The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization:
Vodafone Group Plc

Organization URL:
http://www.vodafone.com/content/index.html

Project Name:
Vodafone Circle

What social/humanitarian issue was the project designed to address?
What specific metrics did you use to measure the project's success?

Vodafone is the world's biggest mobile operator with presence across almost every country. Therefore, one of its key challenges was to get its employees to connect and collaborate in a seamless way. Accordingly, Vodafone has implemented a social corporate networking tool that connects its 90k employees across the globe, providing simplicity, speed and the power of being able to share, discuss, revise and review ideas in a single place. This has resulted in a fun and improved work environment and a better work/life balance, as people can now collaborate with their colleagues without having to travel, thus helping reduce the carbon footprint. This also helps general employees share best practices, reduces reinvention and wastage of unnecessary resources, establishes a foundation for a workplace 2020 environment to fulfill the needs of our future digital generation, provides an online space for Vodafone employees around the globe to connect and build networks of experts, strengthens Vodafone's one company, local roots culture, provides an easy and fast way to find an expert, allows better use of internal talent wherever it sits within our organization, provides a platform for our teams to develop their soft skills, creates a forum to support and aid all employees, provides the

ultimate source of information within the organization, and helps employees identify and recognize experts within the organization.

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

The service is based on Microsoft SharePoint 2010 technology, which allows a maximum integration with the local employee clients and Vodafone IT infrastructure. On top of that, the service has been integrated with the RSA SSO solution, which allows the Vodafone markets and partners to securely access the service from outside the firewalls (as well as inside). As a mobile network operator, we also looked at how we can bring this new innovation to our employees on the move. Therefore, we developed a mobile solution bringing dedicated apps for iOS, Blackberry and Android devices (with a plan to produce a Windows app next). Our employees can find an expert, share ideas in communities, join discussions and build their network wherever they are. The greatest challenge we faced was to effectively modify existing technology (including SharePoint 2010) to encourage a wide-scale behavioral change, to move from a closed, silo mentality to an open and collaborative environment. We took cues and inspiration from social networking sites including LinkedIn and Facebook, and created our own unique online experience and community of users.

Please list the specific humanitarian benefits the project has yielded so far.

Vodafone Circle helps our employees share best practices and learning within all our local markets, including a number of emerging markets. We're able to take initiatives and technologies from our developed markets like the UK, Germany, Italy and Spain and develop ideas and innovations that benefit customers on much lower incomes and in much less developed nations, such as Sub-Saharan Africa and the Far East.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

A: A colleague has a query on technology or process expertise outside the team but does not know an appropriate contact person. She searches the expertise on our expert finder and is promptly directed to the appropriate expert who is willing to share knowledge and offer help. B: A very interesting program/service is launched within Vodafone but there is no way to get more information about it. The program manager, service manager or product owner can open a community to share the information about the service, program or product. C: A problem analysis has to be conducted, and it would be good to organize a brainstorming session along with the experts. The project manager creates a new discussion in a community and invites all relevant people to start with a brainstorming session with the appropriate experts across other Vodafone teams and experience is organized.