



Global collaboration made easy for AstraZeneca's 65,000 employees across 30 countries, powered by OrchestraCMS

With OrchestraCMS, AstraZeneca has transformed its intranet and created a central point – called Nucleus – where employees from across the globe can come together to share content and collaborate more socially. It has 275 content owners who publish timely, relevant content independent of IT.

Philip Martucci, Global Intranet Project Lead, Corporate Affairs at AstraZeneca, said, “OrchestraCMS’ intuitive interface and built-in workflows made publishing easy and meant that AstraZeneca no longer had to rely on a centralized team to keep the intranet up to date. We wanted our intranet to be more like a news site or social media outlet with frequent updates and the ability for people to like, share or comment on articles. OrchestraCMS gives us those capabilities by leveraging Salesforce Chatter.”

Built native on the Salesforce1 platform, OrchestraCMS also enables the delivery of dynamic, personalized content. The separate portals created for different languages are a thing of the past. Instead, AstraZeneca can serve up targeted content in ten different languages, all based on the profile preferences set up by users.

AstraZeneca Intranet 'Nucleus' of collaboration

- Powered by OrchestraCMS, intranet delivers personalized, multilingual content
- Intuitive publishing model enables user generated content
- Cloud-based with responsive design to enable access for 65,000 employees on any device

Deliver social sharing and personalized content

AstraZeneca, a global biopharmaceutical firm, spans the entire value chain of medicine from discovery, early- and late-stage development to manufacturing and distribution, and commercialization. One of the pillars of its success is to attract great people and provide a vibrant, collaborative work environment. This is no small challenge with AstraZeneca employing more than 65,000 people globally. They turned to Stantive Technologies Group for help.

The company wanted to build a new corporate intranet that would empower its global workforce to collaborate and share information. Its existing intranet at the time was fragmented with different portals for different teams and countries. It was difficult for users to find what they needed and information was often out of date.

Martucci added, “With our old intranet, it was difficult to publish, let alone collaborate or share content. It didn’t come close to the intuitive experience that users expect today. Language was also an issue and a barrier to company-wide participation. We selected OrchestraCMS as it would enable us to address all of these issues.”

Anywhere, anytime access

Employees can access Nucleus from any device thanks to the responsive design enabled by OrchestraCMS. This allows AstraZeneca’s sales reps to access information from their phone or tablet while on the go. It also makes the intranet more accessible to employees in manufacturing who often don’t have access to a computer.

“Nucleus has given us a completely new way to communicate,” said Martucci. “Rather than communications coming strictly from the top down, people from all levels of the organisation are publishing and sharing content. There is greater participation and collaboration and with the multilingual functionality of OrchestraCMS, people really feel part of a global entity.

“Employee engagement is our number one priority and OrchestraCMS helps us achieve that,” he continued. “It’s also helped us achieve our goal of simplifying our systems and made Salesforce come to life for us.”

Powered by OrchestraCMS, Nucleus now brings together more than 65,000 employees across 30 different countries to share and access information.

