

# Atea Case Study

Socialcast helps support bold new business targets and connect 6,500 employees across the Nordic region



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— Henrik Arndt, CIO, Atea

## AT A GLANCE

### Industry

Distributor/IT infrastructure services

### Corporate Headquarters

Oslo, Norway

### Employees

Approximately 6,500

### Socialcast Users

6,500

### Website

[www.atea.com](http://www.atea.com)

## ATEA

Atea is the leading Nordic and Baltic supplier of IT infrastructure with approximately 6,500 employees. Atea is present in 82 cities in Norway, Sweden, Denmark, Finland, Lithuania, Latvia and Estonia. Atea delivers IT products from leading vendors and assists its customers with specialist competencies within IT infrastructure services. Atea had revenue of approximately NOK 21 billion (USD 3 billion) in 2012 and is listed on Oslo Stock Exchange.

## IN BRIEF

### Business Challenge

To support the rapid growth of the company spread across 82 locations. To move from a decentralised to centralised business model. To find a tool that could easily connect all 6,500 employees.

### Socialcast Solution

By using Socialcast, a social network for businesses, Atea’s employees will be able to connect, learn and better leverage the power of their 6,500 employees spread across seven countries.

### Business Impact

Employees are able to connect, share, and learn more easily across geographies and time zones. Atea can now leverage the expertise and skills of all 6,500 employees, and communications are improved and faster.

## Business Challenge



Nordic distributor Atea, headquartered in Oslo, Norway, has expanded very rapidly over recent years. Their policy, until now, has always been to let each country manage their own business within a standard strategic framework. This has enabled each country to successfully develop and grow, which has been beneficial for achieving the best possible results in each country. After a tremendously successful journey, the company has now grown into a large business with a revenue of approximately NOK 21 billion in 2012 and 6,500 employees spread across seven countries. Atea realised that they now needed a new strategy.

“As we decided on a new business strategy to take us forwards, we also realized that the time had come to start working as one big company,” says Henrik Arndt, CIO, Atea. “Our goals for the next few years are set very high, and we will not be able to reach them unless we start supporting each other across borders and units.”

Their new strategy states that “By 2015, Atea will have a turnover of 30 billion NOK and a profit of 1,8 billion NOK”. To make this possible, the Atea management team realized the need to utilize each person’s skills and leverage this power across the whole of the organization.

“We identified the need for employees to reach out, talk to and learn from colleagues, regardless of where they are. A project manager in Norway may need key information that a support person in Denmark can provide expertise on, but with the current environment it is difficult for people to connect. What we needed was some kind of social communication tool to help people easily connect, enabling us to leverage all of the power in our organisation” says Henrik Arndt.



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— Henrik Arndt, CIO, Atea

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## Socialcast Solution



Atea chose Socialcast to support the company’s aggressive growth plans over the next few years. Using Socialcast, Atea’s employees will be able to connect, learn and better leverage the power of all of their employees spread across seven countries. The implementation started in March 2012 and was completed by June 2012.

Atea started the implementation in March 2012 and have now, using very little internal resources, introduced the Socialcast platform in all countries. All 6,500 employees can now use Socialcast and initial response has been positive according to Henrik Arndt:

“This is a completely different type of environment compared to the intranets which companies have been struggling with over the last couple of decades. Socialcast taps into peoples’ natural curiosity and need to communicate in a plain yet powerful way.”

“During the implementation we have had excellent support from the Socialcast team. Using best practice from a large number of implementations meant that we could avoid any pitfalls in the process. Also, the local support from VMware in the UK and Nordics has been very much appreciated,” says Henrik Arndt.

## Business Impact



The implementation of Socialcast has made it possible for Atea’s over 6,500 employees to reach out and share information and knowledge across borders. In all seven countries where Atea is present, there are many specialists working within many different areas. Before the implementation of Socialcast, a specialist in Denmark might not even be aware that a key competence required to solve a customer issue was residing in Finland. Today, it’s as simple as creating a special interest group where people can join and share information. At present, just below 250 special interest groups have been created in Socialcast.

Apart from knowledge sharing, Socialcast has become an important tool for both management-to-employee and employee-to-employee communications. Socialcast is quicker and faster than email and intranets, since it’s possible to create a dialogue and discuss topics rather than pushing information out. The fact that the tool is mobile too means that employees can interact on the go.

## Future Plans



Since Socialcast has been such a success internally, Atea has now started to elaborate on the idea of making the tool semi-open, for instance creating groups for CIO’s or user groups for specific solutions.



**VMware, Inc.** 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 [www.vmware.com](http://www.vmware.com)

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