

# MyESADE

## Improving business Education with a Social Intranet

Collaboration • Social Media • Teamwork • Innovation

### MyESADE is...

an enterprise social intranet that has become the heart of ESADE's activities and the hub where more than 3.000 people, including teachers, students and faculty staff work, meet & collaborate.

**ESADE is** an international academic institution with over fifty years of history and more than 40.000 alumni as ambassadors. It promotes education and research through a Law and Business School with a firm commitment to intellectual rigor, critical analysis and academic excellence. According to Financial Times, ESADE holds the position 21st among MBA programs Worldwide.

**Before MyESADE** the company had a much dispersed environment.

#### ■ **The Intranet.**

Was made in Lotus Notes with several custom applications for professors and company staff. The main problem with the Intranet was its lack of usability and flexibility. Getting to know how to use it and finding the information you needed was very difficult and time consuming.

#### ■ **The Social Network.**

Called Nexus, was built over Vignette. His main objective was to energize the relationships among ESADE community, teachers, staff and alumni. Nexus never took off among the student community.

#### ■ **The Notice Board.**

Based in Moodle, was the place where teachers left documents, assignments and other information to students to check and download.



Large groups of people are smarter than an elite few, no matter how brilliant-better at solving problems, fostering innovation, coming to wise decisions, even predicting the future.

**JAMES SUROWECKI**  
*The Wisdom of Crowds*

With MyESADE, the company and its users have made a qualitative leap forward in available options and usability, which can be translated in **these important business benefits:**

- **All in one place, means reduced Total Cost of Ownership (TCO).**  
MyESADE concentrates previous applications in a single platform which simplifies its use and dramatically reduces its maintenance costs.
- **Improve collaboration.**  
Fosters better internal relationships between teachers, students and company staff. ESADE can create group spaces for research, projects or just users' interests.
- **Accelerated innovation and better intellectual capital reuse.**  
Ideas flow without borders or restrictions. There is a continuous flow of information among students and teachers, even among different courses and programs. This makes a more interactive educational experience. Students learn from each other in a social environment similar to the ones they used in their personal life.
- **Easier to locate talent.**  
Teachers have a new way to discover high talented students among active community contributors that may be unnoticed.

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Since the new Intranet was launched, the use of e-mail has decreased by 25%.

The screenshot displays the MyESADE intranet interface. At the top, there is a search bar and navigation links. The main content area is titled 'Personal de Administració y Servicios' and features a calendar for November 2011. A sidebar on the left contains various navigation options like 'Support a la Docència' and 'Les Meves Peticions'. On the right, there is a 'Tàrjeta TUS' section showing a balance of 0,00€ and a list of recent activities or news items.

## EXECUTIVE SUMMARY

- **Important decrease of e-mail use.**

ESADE has decreased the use of e-mail by 25% since MyESADE's launch 4 months ago. People engage in conversations instead of sending e-mails strings back and forth. We have seen an important decrease of big attachment files.

One of the main challenges Raona and ESADE have faced is how to find the right balance between available options and ease of use. The solution has been to divide the project in two phases, having the most important functionality implemented in the first one.

With the 1<sup>st</sup> phase functionality MyESADE's **users can:**

- **Customize the portal.**

Each user can choose from a bunch of Widgets and options to customize the menus and webparts of the portal.

- **Access their Calendar and tasks.**

Portal users can check out events, tasks, assignments, meetings, and classes, all in a centralized place.

- **Stay updated with no effort.**

Users have constant updates of what is happening in the intranet. They just have to go to the Activity Feed section and find latest activities in the groups they belong, new uploaded documents, new group messages, etc.

- **Collaborate with the community.**

Users can belong to many groups, for example a teacher to different classes, a student to his MBA class and also to a group interested in Marketing Online for example. People can start conversations, share documents and knowledge with other group members, assign and complete tasks, manage and organize group's documentation, etc.

- **Create and join groups.**

Users can create new groups without supervision. This allows ESADE's portal to evolve more or less the same way like open platform like Facebook or LinkedIn.

- **Follow other community members.**

Users can easily follow other members of ESADE's community, and automatically receive updates from them in their Activity Feed, due to the micro blogging feature enabled in MyESADE user profile.



More than 45 communities have been created in MyESADE by students in less than four months.

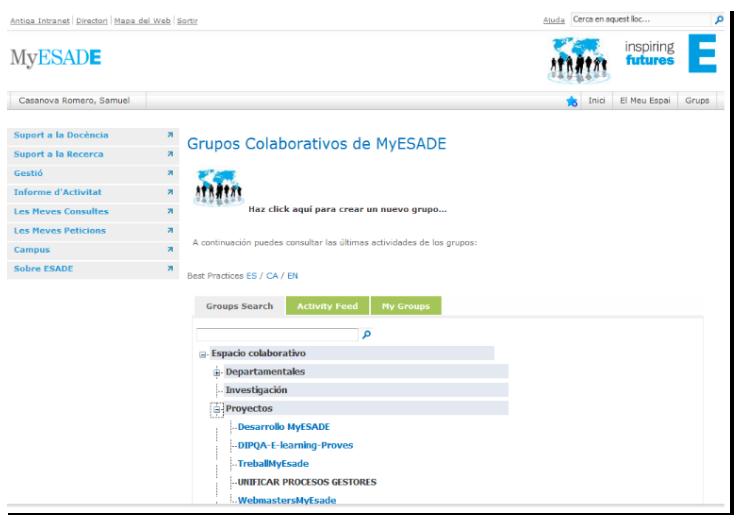
ESADE considers the new Portal an example of success, mainly due to these three **key points**:

- **Internal communication and change management.**  
Since the beginning, key stakeholders have been involved in the project, not only company staff but also teachers and students. Raonás team has work very closely with the Customer's project team to find the best answers to users concerns. Internal marketing of the new project has also been a priority. Videos, tutorials and community users have helped to decrease the resistance to change.
- **Portal Usability.**  
A user centric portal was one of our main priorities. We wanted users to forget the boring and confused user interfaces of the previous applications and adapt to a more modern, fast and intuitive user experience. This has reduce the learning curve, increase productivity and user satisfaction.
- **Collaboration Platform.**  
To create a collaborative environment that allows users to create new communities without supervision or control has increased exponentially its attractiveness for students.

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71% of corporate users agree that it is easier to locate knowledge on the web than to find it within their internal systems”

AIMM Industry Watch  
Collaboration and  
Enterprise 2.0.



MyESADE is based in SharePoint 2010 and connects to ESADE's internal systems through the technology Business Connectivity Services and SOA.