mangoapps®

Enabling a Faster, More Efficient Team

www.mangoapps.com

COMPANY:
Pinion

HEADQUARTERS:
Loveland, CO

USERS:
700

OVERVIEW:
Pinion is a top 100 accounting firm and the nation's leading food and agriculture consulting firm. They deliver value and growth for their clients through comprehensive strategy and advisory in areas such as succession planning, tax consulting, sustainability, federal affairs, and land conservation, among others.

Replacing an Outdated Intranet

Pinion, formerly known as K·Coe Isom, is a top 100 accounting firm specializing in the food and agriculture industry, with about 450 employees spread all over the US. The company has been around since 1932, and like many companies that have been around that long, they built their own home-grown intranet solution in the early aughts.

"Over 15 years ago, we had a really forward-looking IT team that built an intranet," says Debra Helwig, Internal Communications Director. "But it was all hard-coded. Nobody could change the content except the IT department. It was great in concept but horrible in execution, because items would go out of date quickly and people had a hard time getting accurate information."

In early 2019, the firm began an extensive search for a new solution that would allow them to take a more modern approach to internal communication and knowledge management.

Debra and her team demoed 14 different intranet platforms—every provider they could find—and in the end chose MangoApps as a result of the platform's flexible design and the MangoApps team's focus on customer service.

"No other platform we looked at couldn't achieve the visual style we wanted," says Helwig. "With MangoApps, we were able to create something beautiful and elegant that can serve as a knowledge management platform for our entire firm."

"With MangoApps, we have an indisputable firmwide record of what initiatives we're engaged in and when they take place.

This is helpful not just to hold us accountable in the moment, but also to create an archive that demonstrates long-term how well we are remaining accountable to our mission and vision."

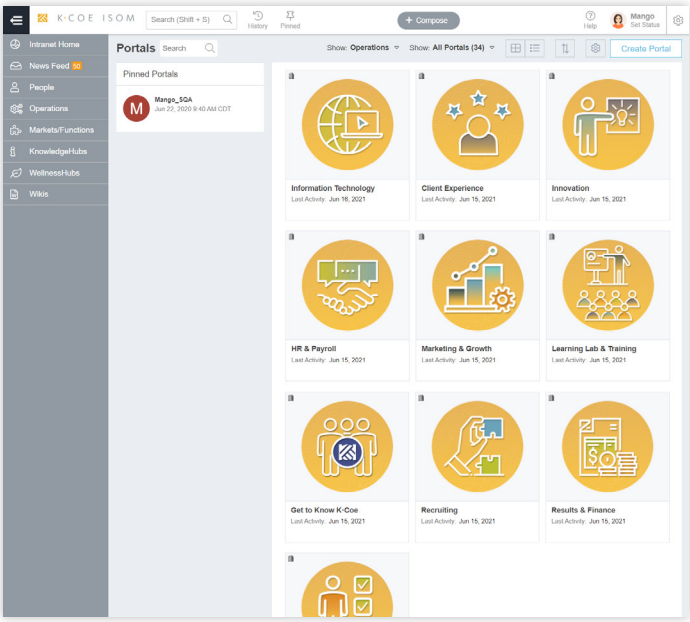
-Debra Helwig,
Internal Communications Director

By using MangoApps, Pinion was able to eliminate their old intranet and an expensive Knowledge Management platform. These two tool eliminations, adding up to ~$50,000 in annual savings, represent only a small sliver of the value their team gets out of MangoApps.

Designed For Focus and Efficiency

Helwig and her team immediately began building out a heavily customized deployment of MangoApps, with help from our product team.

"The customer service from the MangoApps team absolutely blows my mind every day," says Helwig. "They do good work, and they do it quickly. I don't care how great a platform is, it's going to break, or I'm going to make a mistake and break it. So to know I've got a support team that's going to respond quickly and professionally makes a difference. We always get help when we need help."



Helwig and her team put a lot of thought into setting up the platform for maximum efficiency and value. The Pinion intranet is separated into layers: one set of portals for internal operational areas, one set for markets and functions, and one set for knowledge management. The design force-subscribes users to some types of information and allows them to choose how and when to be notified about others. This approach allows employees to get a focused experience, where crucial operational updates are front and center, and other content is consumed at will.

Prior to the launch with MangoApps, most important information was going out to Pinion employees by email, where it's almost impossible to achieve this level of focus and organization.

