



## Day starts on the digital desktop

Media conglomerate Alma Media redesigned its intranet. The new digital desktop includes everything they need, from calendars to group workspaces.

Alma Media, which invests in newspapers and online media, redesigned their intranet in late 2007. The media conglomerate came to the conclusion that its own system has reached the end of its lifespan and it wanted to offer its employees a modern toolset to work with.

– We had a traditional intranet that people used to search for information. Now we have a digital desktop that starts up automatically when an employee logs on. It's all there: guidelines, forms, research data, business support services and press releases, as well as a personal calendar, e-mail, group workspaces and instant messaging. The view people have into the intranet is personalized, based on the unit they work in. Otherwise there'd just be too much stuff and the relevant information would get lost, Alma Media ICT Director Juha Punnonen tells us.

He says the technical functionality of the digital desktop is excellent. Helping new users grow accustomed to the new solution is a greater challenge.

– Good content is the key. It's a never-ending project, Punnonen says, reminding us of the importance of constant

updating and management.

### **An active approach won the day**

Alma Media started designing the digital desktop four years ago. The conglomerate's goals were recorded in a "wishing barrel". It soon became obvious that no product on the market at the time fulfilled all their needs.

Alma Media started searching for a suitable partner. There were a dozen or so candidates, according to Punnonen, and they all started on the same line. Tieto won out, thanks to actively participating in developing the concept.

– We were looking for someone with a vision of their own, not someone who listens to the customer and then does what is asked and nothing more. Tieto brought Future Office, a concept they'd developed, to the table. Tieto says it delivers customer solutions, but it can also deliver replicatable, product-centered solutions.

### **Sharing information works**

Once the vendor was chosen, implementation was quick; the project got underway in early-2007. Now that the digital desktop is in use, Tieto's role is



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**Juha Punnonen**  
ICT Director, [Alma Media](#)

to manage and develop the product. Updates are performed two or three times a year. Users, who at the moment number 2000, have already indicated that they want the desktop integrated with other systems.

And even though the intranet view of each user is customized based on the unit they work in, they can still surf the views of other units.

– We want to promote openness and prevent the formation of cliques, because we’re stronger together. Alma Media is a geographically dispersed matrix organization and from the conglomerate’s point of view, the greatest advantage of the digital desktop is that it puts everything clearly into one place. This makes information easier to share and exploit, Punnonen explains. ●

[Alma Media’s digital desktop is based on Tieto’s Future Office concept. It was implemented using Microsoft Office Sharepoint Server 2007 \(MOSS\) and integrated with Exchange 2007, as well as Live Communications Server.](#)

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Tieto is an IT service company providing IT, R&D and consulting services. With approximately 16 000 experts, we are among the leading IT service companies in Northern Europe and the global leader in selected segments. We specialize in areas where we have the deepest understanding of our customers’ businesses and needs. Our superior customer centricity and Nordic expertise set us apart from our competitors.

Tieto is our new brand name as of 1 December 2008. The official registered name of the company is TietoEnator Corporation.

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**Company.** Alma Media is a profitably growing and internationally expanding company that invests in the future of newspapers and online media. Its best-known products are the Aamulehti, Iltalehti, Kauppalehti and Etuovi.com. Net sales in 2007 totaled EUR 329 million and the operating margin was over 19%. The company’s share is listed in the Mid Cap segment of the OMX Exchange’s Nordic List, trading code ALN1V.

**Challenge.** The company’s old systems had come to the end of their lifespan and the old intranet was used for mere information retrieval. Alma Media wanted to provide its employees with a modern set of tools to work with.

**Solution.** The digital desktop starts automatically when an employee logs on. It contains everything from the latest press releases to a personal calendar and group workspaces.

**Added value.** The desktop is unit-specific, which cuts down on the information glut that a user has to deal with. The user can look around in the intranet views of other units, which promotes openness. Thanks to the group workspaces, documents can be exchanged flexibly, cutting down on the amount of e-mail. For the company, the fact that all the company info is situated in one place and easily accessible is important – information is shared and exploited.

