



**Web 2.0 at Continental –
good for the network culture, good for the business**

Information Technology

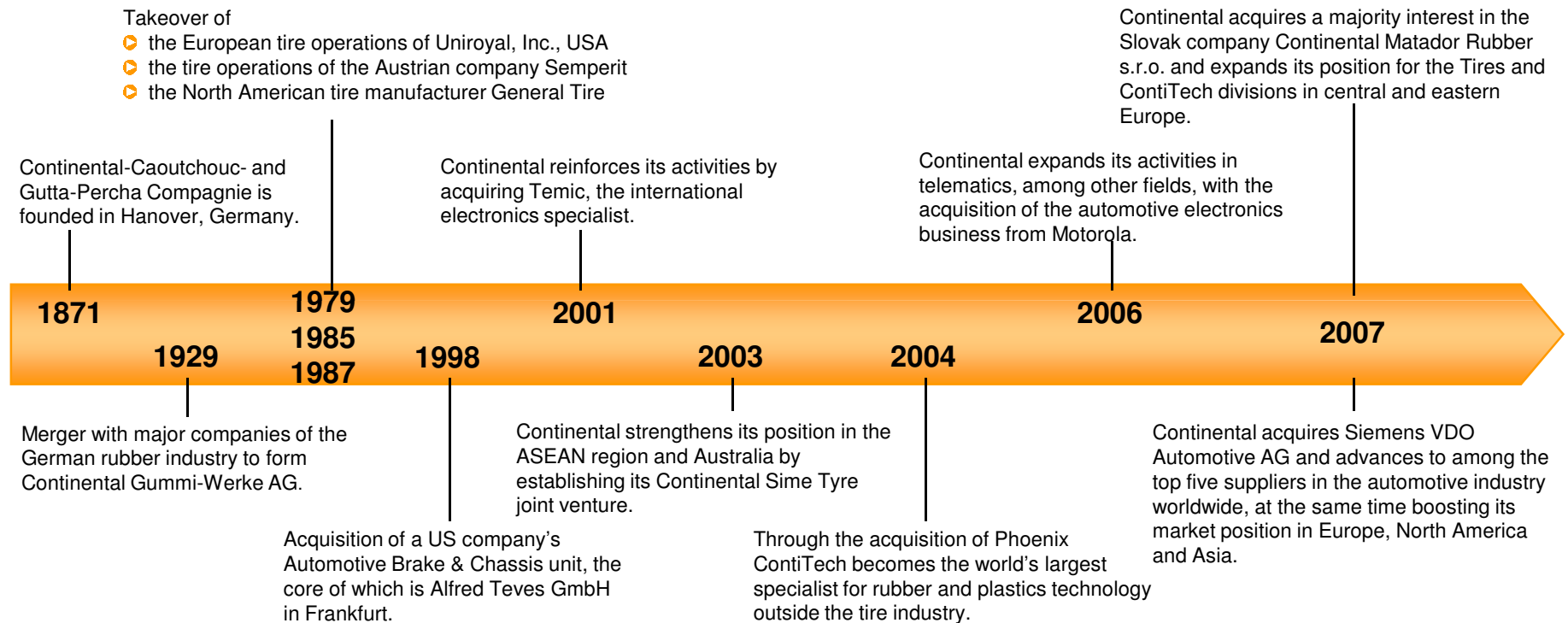
Elisabeth Hoeflich

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Agenda

- ▶ Continental – Structure, Culture and Collaboration
- ▶ The Challenge, the Project, the Tools

Continental – a successful history of growth, acquisitions and integration



Strong Divisions and Business Units



Our Divisions Shape the Megatrends in the Automotive Industry

Safety



Increase in safety systems in the vehicle.
Safe mobility.

- ▶ Chassis & Safety
- ▶ Interior
- ▶ Tires
- ▶ ContiTech

Environment



Conservation of natural resources.
Sustained mobility.

- ▶ Chassis & Safety
- ▶ Powertrain
- ▶ Interior
- ▶ Tires
- ▶ ContiTech

Information



Sophisticated information management in the vehicle.
Intelligent mobility.

