

Press Release

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]init[launches new global intranet for Continental

]init[AG has transformed the intranet of automotive supplier Continental with the very latest in the fields of employee experience and the digital workplace. The completely customizable company portal is the digital home for over 227,000 staff in 427 locations across 56 countries.

“The new intranet makes the world of Continental available and accessible to all staff using a variety of different devices,” said Continental staff members **Sven Olschewski**, IT Project Manager, and **Emanuel Buddensiek**, Project Manager of Corporate Communications, on the global rollout of the project. “Our aim is for staff members to implement their ideas in a climate full of motivation and inspiration. With this worldwide digital communications tool, we’re promoting dialogue between the company and its staff.”

]init[developed the internal information and communications portal based on a staff- and service-oriented design with over 400 user stories. Thanks to this, the portal has been optimized for the needs of staff: the topic and newsfeeds offer orientation according to each location and work context, up-to-date tools for digital collaboration encourage exchange of ideas between teams, and intelligently connected content and infotainment offerings inspire staff. Dialogue and collaboration is encouraged through tight integration of ConNext, Continental’s social enterprise platform. **Bianca Rudnjanin**, the Continental intranet Business Owner, has confirmed that the concept has been effective, and the user frequency and interactivity has been climbing daily.

Harald Felling, Chief Operating Officer of]init[AG, is excited about the successful re-launch: “The Continental intranet can serve as one of the most modern models worldwide for digital internal communication offerings. We were able to massively simplify the overlapping location and organization communication, more efficiently offer search and access to around 130,000 work-specific documents, and, not least, improving editorial processes, so that over 1,000 editors could work optimally with the new editor system.

Ahead of the worldwide introduction of the Continental intranet,]init[developed a global training program that involved around 100 worldwide in-person and online trainings instructing staff in using the new system.

]init[is one of the leading digital agencies in Germany with a focus on intranets. In the 2017 Internet Agency Rankings,]init[took out 2nd place in the Intranet category.

About Continental

Continental pioneers technologies and services for the sustainable and networked mobility of people and goods. Founded in 1871, the technology company offers secure, efficient, intelligent and affordable solutions for vehicles, machinery, traffic and transportation. Continental achieved sales of 40.5 billion euros in 2016 and currently employs more than 227,000 people in 56 countries.

About]init[AG

]init[is one of the leading German full-service providers of internet and IT projects. The owner-managed company employs over 400 people globally in the areas of online communication, IT services and in its data center. In addition to its headquarters in Berlin,]init[has offices in Hamburg, Cologne, Mainz, Munich, Brussels, Abu Dhabi and Delhi.

Its client base includes Deutsche Börse AG, DB Schenker, The European Central Bank (ECB), NATO, Press and Information Office of the Federal Government of Germany.

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