"Having tons of emails creates a lot of noise," says Shannon Eaton, Operations Specialist for Internal Communications, "When people come to MangoApps, they can check out knowledge that they're interested in on their own time. It's nice to have everything separated. If operations is something you need to know right away, you're going to read that first, and then maybe the wellness hub is something that can wait."

Agility in The Face of COVID-19

Pinion's communications strategy shift shift really came to a head when the world shut down for COVID-19. The firm had gone live with MangoApps in mid-January 2020 - only 5 weeks before offices started closing for COVID-19. The intranet proved to be essential as they scrambled to roll with the punches of uncertainty and sudden changes.

In a span of only 14 days, they went from posting their first message encouraging everyone to wash their hands to sending the entire organization home. They scrambled to write new HR policies, a whole array of content around installing computer equipment at home, resources for parents working around their kids' schedules, and much more.

"Because we had MangoApps," says Helwig, "we had a place to put all the critical information our employees needed. As a huge plus, it was available outside of our server environment, over the internet, on a cellphone."

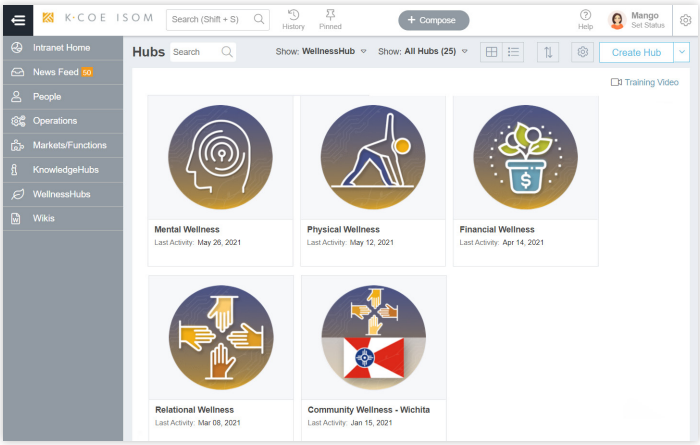
That accessibility of information was key to easing the transition into remote work for their employees, many of whom had never worked remotely before. Outside of internal resources, though, MangoApps also helped their organization respond to the external changes brought about by COVID.

As an accounting firm, Pinion had to stay on top of the changing regulatory and financial landscape for their clients. For example, when Paycheck Protection Program legislation—a loan program designed to encourage small businesses to keep people on their payroll—was signed in the US, Pinion's team was able to establish an internal portal on the intranet

to share vital information. Because the team was able to quickly get in sync, they were able to run a webinar on the topic within 24 hours, ensuring that their clients were in the know.

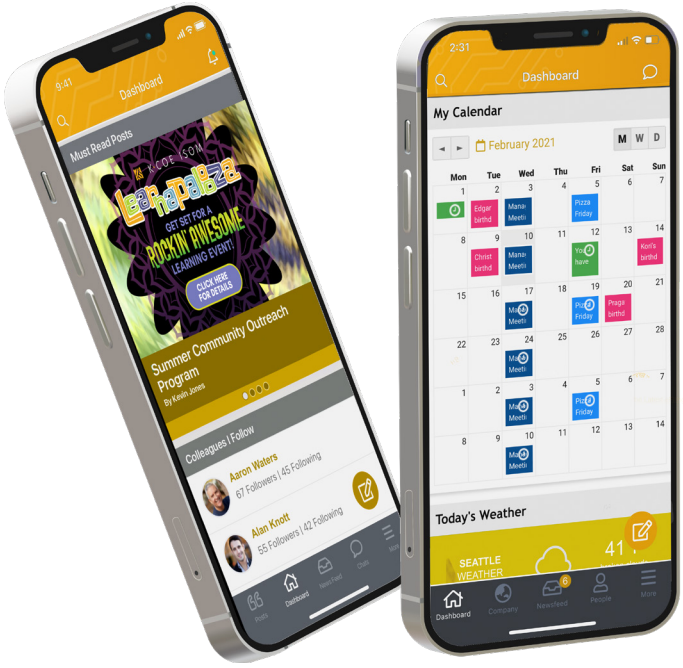
Helwig attributes the success of this quick response to the agility their team was offered by MangoApps.

"The ability to put a file out there and then upload a new version without having to go back and re-email everybody was crucial," she says. "Our data sharing over the intranet became a raw, real, and live thing. We were changing stuff constantly. 10 minutes could make a difference."