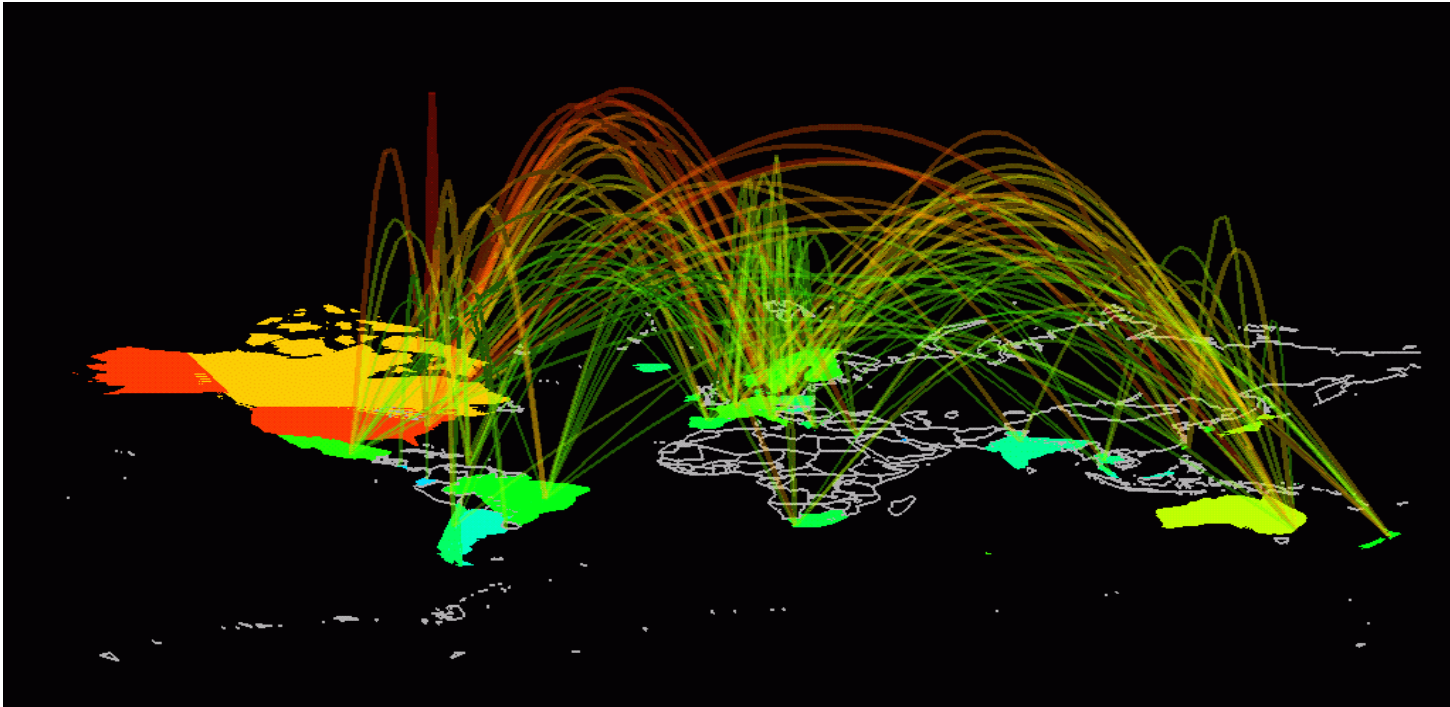
- ▶ Interior

Affordable Cars

Growing demand for individual mobility in future markets.

