



DP World

Global Intranet Modernisation



Brave & Heart

The Challenge

DP World has a heritage to be proud of, growing from a local port operator to a global trade enabler. From their beginnings in 1972 at Port Rashid in Dubai (UAE), they now have a team of over 50,000 employees working at 150 operations around the world.

Their operations include ports and terminals, but also industrial parks, logistics and economic zones, maritime services and marinas.

They have been operating their intranet site on “classic” Sharepoint, a version that has been around 2001 with little change. This led to an Intranet experience that was no longer tailored to the modern employee - with complex sites using outdated components that did not allow the Global Communications team to deliver the right information to the right employee at the right time.

Brave & Heart have partnered with DP World successfully on many challenges, and we were ideally placed to support.

Modernising the site was an enormous challenge - with a lot of time and effort invested in the older site, which was highly customised and covering 14 departments globally with hundreds of pages.

Our challenge:

- Modernise the Intranet experience for ALL DP World employees
- Migrate all departments from the current classic experience
- Create a stable platform for future growth
- Align functionality with strategic objectives



“It was vital we modernised our Intranet experience to deliver a Global Communications platform that allowed us to deliver vital information to our employees across the world, but with a flexible platform that grows and expands with us.”

Head of Group Internal Relations
- Sarah Lockhart

The Approach

For this programme of work, we deployed our bespoke **3D METHODOLOGY** (Discover, Design, Deliver) integrated with our **BE BRAVE** ethos - prioritising fast results for DP World.

These agile and flexible tools integrate seamlessly to create focus, putting strategy first while identifying leading-edge tactics for any business.

DISCOVER

We needed to approach this very strategically - ensuring that we were able to develop a solution for DP World that met all the challenges set - flexible, agile, easy to maintain and modern.

We mapped and modelled many scenarios, from Hybrid environments to stand-alone architectures.

We then started to formulate a clear strategy for success - breaking the larger project down into several smaller deliverables, each focused on creating iterative success for the business, launching functionality in phases.

DESIGN

With a clear launch plan developed, we moved on to ensure the user experience met the brief - it needed to be not only responsive, adaptive and flexible it also needed to be stable. This ensured that the historical concerns of outdated software and components did not become limiting factors in continuing to evolve the new platform.

Supporting this, we then designed a fresh and modern look and feel, covering experience and interface - ensuring that every component we used aligned with the new style guide.

With the pillars of design now in place we were then ready to move ahead at full speed - putting in place the various elements of our strategy to enable rapid success for DP World and accelerate its employee communications initiatives.

The Delivery

Our professional design and development work got to work straight away. The delivered the first set of improvements in only three months, flipping expectations and allowing DP World to present a brand new modern SharePoint landing page to every employee globally. A feat that had previously been considered impossible.

Working in three-month groups, we then migrated the remaining pages, covering seventeen sites and hundreds of pages - delivering a fully refreshed Global Head Office presence.

From wireframes to design to create the Brave & Heart team covered all aspects and one time and one budget delivered the final stage - moving ALL upgraded sites from an on-premises environment to O365 on the cloud.

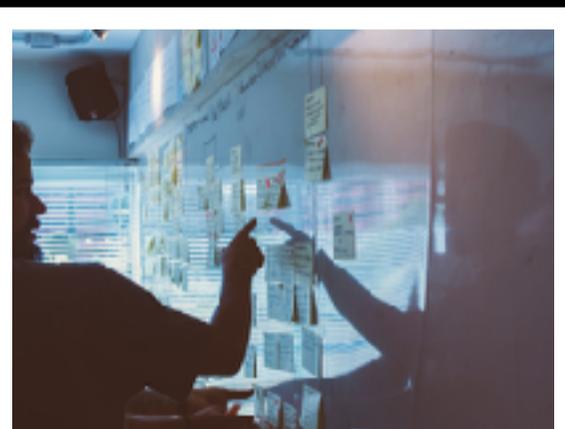
Twelve months, seventeen sites, hundreds of pages and a new design - one team, Brave & Heart + DP World.



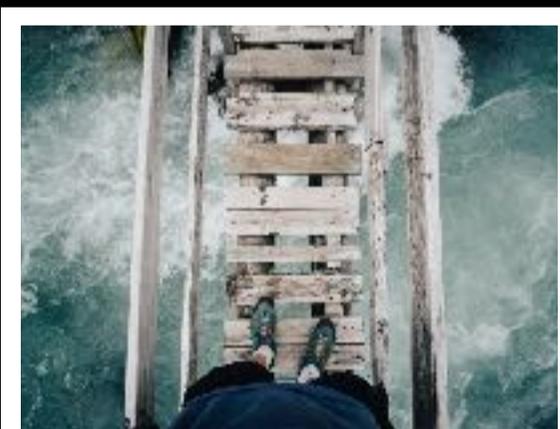
Employee Focused



Design Led



Strategically Driven



Brave Delivery

The Results

Working with the full DP World Team as partners, we developed a comprehensive strategy to implement iterative improvements in a controlled and effective manner - ensuring we delivered real results to a global company immediately.

By deploying a brand new landing page and critical department pages in only three months, the Global Internal Communications team were able to deliver fresh news, relevant information and interface enhancements to over 50,000 employees.

Working through the remaining departments and migrating them in logical batches, Brave & Heart ensured that momentum was maintained throughout the project. Each department was then able to maximise the potential of their presences, delivering information, enabling access to critical documents and highlighting core initiatives and activities.

With COVID also emerging halfway through the project employee interaction and access to information became even more critical, with Brave & Heart helping DP World deploy a COVID resource centre for employees online in less than seven days.

Our work never stops - Brave & Heart continue to integrate with DP World, supporting their live site, training staff, further enhancing the existing pages and now working globally to utilise the strategic foundation created to incorporate more and more regions into the global Intranet - giving each of them their own regional sites.

The result? A highly successful strategy and implementation, one that created a buzz throughout DP World and a new way of working, with DP World's employees and information sharing at its core.



“Working with Brave & Heart was fun and a great learning experience. Their team actively listened to our vision; they were quick to respond to our requirements; and offered creative solutions to achieve our objectives. They left us fully skilled up to adeptly manage our own content. This has enabled us to engage effectively with our stakeholders by delivering easily accessible news, insights, tools & training.”

*Group Chief Internal Auditor
- Joanne Traice*