

## ELECTRONIC DOCUMENT MANAGEMENT

# With Jalios JCMS, Mobivia Group (formerly Norauto) moves into high gear and boosts its internal communication

Mobivia Group was looking for a unified solution not just to improve its institutional communication, but also to better capitalize and share the know-how of all its affiliate companies. It chose the collaborative platform developed by the software specialist Jalios in view of its very broad and integrated functional scope, its user-friendliness and its ease of configuration.



### Mobivia Groupe in brief

**Activity:** Mobivia Group has 40 years of experience in the auto equipment and maintenance business in France and worldwide. Today it groups six well-known companies – Norauto, Midas, Maxauto, Auto5, Carter-Cash, Synchro Distribution – and is developing new activities to support consumer mobility.

**Turnover (2009):** 1.3 billion euros (excluding franchises).

**Workforce:** 9,500 employees in 11 countries

### OBJECTIVES

Capitalize the Group's expertise, animate and develop its business culture, and boost efficiency by developing communication and collaboration across all Mobivia companies.

### CHOSEN SOLUTION

JCMS from the software specialist Jalios.

### THE CHALLENGE

Mobivia Group operates in 11 countries through 6 retail chains specialized in automobile equipment and maintenance. With the goal of stimulating communication and collaboration within its entities, the group decided to create a unified platform to rationalize institutional communication at group level and integrate the numerous Intranet portals already running in several countries.

*"We wanted to give the senior management a clear view of institutional information distribution and to incite the group's entities to create communities in collaborative spaces. The challenge was to capitalize on the company's know-how while improving the quality of the content produced and diversifying its sources. Another ambition was to increase efficiency by simplifying processes and finding new synergies between our teams,"* recalls Anne Roussel, Human Resources and Communication Manager in the IS Department.

### CHOICE OF A SOLUTION

The group wanted to find a single solution able to meet all communication, coordination and cooperation needs not already covered by the business information system, including documentary management, internal communication and communication with partners, project spaces and collaborative spaces. Given the particularly broad functional needs and the high expectations of future end-users, the IS Department engaged a consultant, Clever Age, to assess these needs, then select the best available platforms and run pilot tests. It short-listed two potential vendors and examined the mock-ups they had prepared: Jalios JCMS and Liferay / Alfresco, a suite of open-source tools, including EDM and portals.

*"In the end we chose the Jalios platform for its ease of use, its broad functional cover, its integration and Jalios's willingness to provide close support during development of our application. We were also impressed by the extension possibilities of JCMS which readily accepts "plugins", including specific modules that we can develop ourselves,"* explains Anne Roussel.

➤ THE CXP VIEWPOINT

**Jalios JCMS: an adaptable platform for content management and business communication**



by Jenny de Montaigne, CXP analyst specialized in content and knowledge management and collaboration

Content management is now a mature industry. The basic functions are covered by a plethora of products with vast functional scope. However, Mobivia Group imposed a number of strong constraints that were discriminant in terms of the choice of tools and their supplier. These criteria reflect the company's structure comprising 20 to 30 entities spread across 9 European countries. All the Group's documentary bases had to be federated; its communication tools and information sharing systems had to be harmonized. It also faced cultural challenges, such as the intensive use of poorly controlled communications channels (messaging, local intranets, etc.).

To satisfy the needs of this European group, the software product sought had to have a number of "advanced" characteristics. The *Jalio JCMS* solution is positioned not just an EDM application but as a genuine platform able to convey Mobivia's corporate vision by means of a portal, notably one able to federate local initiatives (Intranets, CMS, etc.).

A second requirement was the ability to manage large volumes of information and adapt to evolutions of end-users and their documentary bases – which include structured documents generated by management applications, non-structured office-type documents, and multimedia content (in newsletters, for example) – not forgetting informal information exchanged via social media which the Group wished to develop. *Jalio JCMS* provides all the required functions, plus proven robustness and scalability.

*JCMS* also has other important advantages. It is well suited to Mobivia's enterprise culture based on continual interactions; its content management platform can interface with business applications in a manner transparent to end-users (and it can assimilate later software upgrades).

Finally, another factor in favor of *JCMS* was Jalios' commitment to provide support during the deployment, ensuring the transfer of skills necessary to allow Mobivia to operate its new platform autonomously.

PROJECT ROLLOUT

Launched in January 2009, the project was conducted in-house in order to acquire as fast as possible all the skills needed to operate this relatively flexible platform.

*"Our idea was to capitalize on the existing portals operating in our business units, exploiting them more effectively and facilitating information sharing: structured, non-structured and multi-format publications classified by subjects or keywords; creation of forms, alert pop-ups, and so on. We also wanted to ensure the global coherence of all our content and all the services that could be developed with the new tool by creating common bases. This approach made it easy for each entity to deploy its own exchange spaces later,"* says Anne Roussel. The first developments started in April 2009 with the creation of a portal dedicated to sustainable development issues. *"In less than one year we launched six projects in France and Spain, and new requests continue to flood in. If the needs are clearly expressed and well specified, we can create a new portal very quickly. Our contributors are initially recruited mainly from Central Services, but later we intend to find them in all the group's entities."*

PRINCIPAL RESULTS

The results achieved after 18 months of operation are very positive. *"In Spain, the creation of a newsletter considerably improved the internal communication between Central Services and the auto centers. We have managed to eliminate 60% of the e-mails arriving in our outlets. We also have excellent feedback from the CarterCash and Maxauto portals that centralize information from our central purchasing units and provide links between our shops and services. Today, all the auto centers of these two brands and all the franchises have adopted the tool and consult it regularly before contacting headquarters. Moreover, administrators find it so easy to distribute information that the quantity of electronic and postal mail relating to Intranet content has been halved!"*

By the end of 2010, the group had launched a new portal in Spain to unite all the company's local documentation (a few thousand documents) and provide Web 2.0 type services both in France and Spain.

*"We want to offer all our business units a single point of access to all the documents in our EDM system – product and service documentation, innovations, good practices, etc. – and to distribute news and information online in a dynamic way that exploits photos, videos and flash animations,"* adds Anne Roussel.

Verbatim testimonies collected by **Christiène Brancier**