PÖTTINGER

Pöttinger Deploys Search-Driven Knowledge To Accelerate Staff Productivity And Engage Website Visitors

Snapshot:

- **Industry:** Manufacturing
- **Geography (HQ):** Grieskirchen, Austria
- **Users:** 1500+ employees (400+ primary & 1100 secondary)
- **Coveo Solution:** Advanced Enterprise Search
- **Content Sources Indexed:**

  Windows File Share ➞ MS Office & PDF documents
  Braintribe CSP ➞ Archived Lotus Notes email & SAP-linked documents
  Web ➞ Pöttinger website

Client

Pöttinger is a family-operated manufacturer of high quality agricultural implements for use in tillage, drilling and harvesting technologies, as well as farming technology services.

Founded in 1871 and based in Austria, Pöttinger has plants located in Austria, Germany and the Czech Republic, along with sales locations in 13 countries. The company employs more than 1,500 people and firmly believes that the collective knowledge of its global team, coupled with its keen focus on customer value, will drive the company's continued success.

Challenge

Though nearly 150 years old, Pöttinger continues to expand its business operations and grow its team. With manufacturing in Austria, Germany and the Czech Republic, sales and marketing operations in more than 50 countries around the world, and 1500+ staff and partners around the globe, making sure its teams have swift and efficient access to the company's diverse knowledge assets has always been a top priority. Unfortunately it was also a persistent challenge.

Part of this challenge was due to the broad diversity of knowledge assets Pöttinger created and managed. In the course of business, workers generated a continual stream of invoices, work protocols, contracts, product specifications,

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Business Objectives:

- Maximize use of existing corporate knowledge by staff
- Ensure majority of corporate archive is findable
- Reduce IT costs associated with information retrieval
- Enable better customer self-service on corporate website

research materials, marketing collateral, presentations, and compliance related documents. This content resided in many formats, including Microsoft Office documents, PDFs, scanned documents linked to SAP records and Lotus Notes Mail, and across various systems.

But workers struggled particularly when it came to finding content stored on the company's Windows File Share. At the time in 2007, the file share stored over 1 million documents, and though the company's IT team attempted to organize the drive into more manageable "collections" for each business unit, workers still struggled when it came to finding the documents they needed to do their jobs.

"Our IT team was getting 3-5 complaints each week, from users unable to find a particular document or file," said Dietmar Wallner, Systems Administrator & Project Manager at Pöttinger.

To better connect its employees with the knowledge they needed, Pöttinger required a high-performance search solution that could handle its diverse content, provide an intuitive user experience, and deliver enterprise-class security. "We wanted a hosted, web-based solution that could index our data quickly, and allow our employees to easily seek and find the information necessary to do their jobs more efficiently," said Wallner. "It was also important that this solution include security rights management capabilities, so that certain information could be accessed by those with the right permission." An intuitive user experience was also high on Pottinger's priorities, as it planned to replace the site search on its public website with this new search solution.

> **It is simple to deploy and manage from an administrator's viewpoint, and our employees have commented how easy it is to find what they need with Coveo's elegant user interface.**
>
> **Dietmar Wallner**, Systems Administrator & Project Manager, Pöttinger

And because the company also had longer-term plans to streamline its archiving procedures – with a goal of unifying the archiving of content from across their SAP-linked documents, File Share, and Notes Mail instances – managers wanted to deploy a search solution able to index content residing in archive repositories. Though Pöttinger had yet to decide on the specific archiving technology it would eventually adopt (they eventually decided to use Braintribe's CSP), IT management wanted to choose a unified search solution that would have no issue making this archived content easily searchable in the future.

Selection and Implementation

Pöttinger's project team began researching a variety of information access solutions from vendors including X1, IBM, Microsoft, FAST Search & Transfer, and Coveo. Throughout this research process, Pöttinger evaluated each vendor on several key criteria:

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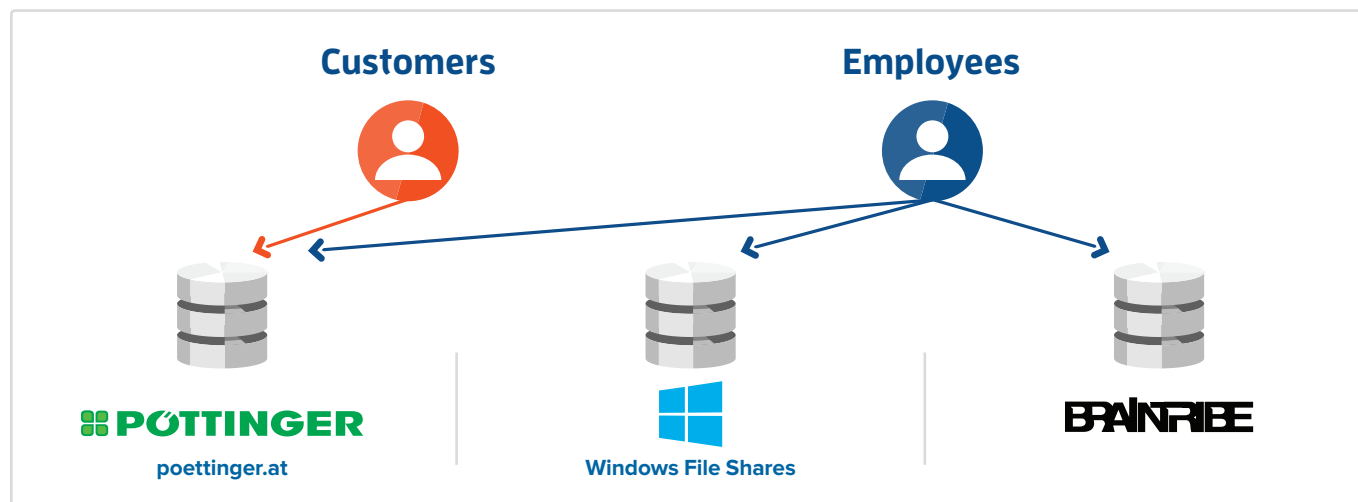Schiphol-Rijk, Netherlands
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Results at a Glance:

