



# A digital desktop

## an entry point into business operations

**The intranet is a part of the identity creation process for Metsäliitto Group. Their digital desktop functions as an entry point.**

Traditionally, Metsäliitto Group's five business areas have functioned independently of each other. When it became necessary for the business areas to engage in closer cooperation, a shared intranet turned out to be a big help.

**Simo Ala-Maunus** was a part of the intranet project steering group. He says intranet development was based on employee interviews. What employees wanted more than anything else was easier ways of finding and sharing information, as well as improved document management tools.

A process to concentrate information in one location was started. A digital desktop was designed for easy access.

– We refer to “my desktop”, says project manager **Patricia Wikström**. The name underscores the user centeredness of the new solution.

– We are increasing value of the operative content. It makes the desktop more meaningful to the employee. The same applies to the fact that the desktop is profiled based on the employee's role in the organization. For an office worker the workspaces displayed on the desktop offer tools for document management and for someone in wood supply, the desktop displays reports. In addition, there are news and links on the screen. It's important to offer easy and quick access to applications, she continues.



– The users have been satisfied and many of the work functionalities have seen very active use, Ala-Maunus says.

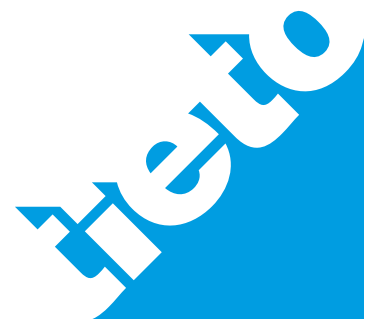
### **A quick change – carefully thought out and planned**

After a bidding competition, Tieto was chosen as a partner for the digital desktop project. Tieto and Metsäliitto have cooperated on numerous projects in the past.

At the moment, the solution is in use in corporate administration and of the business areas, wood supply and wood products are using it. The others will be integrated in phases.



**“When we compared Tieto's suggestion for a digital desktop to our business needs, they seemed to match very well. Tieto's desktop was based on the Future Office concept”,** Ala-Maunus says.





Simo Ala-MAunus, Metsäliitto:

**“The intranet and digital desktop help each user in managing the daily flow of information.”**

According to Wikström it's important to take into account people's readiness to absorb new information when deciding how fast major changes are implemented. User experiences steer desktop development, but the basic direction is clear.

– We want desktops that are specific to target groups. In the future, the desktop of someone working in administration will support comprehensive monitoring, whereas a salesperson will receive information related to, say, domestic sales, Wikström explains and thanks their partner for the ease with which the project has advanced to this point.

– In a situation involving organizational change, uncertainty has to be tolerated and Tieto has really helped us with this. No one bulldozed anything through and schedules were always based on the nature of the operative environment in question.

*Metsäliitto Group's digital desktop is based on Tieto's Future Office concept. It's implemented using Microsoft Office Sharepoint Server 2007 (MOSS). As a part of this project, Metsäliitto has also piloted Office Communication Server 2007 services.*

### Company.

Metsäliitto is the world's eighth largest forest industry group, with a turnover of 8 billion euros. The group employs 20 000 people. Its five business areas are wood supply, wood products, pulp, board and paper and tissue and cooking paper. The group's parent company Metsäliitto Co-Operative and subsidiaries Metsä-Botnia, M-real and Metsä Tissue have production facilities and sales branches in 30 countries. Metsäliitto is owned by over 131 000 Finnish forest owners.

### Challenge.

Building and implementing a shared intranet at a time when the organization is undergoing a major change, i.e. moving towards the creation of a unified Metsäliitto Group.

### Solution.

The digital desktop is an entry point in the new Group intranet. It is profiled based on the user's task and, as the focus on operative content has been sharpened, offers concrete assistance in an employee's daily work.

### Added value.

The intranet and digital desktop support the change Metsäliitto Group is undergoing. Easy access to information, as well as easy movement between different subsidiaries and business areas is of vital importance. The desktop offers the user the exact information needed.

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