

## A comprehensive platform to showcase brand image

Simplified communication and personalized access to intelligent services are essential to the satisfaction of 20,000 employees and partners.

### Summary

Created in 1960, Volkswagen Group France is the French subsidiary of Volkswagen AG, the biggest car manufacturer in the world. Thanks to its intranet and extranet portals, its employees and partners gain in time and efficiency through simplified communication and personalized access to a variety of high added value services.

[volkswagengroup.fr](http://volkswagengroup.fr)

### In Brief

**INDUSTRY:**

Automotive

**COUNTRY/REGION:**

France

**USE CASE:**

Intranet & extranet portals

**KEY FEATURES:**

WCM, Documents & Media, SSO, comprehensive integration of business applications



**With Liferay, our intranet and extranet portals offer a tool that matches the demands of our 20,000 users and are an excellent showcase for our brand image.**

Hervé de Saint Martin, IT Project Manager

### Challenges

- Simplify the creation of multiple sites while supporting a large volume of users
- Provide role-based access to content and documentation
- Create modern interface that preserves existing applications

### Results



**APPLICATION AGGREGATION**

Access to 100+ internal and external applications



**PROFILE MANAGEMENT**

Document sharing based on user's level of permission



**SUPPORTING FIVE SITES**

Single portal supports the Group's five different brands



**COMPREHENSIVE INTERNAL SERVICES**

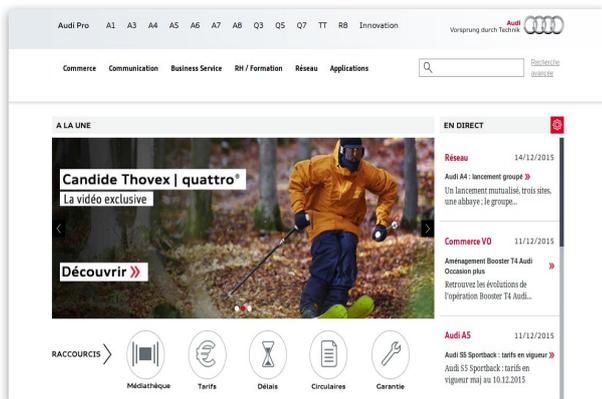
Access to booking, rental applications and more

## Improved quality of service

In 2011, Volkswagen Group France launched an overhaul of its intranet and extranet portals that were developed in-house. The objective was to provide modern, user-friendly and easy-to-access portals in order to offer better service quality to employees and partners.

The new portals had to provide features in keeping with the Web 2.0 era but also integrate existing business applications. For example, providing employees with a liaison service or allowing partners to track their records and stay up to date with the Group's news.

Already implemented at Volkswagen AG headquarters, in Germany, the Liferay solution perfectly met the requirements. "The solution has a very broad functional scope and allows for the easy creation of multiple sites. Moreover, it supports a high user volume and allows for a thorough profile management in order to adapt communication for different communities," explained Hervé de Saint Martin.



The user can now access not only Group information but also the hundred or so internal and external applications, including around thirty created by Liferay. Some examples are message management, specific forms or network quizzes used to gauge user satisfaction. Thanks to the inclusion of a SSO (Single Sign On), the user only needs to log in once, leading to optimized browsing.

Moreover, "the powerful profile management of Liferay allows for the sharing of important documents based on each person's level of permission as well as the creation of targeted messages, displayed on the home page after login," added Hervé de Saint Martin.

## Intranet portal

It consists of a global portal leading to five sites dedicated to each of the Group's brands. It is addressed to all employees in France but is also available to other French sister companies, which represents 4,000 users.

A variety of Group information is available including news, HR fact sheets, tips and tricks and new products. In addition, more than 10,000 documents are available including press articles, product sheets, and pricing.

Users can also access a certain number of services. They can book a meeting room, interact with other employees, organize car-pooling or even apply for a temporary rental. Two flagship services are offered: Rental Vehicles (VDL) available to all employees and Service Vehicles (VDS) available to field representatives, service and department managers as well as directors.

"This vehicle repository is highly appreciated. The user logs in, consults his previous requests and launches a new one by entering the required information. A list of available vehicles will then appear with a detailed description based on the user's profile," detailed Hervé de Saint Martin.

## B2B extranet portal

It is aimed at the network of authorized dealerships and repairers, as well as the employees, which represents 20,000 users. "Each partner manages their staff's access rights to applications and documents according to different profiles. Everything is done to facilitate their day-to-day business and provide them with the right information at the right time," said Hervé de Saint Martin.

With each site identified by its brand graphic layout, the user finds it easy to navigate and is able to access a wealth of information as well as specific services. As an example, the Audi Pro site offers a multimedia library, product sheets, latest prices as well as circulars and directives. A calendar also gives information about upcoming Audi events.

Everything obtained to meet users' demands and value the brand's image.