✔ Rapid adoption by end users, who now perform 2000+ searches/month

✔ IT department no longer fielding 3-5 user requests/week to locate specific content

✔ Vast majority of company's archived content findable for first time

✔ Single solution replaces multiple "search islands" and dramatically reduces administration costs

▶ **Relevant Results, Out of the Box:** Excellent "out of the box" relevance, coupled with the ability for administrators to easily precision-tune the relevance engine in the future

▶ **Ease of Deployment & Management:** Integrates easily with Pöttinger's existing architecture, and allows for cost-effective management by IT staff

▶ **Performance & Scalability:** Highly scalable in order to handle projected content volumes and user activity. as well as accommodate future initiatives the company was contemplating at the time, such as the unified archiving solution

▶ **Enterprise-Class Security:** Ability to honor, in real time, the user-, group-, and document-level permissions of all Pöttinger's content within its File Share

▶ **An Intuitive User Experience:** An easy-to-use and configure interface, to empower users and help promote adoption

After conducting a number of technical evaluations and end-user assessments, Pöttinger chose Coveo because it surpassed the alternatives **on all key criteria.**

Results

It only took 2 weeks for Coveo to be deployed in Pöttinger's production environment and made available to users via a browser-based UI and integrated desktop application. "Within half an hour, we had Coveo's solution indexing 10,000 documents and running smoothly," said Wallner. "Our full index only took a few days more. We found it very simple and fast to deploy, in contrast to the other vendors we tested."

Customers   **Employees**

PÖTTINGER
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Windows File Shares

BRAINTRIBE

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The impact was immediate. The week Coveo was introduced, Pöttinger's IT team reduced the number of user requests for content from 3-5 per week to 1 per month. "Users were attracted to Coveo because on day one it started delivering highly relevant results to their searches, and they did not have to change or learn anything to use it. And importantly, the interface gave them easy ways to filter and sort their results, which was a big plus," explained Wallner. "They like Coveo as it was easiest to them." Pöttinger's IT department integrated its own internal knowledge base (built atop Lotus Notes) into the Coveo solution after witnessing its immense value.

Empowering Web Visitors

A few months after its internal deployment, Pöttinger expanded its deployment to include its web server, providing visitors to its public website the same intuitive, unified search and knowledge access as their internal teams had. And because Coveo can be scoped with such precision, and honors in real time all the native permissions of source content, visitors to Pottinger's website were able to find and access only content and materials they had real-time permission to view. Once Coveo was deployed on the site, Pöttinger immediately noticed the positive impact. Time-on-site and number of conversions (i.e. lead captures) increased; customer calls requesting information declined significantly.

Unlocking the Archive

In 2010, Pöttinger deployed its unified archiving solution, and as part of that evaluation process the company's management team ensured that any archiving solution chosen would work seamlessly with Coveo. Braintribe CSP was ultimately chosen, and deployed to archive content from Pöttinger's file share, Notes Mail, SAP, and other business-critical systems. Braintribe transformed this diverse content into PDF/A format for archiving, and Coveo was configured to continually index this repository and all associated permissions. Soon, Pöttinger's global team was able to swiftly and securely search across the company's entire archive.

Today, Coveo makes 2.5+ million documents and 2.0+ million archived items easily findable and accessible for Pöttinger's global staff and web visitors.

"Using Coveo's technology has helped employees and customers filter the growing mass of data and find relevant information faster," Wallner shared. "Users are very happy, and if Coveo is down for more than a few minutes, which is rare, we get phone calls asking 'hey why is it not working?'"

Next Steps

Coveo is now an indispensable solution for Pöttinger, and the company intends to continue expanding its use within the organization. In 2014 the company released a newly designed website, and plans to reintegrate Coveo's solution into the site in the near term.

In fact, Pöttinger now aligns all future IT projects and initiatives to Coveo's capabilities and integration. "If we are considering a new project to integrate data and information or set up new processes, IT reviews its ease of integration with Coveo to best leverage our investment," added Wallner. It's become an essential tool."

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