

Augmenting employee engagement and business value through global communities

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Schneider
Electric

Schneider Electric at a glance

25

billion € sales in 2014

41%

of sales in new economies

150 000+

people in 100+ countries

4-5%

of sales devoted to R&D

The global specialist in
Energy management

Making energy:

- Safe
- Reliable
- Efficient
- Productive
- Green

Covering

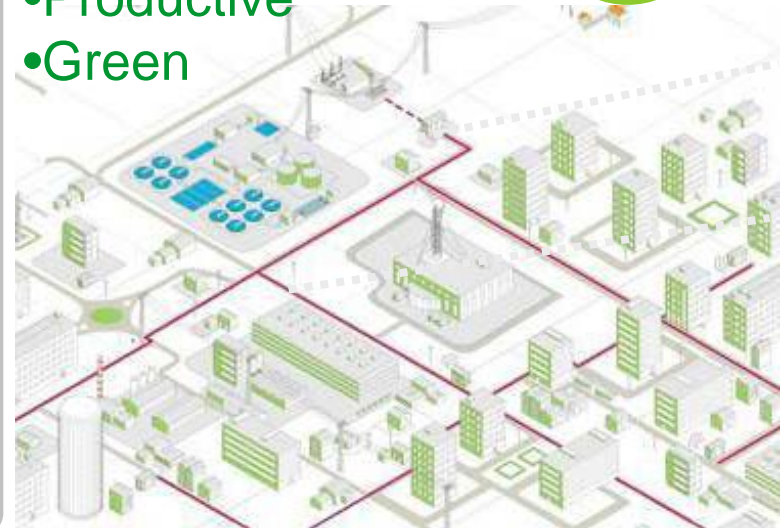
72%

of world final energy consumption

up to
30%
energy saving



Energy production
& transmission



Energy usage

A Recognised
Sustainable commitment



If only Schneider
knew what
Schneider knows...



