

## Press Release

Berlin, 5 October 2017

### Best intranet: Continental and ]init[ win European digital award

**With the relaunch of the global Continental intranet, digital agency ]init[ and Continental have secured a joint win in the Intranet category at the [Digital Communication Awards 2017](#).**

The technology company was in the running for its completely customizable portal for its 230,000 staff under the slogan "Creating the workplace of the future".

The intranet makes the Continental world available to staff, more accessible and useable across different devices. "As a fully social intranet, it fosters dialogue between staff and the company, thereby strengthening our company culture", explains Monika Andrae, Head of Online Relations at Continental. Every page can be seen at a glance, shared and favorited. A comment function offers the opportunity to discuss current topics.

The jury was enthusiastic about the user-focused portal concept, which was built following field interviews and UX tests with over 1,000 staff. With around 500 user stories and 900 story points, the central needs of the international company could be addressed and summarized in a solution that replaces more than 45 local intranets.

The Continental intranet offers technical innovations that helped it to stand out from the competition: a "mixed language" concept promotes information exchange and bridges language barriers between the company's 427 locations in 56 countries. Employees define their preferences from 15 languages, which the system considers with content output. In addition to this, the new intranet ensures the content is as up-to-date as possible. If a page is not updated for more than 12 months, it is automatically marked as outdated and deleted, if there are no changes made by the page owner.

"The Digital Communication Award underlines the high-level commitment from Continental to a unified, integrated intranet, that the staff's information and communications needs are at the center of it all," said Harald Felling, Chief Operating Officer at ]init[, of the award. "As well as the efficient technical implementation of the portal with CoreMedia CMS, we are also proud of the implementation of a global training program to introduce the intranet with around 90 in-person trainings in 2016 and over 30 editorial trainings in 2017. So far around 1,300 staff have been through this training program."

]init[ has supported Continental since 2015 with its strategic shift in online communication. Alongside the technical relaunch of the [Continental intranet](#), ]init[ has also been responsible for the relaunch of the company's [corporate website](#).

## About the Digital Communication Awards

The Digital Communication Award has been given out by the Quadriga Hochschule Berlin since 2011. The award honors the most outstanding achievements, excellent campaigns and the groundbreaking digital communication strategies on a European level. A jury made up of recognized experts from the business world, organizations, public and academic institutions evaluated all submissions, shortlisted projects and chose the winners. The combined expertise of the jury is representative of the quality of the Digital Communication Award. [www.digital-awards.eu](http://www.digital-awards.eu)

## About Continental

Continental develops innovative technologies and services for sustainable and networked mobility of people and their goods. The technology company, founded in 1871, offers secure, efficient, intelligent and affordable solutions for vehicles, machinery, transport and transportation. Continental achieved sales of 40.5 billion Euros in 2016 and currently employs over 230,000 people across 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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