configured to reflect their specific area of interest.

The technical side: the best of both worlds with CoreMedia and Office 365

DMG MORI was already using CoreMedia for content management. However, DMG MORI wanted to continue using Office 365, so the company decided to harness the best of both worlds for its intranet. To this end, documents were stored in SharePoint, plans were made to integrate Teams, and everything was set up to enable collaborative working. "There has never been a comparable integration of CoreMedia and Office 365 before," boasts Thomas Bühler, Senior Consultant at Arvato Systems. "We had to go very deep into the programming level in order to tweak SharePoint, for example. This was also new for CoreMedia," continues Thomas Bühler.

It was also ensured that mobile devices were integrated into device management such that the intranet could be accessed securely from anywhere.

Configuration phase and implementation: testing in several sprints

In close cooperation with DMG MORI, the agile and transparent approach enabled the continuous adaptation and further development of the system in the configuration and implementation phase. Several four-week sprints were jointly planned and implemented over several months using tools and the support of a ticket system. Functionality with desktop systems and Android and iOS devices was also tested. In the end, a regression test demonstrated that all systems related to the intranet continued to function without any factors of influences from new development activities. The final quality assurance after migration, which has since been completed, concluded the implementation phase. The system could go live.

"We wanted to develop an information platform that is made for all employees. With DMG MORI ONE, we have succeeded in doing so."

Daniel Piegsa, Head of Digital Marketing, DMG MORI

"There has never been a comparable integration of CoreMedia and Office 365 before"

Thomas Bühler, Senior Consultant, Arvato Systems GmbH

Go-live: trouble-free content integration and user-friendly

At the end of March 2019, everything was ready. "Content integration wasn't a problem," contends Daniel Piegsa, Head of Digital Marketing at DMG MORI, "because many employees had already been working with CoreMedia and editors were able to start editorial maintenance in November 2018 while development was underway." Employees were also able to use the new intranet immediately without any trouble. DMG MORI Global Marketing produced a video that introduces the intranet when a user first logs in. "Together with the internal marketing activities, the video encouraged many of our colleagues to want to use DMG MORI ONE immediately," says Daniel Piegsa. First-time users of the intranet receive adequate on-boarding support, even though it is all relatively self-explanatory.

User feedback and suggestions are logged via feedback features in order to ensure that acceptance remains high. So far, the operators have almost exclusively received positive feedback. An employee survey is planned within the first year in order to obtain qualified statements about the system. It is absolutely necessary to have the feedback be incorporated into further product development in a constructive manner.

Looking ahead: continuous development of the intranet

The intranet will be continuously developed with the input of all DMG MORI employees. Basic features will be expanded and improved in the first phase, while the next phase will increasingly focus on collaboration – with the focus placed on "social intranet." Furthermore, the intranet is to become even more customizable, allowing employees to configure even more features and content according to their own needs.

The success factors

– Partnership between Arvato Systems and DMG MORI

– Agile software development

– Maximum transparency, flat hierarchies, "everybody sees everything"

– Every employee can design their "DMG MORI ONE" how it suits them best

– A clear separation between information and work

– Everything from one source: Arvato Systems as general contractor

– High acceptance among employees thanks to support by DMG MORI Global Marketing

You have questions, need information or a contact? Get in touch with us

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