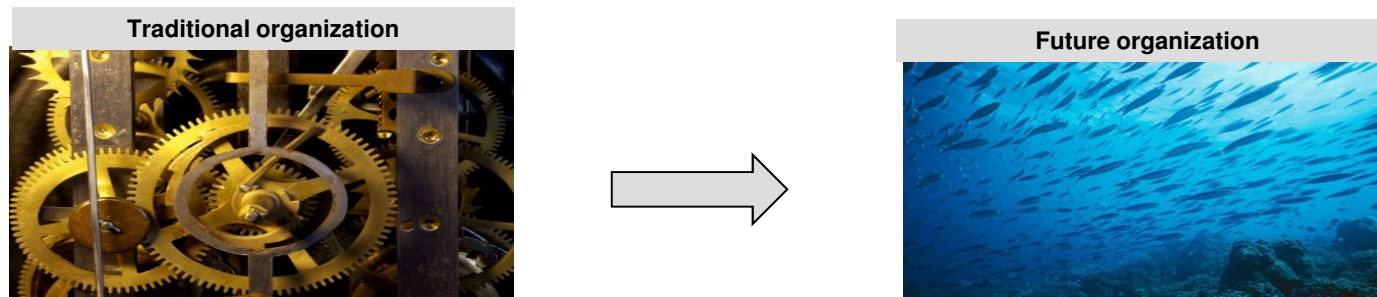
- ▶ Chassis & Safety
- ▶ Powertrain
- ▶ Interior
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- ▶ ContiTech

Speed, unpredictability and global operations require new ways to collaborate



Summary of Continental s Leadership Survey

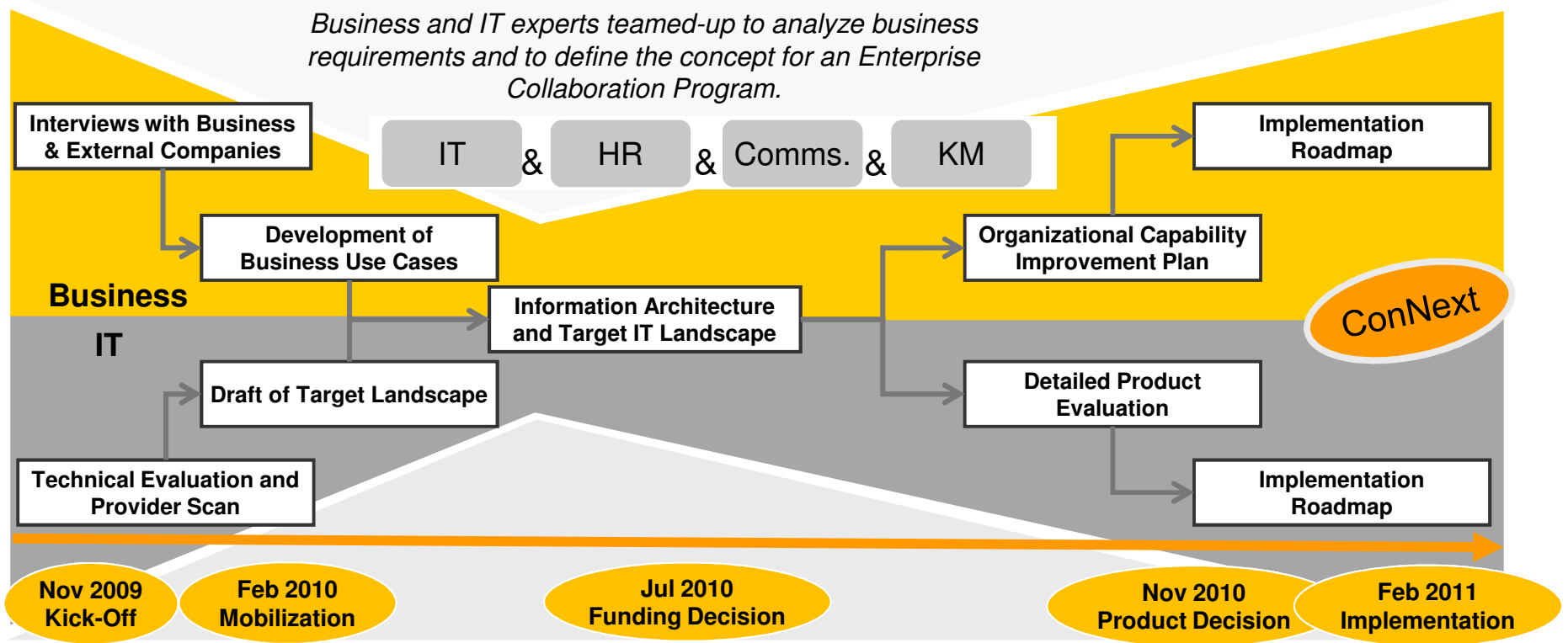
- ▶ The desired culture is mainly characterized by “**Autonomy**” while at the same time by perceptibly more “**Cooperation and Integration**”.
- ▶ Continental **takes great pride in the proven effectiveness** of the decentralized individual entrepreneurships.
- ▶ **But:** Simultaneously there is an awareness of the fact that successful dealing with future opportunities will require a higher level of cooperation.
- ▶ **Therefore:** The company awaits the **initial spark for developing a network organization that induces synergy.**



