



Breaking through silos with a unified communication platform fully integrated with Microsoft 365



In 2019, Servier decided to upgrade its two internal communication platforms. LumApps' expertise in Jive migrations and full Microsoft 365 integration made it a natural choice for the new project. With LumApps, Servier was able to offer a new platform to its 22,500 employees, providing a simplified user experience: WIP'S.



About Servier

Servier is an independent international pharmaceutical company, governed by the Foundation Servier with headquarters in Suresnes, France. With a solid international presence in 150 countries and revenue of €4.6 billion in 2019, Servier employs 22,500 people worldwide.

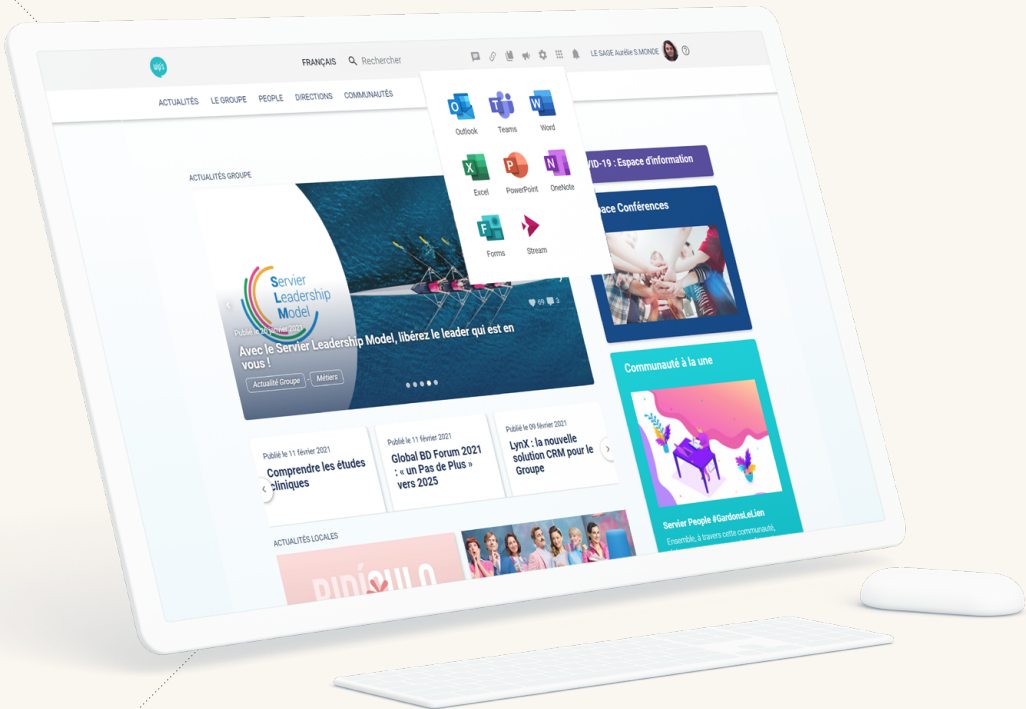
The Challenge

In the early 2010s, corporate communications was increasingly challenged by the rise of social networks and new modes of collaboration. In 2014, the company introduced two new platforms:

- ✓ WIP'S - SharePoint Intranet for Corporate and Business Communication
- ✓ WIP'S IN - Jive Corporate Social Network for Exchange and collaborate within communities

However, after a few years, the company began to experience some difficulties:

- ✓ Problems maintaining a SharePoint intranet: each evolution, design or structural change, implied developments that cannot be managed by the communication team.
- ✓ Confusion between the tools: employees don't always know how to use either of the platforms properly.
- ✓ Cannibalization of both platforms: the communications team had to duplicate key content, which affected the adoption of the intranet.
- ✓ Acquisition of Jive by Aurea in 2017: the product was no longer being developed and the Jive teams, especially their support team, disengaged.



Why Servier Chose LumApps

- ✓ A tool 100% integrated with Microsoft 365, offering a complete digital Workplace.
- ✓ LumApps’ expertise in Jive migrations: two months migration from Jive to LumApps with carryover of existing practices and functionalities.
- ✓ One platform accessible to everyone, in seven languages (French,English, German, Portuguese, Brazilian, Chinese, Russian)
- ✓ Personalized content tailored to user profiles, based on Azure AD groups.
- ✓ A user-friendly platform that is easy to maintain for all contributors thanks to an intuitive CMS.

Key Use Cases

- ✓ **Profiling of business applications**
More than 100 tools and business applications are used within the company. To facilitate employees’ daily life and improve their productivity, access to tools is personalized, as well as news, depending on personal profiles.
- ✓ **Management Support**
More than 3,000 of Servier’s managers come together within a dedicated community to share best practices and provide mutual support.This is a smooth and efficient way to support collaborators with their new roles.
- ✓ **Product Catalog**
Servier keeps a list of all its medications on a single page, in the form of product ID cards. For a quick search, users can filter by name or keywords.
- ✓ **Association & Sponsorship**
Servier is supporting numerous sponsorship initiatives. To offer its employees the opportunity to get involved, a community is open to everyone and they can see what actions are being carried out.

“Thanks to our Customer Success Manager, we benefit from real support from LumApps. It is a pleasure to know that we are heard and supported whenever we have questions or use cases that need to be developed. ”

Eugénie Alibert
Digital Communication
Manager at Servier



The Result

“ In record time, we were able to offer a new communication and work space to all employees of the Group. They can find corporate or local information, as well as access to their day-to-day work tools.

Eugénie Alibert
Digital Communication
Manager at Servier



LumApps helps companies in all industries improve communications, employee engagement, knowledge management, and much more.

Get in touch to know more!