CM program
Social Network Platform
Show the Value
Key Success Factors

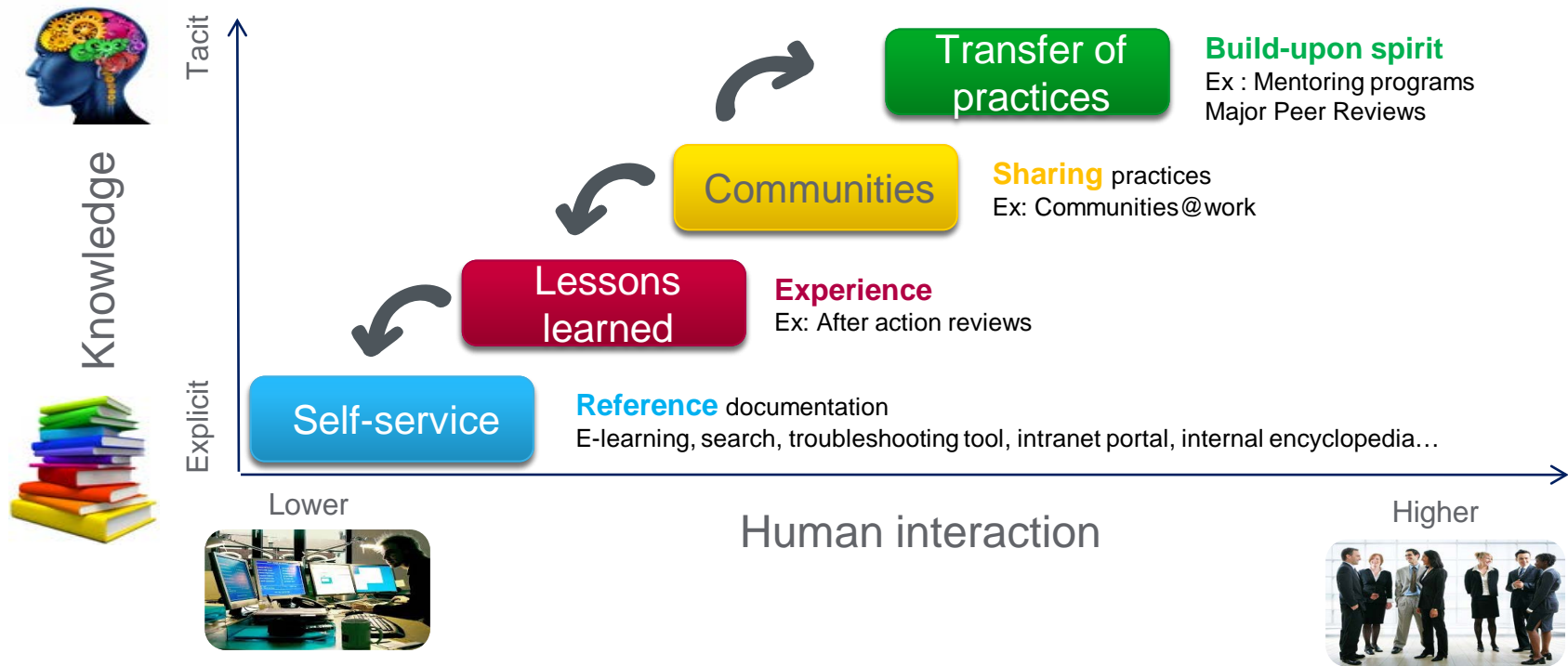


Enterprise Community Management Program

Started in 2011

Communities & Knowledge Management

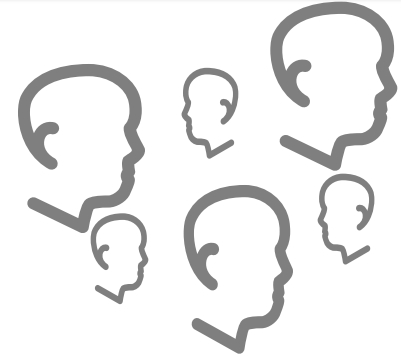
The heart of our Knowledge Management system



A Community@Work is

A group of people who share

Common objectives written in a **charter**



Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**

Roles and Responsibilities

Leader

- Drives the community activity
- Stimulates and maintains the Community dynamic and vitality
- Encourages collaborative efforts

Time allocation:
10/20% of working time

Champion / Core team (4-5 members)

- Local advocates of the community leader
- Supports the community leader in animating the community

Around 2-5% of working time

Members

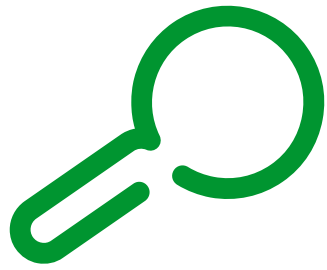
- Participate and contribute to the community life

At least 15 minutes / day

Sponsor

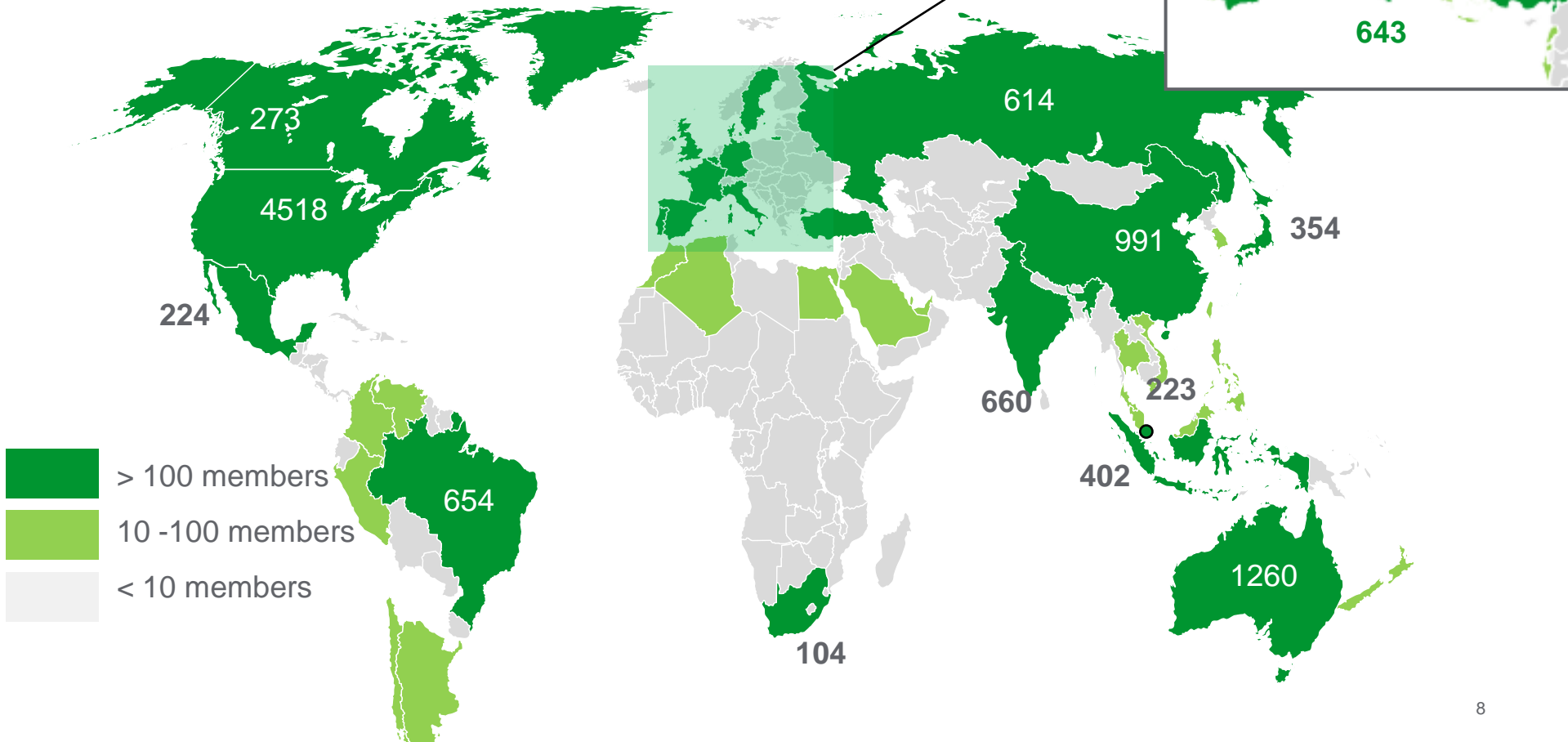
- Supports and promotes the Community
- Encourages knowledge sharing
- Ensures that resources are allocated as needed