Agenda

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It started as an IT initiative and became a business driven program



Use Case driven approach leads to business alignment from day one

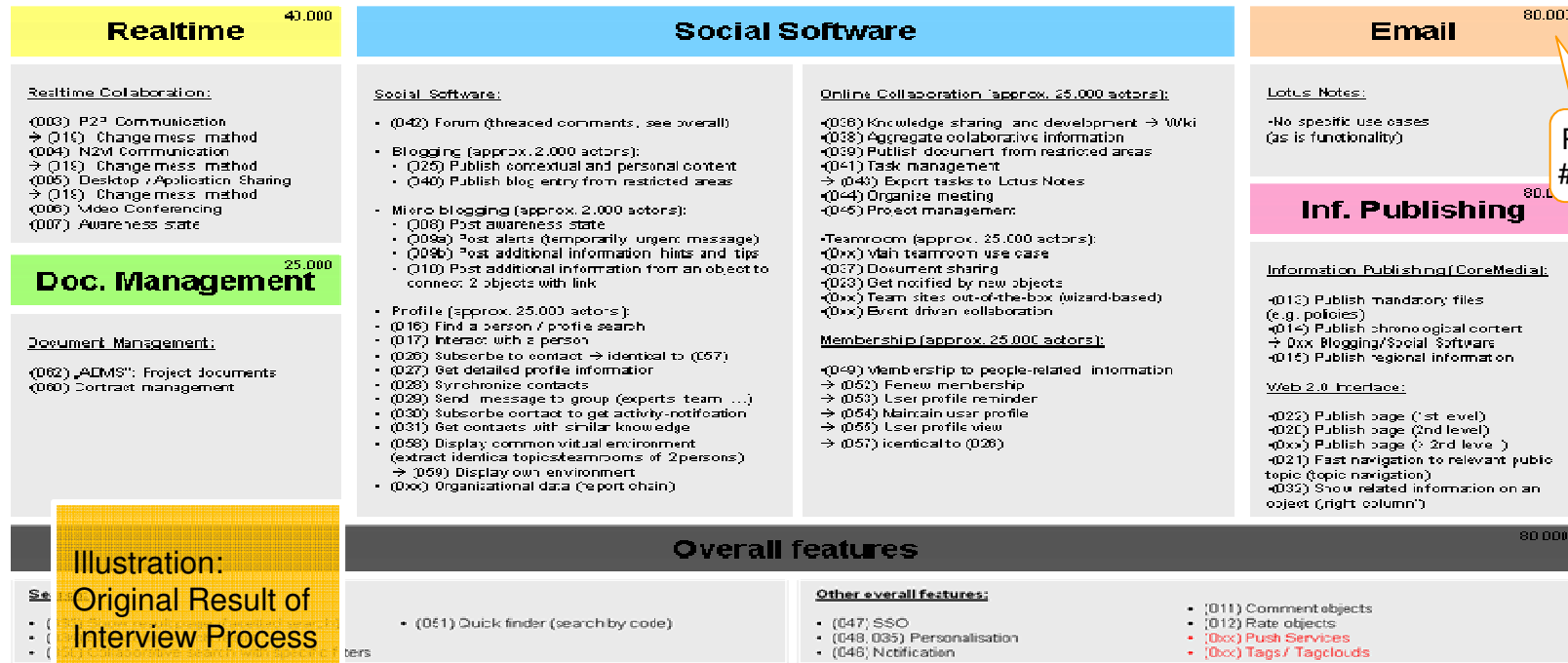
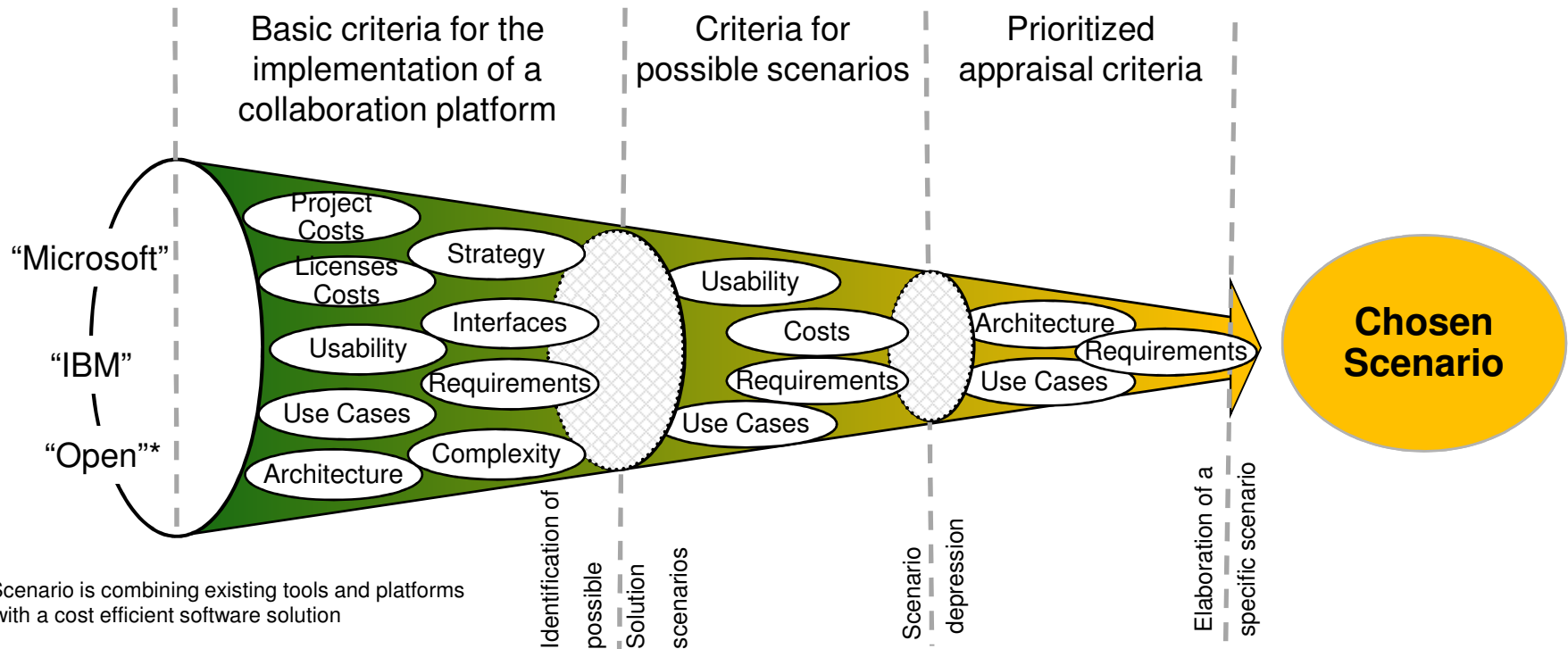