Embracing Self-Service Content

Another big priority for Pinion was to enable people in the firm to find information for themselves rather than having to ask round. Anyone who has worked in an office has likely experienced the frustration of having to answer a barrage of similar questions day in and day out, due to the lack of a strong knowledge management strategy.
Pinion was no stranger to this problem, and it was top of mind when they launched MangoApps. By applying the projects feature of the MangoApps platform, they are able to create logical repositories of information, where the latest version of a file is the only one available. Colleagues can always be confident they are getting the most up-to-date information.



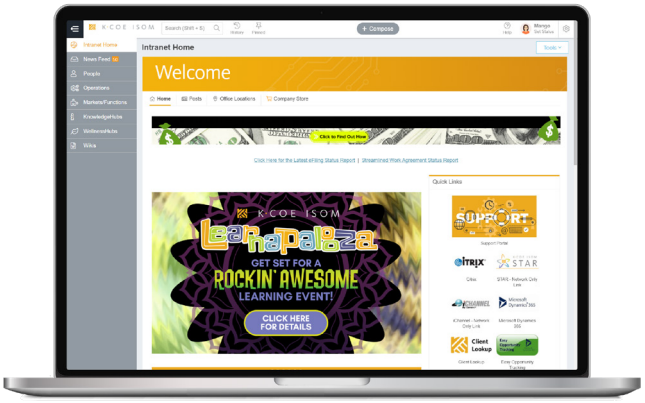
For example, each market and function portal has a resource library maintained by the marketing department, which contains every relevant piece of marketing collateral for that vertical of the business. No one ever has to call marketing, or a team leader, to say "Do you have a brochure?" Everyone knows that the most up-to-date information is available and where to find it.

Everything Under One Roof

Alongside the resource libraries, Pinion made use of our quick links and directory features, creating a one-stop shop for employees. "People can use MangoApps as their jumping-off point to get to all the tools they need to do their job," adds Helwig. "Making that functionality central to the design of our intranet was very deliberate, and it has worked remarkably well."

Their team also places huge value on having an up-to-date, interactive employee directory. Nestled within their new intranet, their employees have fully fleshed out profiles where you can see their picture, full contact data, telecommuting status, reporting relationships, their expertise, and even some personality.

"I think having something that's graphical, where you can see your colleagues' faces in pictures and connect to things visually makes a difference," says Helwig, "Having a robust people directory helps create efficiency in getting work done, and it's also helpful in maintaining culture."



Preserving Institutional Knowledge

A major challenge for any organization that does internal communication by email is the lack of a searchable repository of historical information. It's hard enough to search through your own email inbox, but if you weren't on copy for something, it might as well not have happened. You have no way to even know what has been discussed.

"I'm ruthlessly getting rid of firm-wide email, and driving traffic to the intranet," says Helwig. "Firmwide email isn't searchable. If I don't read something, or don't see it, or let it get a hundred down in my inbox, or hit the delete button by accident, there's no institutional memory. With MangoApps, we know what we did, and when we did it. We know where to find the answer if we're not sure what we said. This creates an archive and holds us to what we said we were going to do, which is fantastic."

Treating Employees Like Customers

Ultimately, Pinion is focused on delivering a strong user experience for employees. "This world thinks in video and photo," says Helwig. "Employees are looking for a public company consumer graphical experience in a corporate intranet now."

The true power of a modern intranet is the ability to create a familiar, modern interface that your employees can navigate comfortably. At MangoApps, that idea is front and center, which is why our platform has deep flexibility in its design and layout.

Pinion made full use of those capabilities, and they're already seeing results. They feel that the best measure of their intranet's success is seeing their colleagues make regular use of it.

"People find it easy to use," says Eaton. "They're a little timid at first to use the newsfeed, but after the first try, they see how easy it is, and they keep coming back and adding more. Most people that are active in MangoApps go to the newsfeed every day. We're training them to check their unread items daily, so they can be up to date on everything."

> *"Our team members now use MangoApps as the jumping-off point to get to all the tools they need to do their jobs. Our decision to set up our intranet with that functionality in mind was very deliberate, and our setup has worked remarkably well."*
>
> *- Debra Helwig, Internal Communications Director*

Other Resources

Superdrug Case Study

Kelly-Moore Paints Case Study

Andrews Distributing Case Study

Mango Intranet Data Sheet

Mango Intranet Use Case

Digital Workplace Platform for The Modern Workplace Whitepaper

TRANSFORM HOW YOUR COMPANY COLLABORATES, COMMUNICATES, & GETS WORK DONE.

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sales@mangoapps.com | mangoapps.com

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