Around 2-5% of working time!



144 Communities@work

24,000+ members in 100+ countries
180+ community leaders



Diversity of the Communities

	Entity	Number of communities
Business (76)	Partner	14
	Energy	7
	Global Solutions	33
	Industry Business	14
	IT Business	8
Operations (8)	Global Operations	6
	North-America Operations	2
	China Operations	0
Functions (60)	Finance Control & Legal	4
	Global Marketing	8
	Global Supply Chain	9
	Human Ressources	5
	IT	6
	R&D	28

Profile

- 30-4000 members
- Median: 160
- Mostly worldwide
- R&D: along R&D domains
- Business related by design
- Leaders are mostly nominated

Examples of Communities

- Solution Purchaser Community
- Schneider Production System
- Country President Community



20 Communities voted actives by their members in **2013**



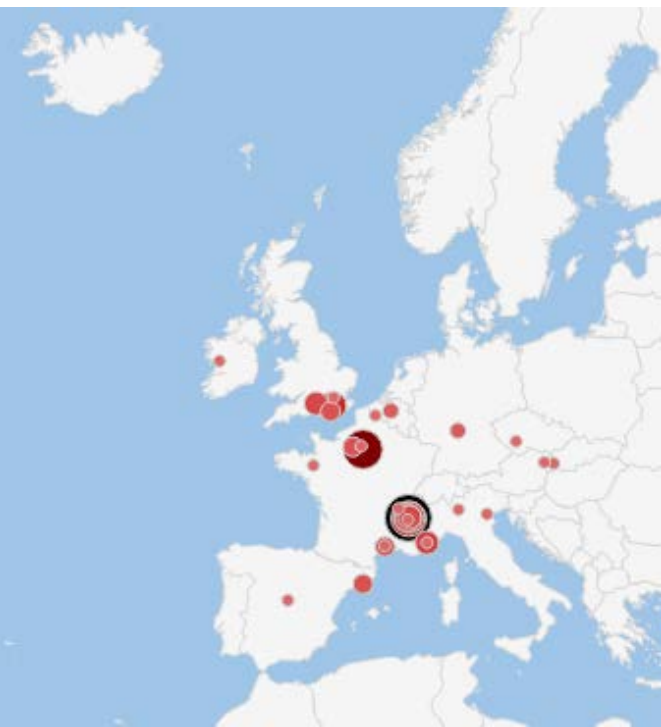
33 Communities voted actives by their members in **2014**