Illustration:
Original Result of
Interview Process

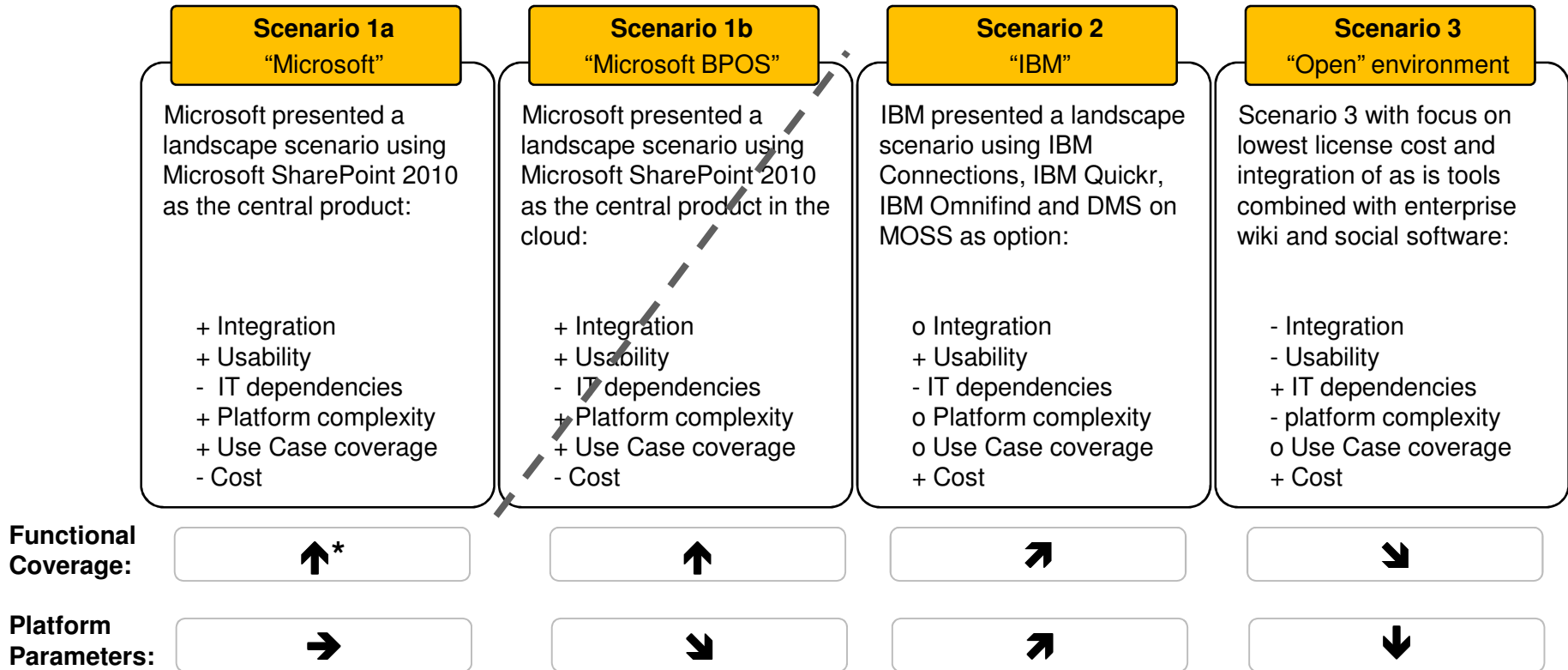
The interviews across the organization made it clear: there is a very specific need for collaboration and networking tools.

A transparent decision process, based on scenarios and criteria



* Scenario is combining existing tools and platforms with a cost efficient software solution

