



# Universe Benefit Case Study

## Case YLE



[www.getuniverse.com](http://www.getuniverse.com)

# Starting Point

“It was the first time in my career that the communication and ICT teams sat down together at the same table. We were in full agreement that something needed to be done.”

Kaisa-Maaria Hildén, Communications Coordinator & Intranet Product Owner

Yle’s old intranet had reached the end of the line and it was time to find a more modern and flexible system. Yle undertook a fairly lengthy need finding and specification project to define how the new system, which would include an intranet solution and their broader set of collaboration tools, should operate so that it best supported employees’ ways of working. The project included workshops, user interviews and surveys.

“These are really good goals, too bad you can’t meet them.” was the response they initially got when they showed their list of specifications to the external partner who was helping them map out technology options.

## Needs

### Access from anywhere

It was clear from the start that Yle needed to offer an intranet that worked on mobile devices and outside their company network. Their IT strategy had already embraced the use of cloud-based software and services whenever possible to save on costs and space and to allow employees more freedom to choose their own work devices.

### Find and share information easily

Finding the right information had become a bottleneck. A lot of information was replicated across the intranet system, because people couldn’t find or access the original information. The naming of files was incredibly important, because the old system’s search functionalities were limited.

### Support people’s day-to-day work

“Some people only used the old intranet because it was the default start page in their browsers.”

Ideally, the intranet solution they settled on would work together with the tools Yle was using for their actual work and support collaboration. Their old intranet had been seen as complicated and unreliable, leaving some employees to opt out of using it in their work.

### Be truly social

Yle’s previous intranet solution already had social features like commenting, discussion forums, a blogging tool and wikis that worked like an internal website for more static content. The new solution needed to have these but in a more flexible and connected way.

# Solution

Yle is a majority state-owned organization which required them to use an open public tendering process to select their replacement for their old IBM and Microsoft based collaboration tools. Yle chose Google for Work for email, calendar and document handling, and Universe for instant messaging, their internal website and collaboration.

The implementation project was split into three part and it was supported by a piloting system, where a committed group of “super users” were the first to test out new systems and help plan deployment across the organization.

Phase 1:  
Google email  
& calendar  
9/2014

Phase 2:  
Google collaborative  
tools  
11/2014

Phase 3:  
Universe  
intranet  
10/2015



# Benefits

An intranet that adds value to work

**“Universe’s workspaces support day-to-day work really well and they also help employees use the Google for Work tools more easily and effectively.”**

Across the organization, from the TV production teams to support functions like finance, people at Yle are working with more external partners and collaborating in a greater variety of ways than ever before. In the last few years, Yle has adopted lean and agile practices in not only their project work but also in the way management teams work.

Universe’s Channels are collaborative workspaces that are fully integrated with Google Apps. Users are able to discuss work and projects, share files, find information and schedule events through the same interface. The workspace and flow of updates are right there when a user opens the app, not several navigation clicks away or in another tab - unlike in Yle’s previous intranet, which often felt disconnected from people’s actual work.

Yle has also been able to achieve cost benefits through the move to Google-based solutions.

More efficient communications

Organizational communication at Yle had already been moving away from a traditional model where the communications department wrote and spread releases to a more distributed model. Universe and its user-friendly interface support this by making it easy for different departments and individuals to publish and share information. Universe’s Pages are great for more static content like HR files, strategy documents and forms.

## Information is easy to find

“It’s been great to be able to say “Just google it.” when someone asks about something related to the company”

In an expert organization like Yle, finding the right information as quickly as possible is crucial for efficient work. Universe’s Super Search feature searches across all Google tools including Google Drive, Gmail, calendars and Google+, and Universe for information, not just based on the titles of files but also in content. This makes it easy to find the information users need - whether it’s in posts, documents or pages. Universe’s People tool makes it easy to find and contact colleagues around Yle based on their skills sets or role in the organization.

## More efficient use of physical spaces

Yle wanted to reduce their physical office space by 40% by 2016. This wasn’t purely a cost-cutting measure, although it obviously provided savings, but more related to how their ways of working were changing. There was increasingly less need for individual offices and more need for different types of flexible group work spaces - offline and online.

Yle’s Helsinki headquarters will be undergoing major changes in the coming years since Yle is giving up some of its office premises. Hundreds of employees will be moving to different locations and there will also be fewer meeting rooms. Google for Work and Universe support this by making it easier to keep in touch with colleagues and work together across locations.

## Supporting Google for Work

An unexpected benefit of Universe has been the popularity of the Google Tips Channel which has over 800 members. It’s an internal discussion group for Google for Work related questions and sharing of best practices. It has supported the adoption and broad use of Google Apps with less need for more formal support, even among less tech-savvy users.

“The bar to ask and answer questions is set very low and it’s been great to see coworkers help each other use Google for Work more effectively.”

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## The Finnish Broadcasting Company Yle

Founded in 1926, The Finnish Broadcasting Company Yle operates four national television channels, 9 radio channels and services, and 25 regional radio stations. They have roughly 3000 employees in 25 locations.

Similar to the BBC, Yle is majority state-owned and they have a legal responsibility to provide comprehensive television and radio programming for all Finnish citizens, which means they have broad range of operations and create content in multiple languages.

Yle is a unique expert organization because it has a large range of professions - from journalists and producers, to set builders and even staff doctors and dentists.