170 Community Leaders

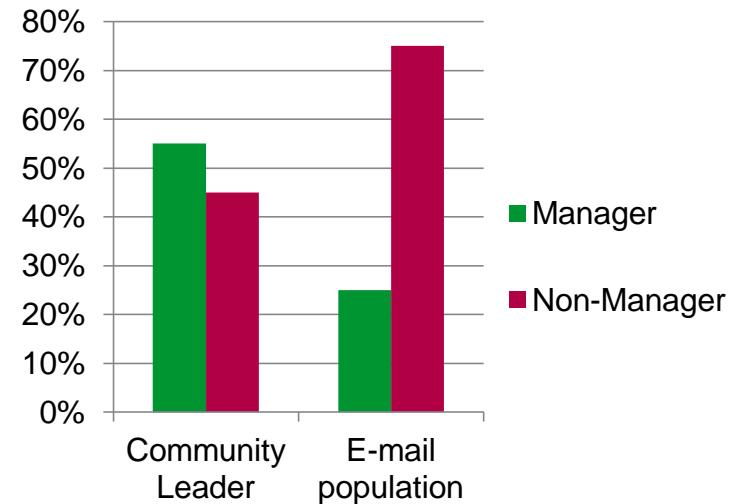
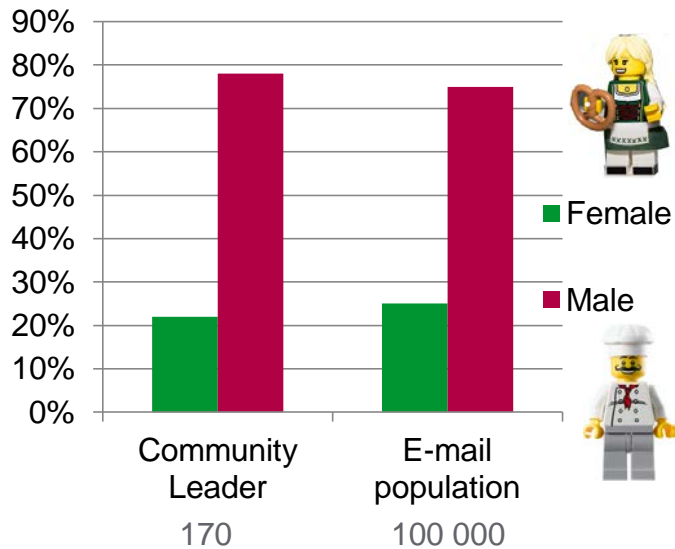


Mostly in

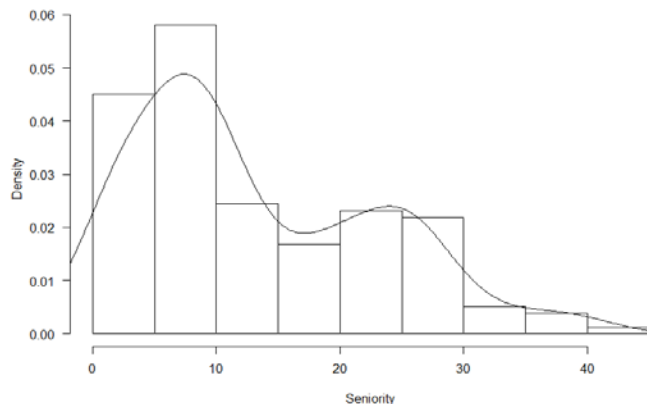
- France
- USA



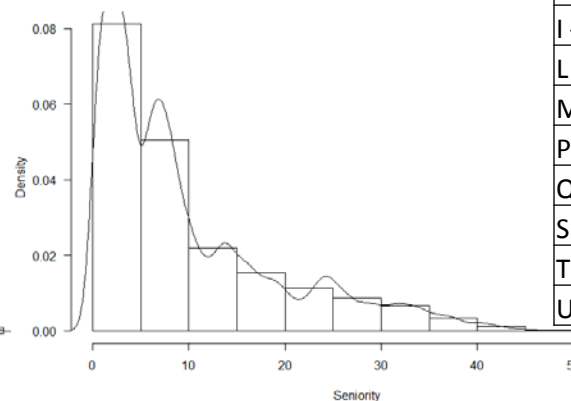
Diversity of the Community Leaders



Seniority of the leaders of the communities



Seniority of the employees with e-mail



Job Codes	Leaders	E-mail
C - Information Technology	5%	3%
D - Customer Projects & Services	15%	25%
E - Sustainable Development	0%	1%
F - Finance	4%	6%
G - General Management	8%	2%
H - Human Resources	2%	2%
I - Industrial / Manufacturing	3%	12%
L - Logistics	1%	5%
M - Marketing / Marketing Op.	30%	6%
P - Purchasing	1%	2%
Q - Customer Satisfaction & Quality	8%	8%
S - Sales	4%	16%
T - Technical	20%	11%
U - Utilities / Facilities	1%	1%

C@W Program Objectives for 2015

Communities@Work is a place to learn and teach

- Community members are learning from their peers, training is promoted, mentoring is performed.
- Reuse spirit is demonstrated.
- Business value is delivered.