After first filtering, three product scenarios remained

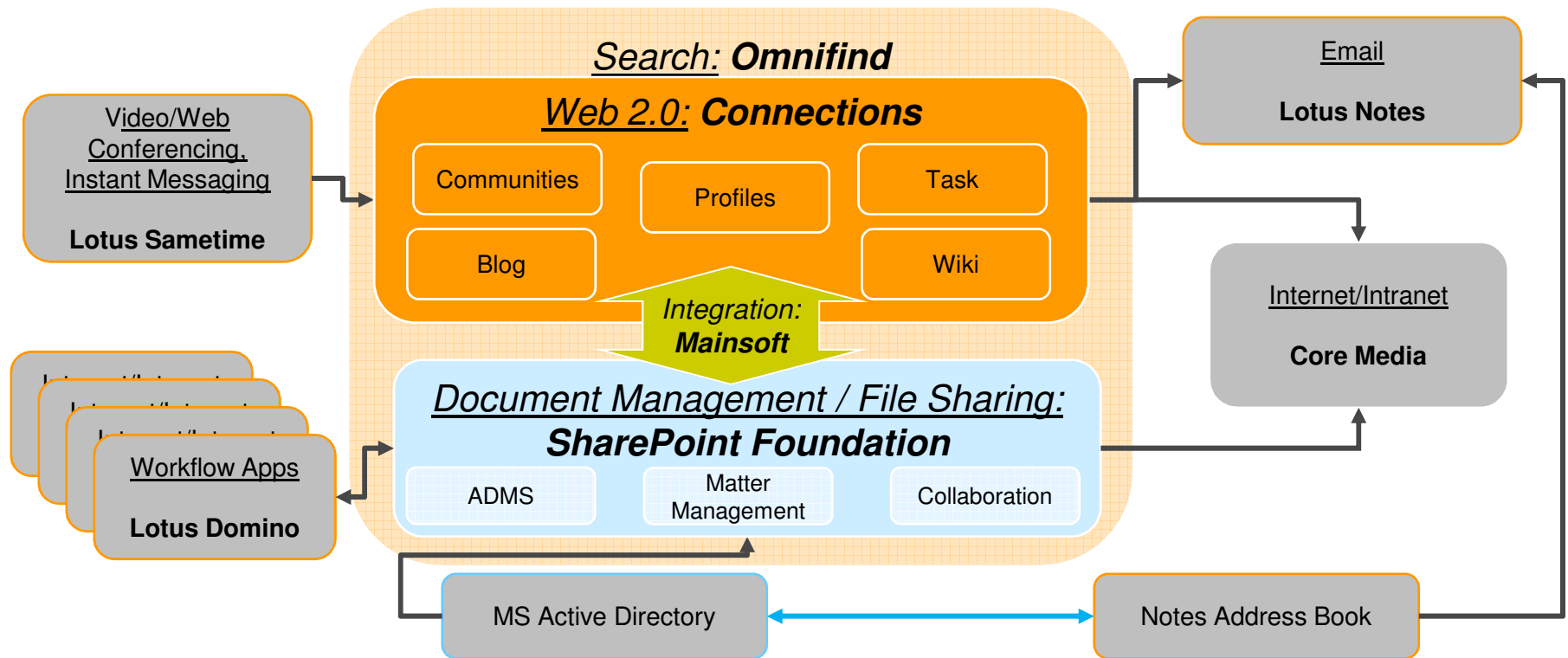


The final decision focused on the most important aspects

	Scenario 1: "Microsoft" SharePoint 2010	Scenario 2: "IBM" Connections, Omnifind, SharePoint 2010 foundation
Usability	+*	+++
Use Case coverage	+++	++
Cost 80.000 Users	0	++
Integration	++	+
Platform simplicity	+	+
IT dependencies	0	+

Sponsor: Tool set is major enabler for network culture →
ease of use is key for user acceptance on all levels in the organization.

Our technical solution: IBM in combination with Microsoft



The whole program *ConNext* covers three years

Conception	Ramp-Up & specification	Foundation	Unification	Finalization
<ul style="list-style-type: none"> • Business analysis • Use Cases • Information architecture • System architecture • Target landscape • Scenarios 	Specification <ul style="list-style-type: none"> • Decision on technical base • Concept SSO • Specification System Foundation • Preparation System Foundation 	<ul style="list-style-type: none"> ▪ Implementation SSO ▪ Separation of content ▪ Intranet migration ▪ Detailed migration plan ▪ Integration SharePoint ▪ User profiles 	<ul style="list-style-type: none"> ▪ Dynamic user profiles ▪ First Web 2.0 interface ▪ Implementation of concepts: Meta data, personalization knowledge network, topic navigation 	<ul style="list-style-type: none"> ▪ Final Web 2.0 Interface ▪ Integrated & faceted search ▪ Implementation of taxonomies, data-relations ▪ Continuous improvement of collaboration platform
	Ramp-Up <ul style="list-style-type: none"> ▪ Enhance and improve existing IT applications (Notes, Sametime) ▪ First use cases in place ▪ Adopt enhanced IT services in daily business of end-users 			

In 2010:
Analyze, develop concept,
technical decision

In 2011:
Improve/integrate
existing apps

In 2012:
Take-off Web 2.0

In 2013:
Do the rest for full
integration

Thank you for your attention!

What are your Questions?