

Diversey gets collaboration, communication and sustainability boost from Google Apps for Business



At a Glance

What they wanted to do

- Provide email, document sharing and other communications and collaborations tools without building out in-house infrastructure

What they did

- Selected Google Apps for Business for its cloud-based model, range of collaborative features and its ability to reduce the company's data center carbon footprint

What they accomplished

- Established a scalable, inexpensive IT infrastructure
 - Improved communication and collaboration among global employees and customers
 - Eliminated in-house email servers and storage, pursuing the company's vision of a highly sustainable computing environment.
-

Organization

Diversey, Inc. is a leading global provider of commercial cleaning, sanitation and hygiene solutions. The Fortune 1,000 company is based in Sturtevant, Wis., and has 10,200 employees in more than 75 locations worldwide. Industries such as food service, lodging, food and beverage, building service contractors, retail and health care rely on Diversey's innovation to provide a clean, safe environment for their employees and clients worldwide. Diversey also has a deep commitment to sustainability. In 2007 Diversey became a member of Climate Savers, the World Wildlife Fund's greenhouse gas-reduction program.

Diversey's roots date back to 1886, with the founding of S.C. Johnson, which was then a parquet flooring company in Racine, Wis. Over the past 14 years, Diversey completed a series of spin-offs, mergers and acquisitions to grow into a \$3.1 billion global business.

Challenge

As a result of its wide-ranging legacy that spanned many businesses and technologies, Diversey had to address many communication and collaboration challenges. Email communication was difficult, as IT had to support two different systems for employees: IBM Lotus Notes and Microsoft Outlook. Keeping both systems running apace was costly and took a hefty chunk of time from the company's seven dedicated IT consultants.

"Google Apps has enabled the company to reduce operating costs by approximately \$350,000 annually and improve end-user productivity by as much as 5 percent."

—Sarah Alt, Senior Director for Global Information Technology Operations

The IT group also had difficulty finding a Web client for the systems that support the company's remote workers, who make up more than 50 percent of Diversey's total workforce. The company had a VPN client, but it didn't work in every country because not everyone used a Diversey-owned computer. Those without the VPN client had to use personal email to share critical information, such as sales orders, which sometimes led to fulfillment delays and errors.

In addition, having data sprawled across separate silos and on user laptops made it impossible for IT to enforce data retention policies or guarantee disaster recovery – two key demands from corporate executives.

Collaboration was an equal hardship, as users were unable to share documents in an easy and timely fashion. This issue became apparent when Diversey's then-CEO traveled from country to country to observe various innovations in action and in development. He discovered redundancies in these efforts, with different global teams working on nearly identical innovations without each other's knowledge. This insight led to an improvement workflow processes and collaboration across country borders so employees wouldn't waste time and money duplicating efforts or presenting similar ideas to international customers.

While evaluating the company's environmental profile, Diversey leaders learned that maintaining two email systems – including servers, a sizable amount of storage (4 terabytes for IBM Lotus Notes alone) and redundant equipment at a disaster recovery site - generated substantial carbon waste. This infrastructure impeded the company's goal to reduce its carbon emissions by 25 percent by 2013, using its 2003 baseline.

Solution

In 2009, Diversey began using Google Apps for email, calendars, online collaboration and document sharing. "Google meets our needs for a system that incorporates disaster recovery and supports data retention policies," notes Sarah Alt, Senior Director for Global Information Technology Operations at Diversey.

Google Apps' cloud-based system empowers IT to offer international employees – who speak more than 30 languages within more than 75 countries – the ability to work off of the same page. Employee access to a common, browser-based email, calendar, chat and video platform now supports the creation, sharing and storage of documents, spreadsheets, presentations, images and other file types, and reduces the company's data center carbon footprint.

"Google Apps has enabled Diversey to say with confidence that we are able to act upon data retention policies... and shrink disaster recovery times, which were in the neighborhood of three weeks to three months," Alt says.

Using Google Apps, the company is reducing operating costs by approximately \$350,000 annually and improving end-user productivity by as much as 5 percent. Diversey has also decreased its total IT costs by 0.5 percent. "Our mean time to collaboration is down to seconds or minutes – whatever time it takes them to open up a Google Doc," Alt adds.

Benefits

Diversey places great importance on employees' ability to communicate with customers and each other. To get started, the IT team established a secure Diversey environment where authorized users with a Diversey email address can communicate with one another over a ubiquitous, user-friendly Web-based platform. Even users in regions that don't have a lot of infrastructure can use an Internet café, hotel kiosk or home computer to securely and quickly transmit and receive information. This has improved real-time access to critical corporate data and reduced paperwork errors, according to Alt.

About Google Apps

Google Apps offers simple, effective and powerful communication and collaboration tools for enterprises of any size – all hosted by Google to streamline setup, minimize maintenance, and reduce IT costs. With Gmail, Google Calendar, and integrated chat, users can stay connected and work together with ease, even in private domains. And, using Google Docs, which includes word processing, spreadsheet, and presentation tools, they can share files and collaborate in real-time, keeping versions organized and available wherever and whenever users work. Google Sites, Google Groups, and Google Video add further capabilities for Web publishing, secure sharing, and video storage and access.

For more information visit
www.google.com/a

“Google Apps surpassed our expectations by allowing IT to eliminate 10 servers and its archives from the data center, which reduced our carbon footprint by 73 metric tons of carbon dioxide per year.”

—Kiran Vedak, Senior Director and Chief Technologist

Also, IT no longer has to worry about upgrades, licensing, supporting internal email systems, or managing a disaster recovery system. With all messages centrally stored and managed, the IT team can apply data retention policies in line with governance, compliance and discovery requirements. “As a result, we’ve eliminated the need to invest in an e-Discovery tool, which was expected to cost over \$1 million. Effective spam filtering through Google Message Security has blocked over 97 percent of unwanted inbound email before it reaches our network, causing a significant increase in bandwidth,” explains Kiran Vedak, Diversey’s Senior Director and Chief Technologist.

Google Docs also enhances collaboration among Diversey associates, as users can create documents and then store them in a central location. Authorized users can share their calendars and solicit feedback on documents.

Although the IT team didn’t officially announce the availability of Google Sites, Diversey’s CEO championed the use of the Web-based tool after his experience watching the difficulties getting international teams to collaborate. He insisted that the stakeholders in the company’s top 13 global strategic accounts, including research and development and sales, post pertinent materials about their contracts and solutions on Google Sites so they could brainstorm ways of creating, improving and selling new products to its global customers. According to Alt, having this online hub improves collaboration tremendously, saves the time and money wasted on duplicate efforts, and helps present a united corporate face to customers. “With Google Apps, our decision-making has improved throughout the business,” she says.

Google Apps also has been instrumental in meeting the company’s goal of sustainability. “Google Apps surpassed our expectations by allowing IT to eliminate 10 servers and its archives from the data center, thereby reducing our carbon footprint by 73 metric tons of carbon dioxide per year,” says Vedak. Also, as the company grows, it won’t have to add infrastructure to either the main data center or the disaster recovery site.

Diversey was also able to reassign the seven full-time consultants who were maintaining in-house email systems to supporting the entire SaaS portfolio, including Google Apps and the CRM tool. Alt believes this is a far more strategic use of those resources, noting that IT has been liberated by a tremendous organic growth in internal Google Apps usage. “We’ve gone from dealing with routine Lotus Notes and Exchange ‘how-to’ calls to working on projects that add value to the business overall,” she adds.