Social Collaboration platform

Spice

Spice

Home page of a community

March 158 64

New Followers

February 270 128

January 111 48

December 96 48

2013

Created on Wednesday, February 13

My Favorite Apps:



Start a meeting now

Choose an app to get going.



Browse Files

Choose a file sharing app



Schneider Electric Home | Louis-Pierre GUILAUME

EDISON

Edison Technical Experts Community 5 Subsubjects

This community is dedicated to all Edison Technical Experts, their managers, and the program management staff and to anybody in the R&D community who is reaching out to us. The EDISON technical program is a lever to our Strategic Innovation Competencies, which SPICE Subject is available here <https://spice.schneider-electric.com/tibbr/#/subjects/23729>

Follow Actions

Main Wall

Subjects

People

Apps

Meetings

Files

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Insight

Spice Links

Ideation Help Center

Spice Support

Spice Tips & Tricks

Spice Success Story

Spice Mobile

Terms of Use

Spice Do's and Don'ts

Post Poll Event

What's going on?

All Filter Posts

Question 1234567
Building Division Partner Business 10 more March 11, 2014 at 9:58 AM
Smartlink IP is coming soon!
Get ready for the evolution of Smartlink, now to be connected directly in Ethernet for more gateway in the way! Launch date expected next 2nd
Medium TOP (Continued)
<https://schneider-electric.com/s/w2vxpbrk3htgfz35tm>
Add a Smartlink IP gateway
1 share

Water CANNON Lee JONES and 14 more like this.
View 3 more replies

Question 1234567
Hi @users. Good point. We have been training Building on Smartlink for a couple of months now. I will take part in the next Smartlink technical webinar Wednesday, March 19th, 10h. (Continued)
March 13, 2014 at 2:54 PM 1 share
From the website: [Smartlink](#) and [Building](#) like this.

Other documents
Great. I visited some customers (Specifier & PnB) today in china. Great excitement from both customer side and internally with our marketing & sales colleagues. Let's keep to the schedule to reap the harvest out of this excitement...
March 13, 2014 at 11:40 PM 1 share

Announcements
Previous 1 of 1 Next
Need further access to the EDISON Technical Program ?
The access to the whole of the documentation related to our program is here. Feel free to contact [Spice Reference](#) or [Spice Reference](#) in case you need additional guidance.
EDISON Technical Program (documentation)
See Details »

Links (225)
Episode 2
March 13, 2014 at 5:11 PM
<http://online.schneider-electric.com/Global/corp...>
March 13, 2014 at 5:11 PM
<http://online.schneider-electric.com/Global/corp...>
March 13, 2014 at 5:05 PM
<http://online.schneider-electric.com/Global/corp...>
March 13, 2014 at 5:05 PM
<http://innovation.fr.schneider-electric.com/Global...>
March 13, 2014 at 4:53 PM

Files (148)

Spice

Spice helped to accelerate the deployment of the Communities@Work

100,000 employees can access

71,000 have logged in at least once

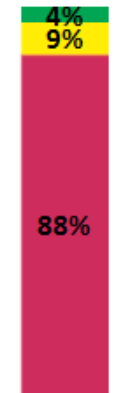
47,000 are Collaborators

Collaborators are users who have shown some activity in Spice - Posted, liked, voted or even logged in.

Collaborators are classified as

- **Originators**, who initiate conversations by making the first post
- **Augmenters**, who respond (reply, like or vote) to a post/ poll but have not started conversations
- **Readers**, who log in to read posts but have not contributed themselves

■ % **Originators**
■ % **Augmenters**
■ % **Readers**



6000 subjects (groups of discussion)

40% are actives



Active subjects are those that have shown some activity (posts, likes or votes).

