



KATHMANDU

Efficient communication with Greenorbit



"GreenOrbit helped improve the overall operational efficiency of the company in readiness for ongoing growth and success."

INDUSTRY

Retail Trade

USERS

2000+

FOCUS

- Online forms
- Communications
- Information management

Kathmandu provides quality outdoor clothing and equipment for travel and adventure through stores across New Zealand, Australia and the United Kingdom. From humble beginnings in the back room of a one bedroom flat, Kathmandu has grown to be one of the largest and most recognizable retail chains of its kind, with over 2000 employees in 167 stores and counting.

Located in Christchurch New Zealand, Kathmandu's head office faces the challenge of communicating efficiently and consistently to a dispersed and rapidly-expanding network of retail stores. They enlisted GreenOrbit (formerly Intranet DASHBOARD) to create an intranet that would not only address these challenges, but also improve the overall operational efficiency of the company in readiness for ongoing growth and success.



CHALLENGE

Communications Challenge

Consistency, replication, and compliance are key elements of a successful retail business. The effective management of information and communication plays a critical role in creating operational efficiencies that ensure best practice and speed to market. Kathmandu previously had no intranet or central communications system in place, instead relying on the humble fax machine as their primary method of communicating with their extensive retail network.

Information was exchanged via fax and phone in an ad hoc fashion. Up to 20 faxes were sent out to stores per day, and there was no way of confirming receipt or managing expectations other than contacting each outlet individually.

"Some stores would be working with the most up to date version of a document or form, and some would be using a non-current version, simply because it was the only one they could find," said Kathmandu's CIO.

All Sales and Marketing activities including rolling out a new store, launching a new range — even recalling a faulty product — are based on well established processes and supported by documentation.

Accessing this information in a timely fashion is integral to operational efficiency; without it, everyday duties become a burden on the business, limiting productivity and frustrating employees. With new stores opening every few months, Kathmandu was finding it challenging to properly support their burgeoning retail network.

"I don't know how we ever lived without GreenOrbit."

The Business Case

In order to combat these inefficiencies Kathmandu needed to communicate more effectively with their retail stores. It became clear that Kathmandu drastically needed an integrated intranet solution. They set about defining their requirements and objectives via a formal business case document. In parallel to preparing the intranet requirements, Kathmandu set out to improve their communications process and practice.

The first step was to define a communications policy that would manage and control both the flow and content of all communication. Their initial strategy was to channel all communication through a single point and distribute it via a 'Daily Comms' sheet that would be sent via fax at a regular time each day. Even though this was an improvement, the volume of communication was still causing an issue, tying up faxes for hours. Even on days where no communication was required, a fax would need to be sent to inform stores that no 'Daily Comms' update would be sent out.

A key driver for the Kathmandu intranet was the need to improve the overall efficiency of their business critical processes — all predominantly task-based. Prior to the intranet, there was no common method of centrally managing processes and tasks. They needed a system that would not only enable the mapping of processes and tasks, but that also had the ability to report on and measure employee compliance.

Another key business objective for Kathmandu centered on improving the overall standard of marketing and sales knowledge throughout the company using the intranet. Kathmandu believed that increasing knowledge amongst the retail stores would positively impact on marketing and sales performance.

Establishing a central repository of information to facilitate access and sharing of collateral such as sales and marketing plans and visual merchandising instructions would fundamentally improve the execution of sales and marketing activities, and as such, became a top priority for the project.

Kathmandu needed an intranet in place immediately; they were growing rapidly and constantly being challenged by the restrictions of a being a 'paper-based' business. Kathmandu wanted an intranet solution that would be easily and quickly deployed and could be supported internally without the ongoing need of experts to ensure its success.

"Having never had an intranet before, GreenOrbit took the guess work out of developing a new intranet system from the ground up."



Why GreenOrbit?

Kathmandu's CIO was impressed by the ease of deployment of GreenOrbit, "I downloaded the Free 30 Day Trial, sat for an afternoon and built a test intranet with no problem at all."

GreenOrbit stood out against other competitors, including bespoke solutions created in SharePoint, for several reasons. With everything built in, GreenOrbit offered substantial cost savings, both initially considering its lower price point, and also in the long term as it did not require any dedicated IT resources — a substantial extra cost Kathmandu were not willing to incur.

"It became clear that GreenOrbit was going to come with a reasonably low overhead and that it was going to make a big impact on the business quickly." said Kathmandu's CIO.

The completeness of GreenOrbit as an intranet solution also suited their needs for rapid deployment and minimal development. Created specifically to build and manage an intranet, GreenOrbit represented a holistic, ready-made solution. "Having never had an intranet before, GreenOrbit took the guess work out of developing a new intranet system from the ground up. From an implementation perspective it was certainly one of the easiest I've ever done." reported Intranet Project Manager.

With everything they needed built in, GreenOrbit struck a chord with Kathmandu immediately. They could see how they would be able to achieve operational efficiencies quickly and easily. During the product assessment period, Kathmandu was able to design and create a process and task-based management system using GreenOrbit's Online Forms.

Upon implementation, all processes and associated tasks were mapped, forms created, and compliance managed by GreenOrbit's Statistics Reporter. Store Managers for example, submit their daily sales reports via an online form quickly and easily. Head Office then uses 'Exception Reporting' principles and the GreenOrbit Statistics Reporter to identify and manage reporting.

"Kathmandu was confident in their choice of GreenOrbit knowing that they were now in safe hands, not to mention good company — the product had already been tried, tested and approved by organizations such as Shell, Audi and Panasonic."

Where are they now?

Kathmandu's GreenOrbit intranet has now gone beyond the scope of their initial requirements, exceeding expectations to form an integral element of their business. After only two weeks working with their GreenOrbit intranet, a Regional Manager commented "I don't know how we ever lived without GreenOrbit."



Get Going

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About GreenOrbit

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