



Hamm-Reno Group GmbH

IBM Connections social software on iPads helps a footwear retailer boost productivity

Overview

The need

Hamm-Reno Group GmbH & Co. KG (HR Group) had rudimentary internal communications, inhibiting managers and retail associates from collaborating and sharing information that could improve the business.

The solution

HR Group deployed IBM Connections and IBM Forms software accessed by retail workers on company-issued iPads, facilitating collaboration using social tools such as communities, wikis and file sharing.

The benefit

The client improved work processes, productivity and employee engagement with enhanced information sharing, training videos, presentations, opinions and feedback among managers and retail associates.

Hamm-Reno Group GmbH & Co. KG (HR Group) is one of Europe's largest footwear retailers, with some 750 stores across 20 countries in Europe and the Middle East. Headquartered in Osnabrück, Germany, the company employs approximately 3,000 people.

Transforming internal communications

HR Group had rudimentary technology for digital communications. Lacking a corporate intranet, each store communicated with headquarters using text-only emails from a single terminal at the cash desk. Headquarters sent messages with news and product information, but because the messages were text only, store employees had to refer to paper files to view product images and other content. This system hindered productivity and prevented the communication of rich content such as training videos and merchandise layouts. In addition, retail workers lacked technology for improving the business by collaborating and monitoring competitors.

Lacking a corporate intranet, executives at HR Group evaluated social software aimed at improving internal communications and collaboration. "Microsoft SharePoint was in the game, but IBM Connections accessed from iPads met our requirements without custom programming," says Gerrit Mruwka, project manager at Hamm-Reno Group GmbH & Co. KG.



Mobile access to social tools

In response HR Group invested in social business software. Assisted by IBM Premier Business Partner GIS Gesellschaft für InformationsSysteme AG, in early 2013 the company implemented IBM Connections software for its strong iPad app, its reasonable cost and its social tools that work out of the box. The company gave iPad tablets to workers at 500 stores in Germany who now communicate and collaborate using profiles, communities, media libraries and wikis. This technology replaced the need for a separate intranet. Mobile workers also use IBM Forms software on their iPads to complete survey forms at the stores of HR Group's competitors.

Improved processes and staff productivity

Becoming a social business improved HR Group's business processes, productivity and employee engagement. Information flows faster from management to the retail floor and vice versa. Rich content, such as training videos, manuals and presentations, streams freely, helping workers perform better. Mobile access to the web provides near-real-time details about products and inventory. Insights about competitors can improve retail strategy. Social communities foster collaboration, knowledge sharing and tighter project management throughout the enterprise. And enabling employees to share opinions can foster innovation and boost job satisfaction.

Solution components

Software

- IBM Connections
- IBM Forms

For more information

To learn more about IBM Connections and IBM Forms software, please contact your IBM marketing representative or IBM Business Partner, or visit the following websites:

- ibm.com/software/products/conn
- ibm.com/software/products/ibmformfami
- gis-ag.com



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