Example of usage by communities

Sara El-Fandi

Posted to: **Solution Purchaser Community** and **1 more** March 29, 2013 at 18:28

Solution Purchaser Community: News of week 12 & 13 News about: 1. Next "à la carte Webex" 2. Next referent for Abriba e-sourcing tool 3. Finalized STARS commodities for Solution Market (SO) 4. New release of OTTO S&S tool Have a nice week-end

👍 | 🔄 | More ▾

Oliver Tschötschel, Sophie GRUBER and **3 more** 👍 this.

Add a comment

News of the week

Subhish BCN

Posted to: **Execution Centre Community** **Network of Excellence (NoE) Spice** and **5 more** January 23, 2013 at 17:00

We are trying to develop and standardise our solutions for Mobile Grid (National Grid) company in Saudi Arabia, in view of high volatility standard (... Continued)

👍 | 🔄 | More ▾

Oliver Tschötschel, Philippe DEBARTHELE and **4 more** 👍 this.

Show all 26 replies

Subhish BCN Dear Colleagues, Thanks a lot for your interest. Dear Nicolas, The file you posted was very interesting. Do you have a vendor locally?

March 12, 2013 at 17:21 | 👍

Nicolas Tschötschel Hi Subhish, need to get in touch with our people in Brisbane

March 19, 2013 at 11:00 | 👍

Solutions

Subhish BCN

Solution Purchaser Community

Andre TRUONG-VINH-TONG












Philippe DEBARTHELE

Mutual help

Robert Wuhl

Posted to: **Agile Community** and **1 more** March 26, 2013 at 22:29

What are the biggest impediments that you face in the your agile adoption?

- ☐ Don't have sufficient skilled team members to form cross-functional team 
- ☐ Lack of coaching/mentoring   
- ☐ Reward structure prevents team collaboration   
- ☐ Existing (waterfall) project management processes & habits   
- ☐ Agile is being imposed without team buy-in 




Poll to drive adoption

Philippe DEBARTHELE

Posted to: **Network of Excellence (NoE) Spice** **Execution Centre Community** and **3 more** March 19, 2013 at 20:19

Execution center Webex #7- slot 1 - 9am CET Agenda: Community News + StruxureLabs develop EcoStruxure Reference Architectures by Customer Segment, Technical documents delivered, practical aspects of (... Continued)

Apr 15 You have not responded yet RSVP
April 15, 2013 at 10:00
Event Duration: 01 hours and 00 minutes

Call for webinars



Show me the Value

Value of the communities

How do we measure it?

ROE* instead of ROI



ROE*: return on engagement

NPS**: net promoter score

3. Efficiency

- Success stories with benefits
- The value realized

2. Engagement /satisfaction

- Community NPS**
- Voice of the members – Active community



1. Adoption and participation

- Platform measurements (Spice)
- Number of attendees at events



Healthcare Solutions Community

▪ Instrumental in winning the South Australia Health & Medicine Research Institute

« Schneider International Network is obviously a huge advantage to SAHMRI, in terms of enabling us to bring on board the very best development from around the world »

Prof. Steve Wesselingh, Executive Director, SAHMRI

- How did we win a world-class medical research institute project?.
- According to SAHMRI “the successful bidder shall:

- **Access global knowledge and best practices**
- *Be a local organisation, supporting South Australian economy & community*
- *Deploy cutting edge technology, actively promote innovation and creativity*
- *Be prepared to support*

“We could not have the healthcare segment value to the customer without the community. Tacit knowledge is the most valuable knowledge; it enables us to make differentiating solutions, shared by KAM and solution architects.”

Michael Sullivan, Healthcare Solutions Community Sponsor

Verbatim of C@W Sponsors in 2014

The *best performers* in our H2I business are the most *active community members*.
The community helped *resolving problems* *customers* encountered after a sale.
Sponsor of Human Intelligent Interface Community

The communication and sharing certainly assisted the entire community to *drive improvements* in Quality and Service, Efficiency and Productivity, Inventory, and Safety.
Sponsor of =S= Production System Community

Help growing *cross-selling*, all countries, all market segments
Sponsor of Secure Power Systems Community

Increase *time-to-market* and *product quality*
Sponsor of CAD Design Methods & Tools Community

Reduce the *non-invented-here* syndrome.
Sponsor for ZigBee Community



Key Success Factors

Key Success Factors

- ExCom Sponsorship => legitimacy
- Company program => visibility
- Framework Communities@Work => deployment model
- Social collaboration platform => augmented interactions
- Business value => rationale to dedicate time





Q&A