



Promoting Learning and Information Sharing Through Collaboration



YPF

Buenos Aires, Argentina
www.ypf.com (Spanish)

Industry

Oil and gas

Products and Services

Fuels, petrochemical products, and lubricants

Employees

21,000

SAP® Solutions

SAP® Jam™ collaboration platform and SAP SuccessFactors® solutions

Engaged in the exploration and production of hydrocarbons and the refining and distribution of chemical and petrochemical products, YPF is Argentina’s main investor and employer. Also a leader in the exploration of unconventional energy resources, YPF turned to the SAP Jam collaboration platform to give its key business resources – its employees – more power in maintaining the skills and knowledge needed to work better every day.

Before: Challenges and Opportunities

- Provide integrated, multichannel communication, collaboration, and knowledge management
- Unify and simplify access to management, training, and collaboration tools
- Facilitate access to company news and contents
- Customize user content to role, responsibility, and region
- Foster efficiency and participation in communication and collaboration

Why SAP

- Ongoing platform evolution and innovation, and integration with existing SAP SuccessFactors solutions
- Commitment to change management and communications
- Development of the “Y-NET” concept for blending the intranet with SAP SuccessFactors solutions and the enterprise social network

After: Value-Driven Results

- Faster professional development and identification of talent and opinion leaders
- Better dissemination of knowledge thanks to integrated knowledge sources and integrated, networked communication channels
- Ability to exchange best business practices for better alignment of business objectives with work teams

“With SAP Jam, we managed to **integrate collaboration, information-sharing, and training capabilities** on a single platform – all with security, access control, and innovation.”

Alejandro Bonsignore, Systems Strategy Manager, YPF

12,700

Connected users interacting

2x

Growth of collaborative contributions month over month

15

Communities active on SAP Jam

45

Company news articles published on SAP Jam

32

Company news items published by the network’s new alternative channel