

Fizz: Case Study

Vodafone RIO (Research and Insights Online)

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*"I'm impressed with the variety of rich information,
structure and easy navigation path."*

*Head of Global Employee Collaboration,
Vodafone Group*

Background

'CapGemini' claims the failure to exploit information equates to an annual £51 billion missed opportunity for private sector profits.

Global organisations struggle to put key customer and market insights into the hands of the right employees, across a complex functional and geographical matrix.

Vodafone tasked Fizz (www.fizz.im) with implementing a system in which valuable insights would reach the right people quickly within its business - supporting strategic and tactical execution that exceeds business objectives.

For example, functions such as user experience have traditionally been under-served and have struggled to access timely analysis on markets, competitors and customers whilst fulfilling a challenging daily work load.

Vodafone RIO was launched in September 2008 to enable prompt and easy access to relevant data and analysis, fostering a culture of innovation and customer centricity.



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"Lots of up-to-date information, the search (and e-mail notification) functions work well and the design is good."

**Mobile Payments Product Manager,
Vodafone Group**

So how did it work?

Online web portal, **Vodafone RIO**, provides 70,000 employees with over 50 sources of market and competitor information - updated daily and all hosted securely and powered by Fizz. It also houses all Vodafone's primary research documents, which can now be searched, accessed, and shared more easily and quickly.

Vodafone RIO sits perfectly with the Vodafone Way - an internal culture of being customer obsessed, innovation hungry and ahead of the changing mobile communications market.

In addition **Vodafone RIO** drives externally-led strategy formation giving decision makers clarity about Vodafone's performance and the market conditions the business is operating in.

Vodafone RIO supports real-time decision making by enabling a wide range of stakeholders to search all sources and insight within Vodafone, and to self-serve.

This reduces costs, avoids duplication and accelerates decision-making based on a deep understanding of customers, markets and competitive dynamics.



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"I like the way the readers work and that I can still download PDFs... very well done!"

**Head of EVO Finance Function,
Vodafone Group**

Innovative Nature

Vodafone chose Nunwood's Fizz system as a platform, because it provides three clear advantages in the field of information and knowledge management:

1. Brings all sources together in one place. It is a 'federated' search tool, which includes all internal documents, agency/supplier documents and web/subscription sources all under one search, in one single Portal.
2. Makes it easy to find what you're looking for. It provides search capability across all these sources down to the paragraph and keyword level – no matter what the source or type of the file – it is a full document search.
3. Gives the insight you need to keep evolving. It also provides intelligence on who is using what, where the value in information is being derived and where gaps in the information base exist (so that real change can be managed and effected in the information being provided to the business)

In addition, Vodafone has worked to customise the platform to make it highly impactful, intuitive, simple to use and fully Vodafone-branded.



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"Great search functionality!"

*Principal Manager Channel Strategy,
Vodafone Group*

The Results

Vodafone RIO has made a significant impact on the business in **three key areas**:

Saving time:

- For the competitor intelligence and op-co teams, who have freed up 10% of their time by eliminating non-value-adding requests
- For users across the business, by making it quick and easy to find what they need

Cutting unit costs:

- Reducing the cost per user for external reports
- Increasing the value gained from each investment in insight, by making it available to many more users

Preventing waste:

- Eliminating duplication, from different departments buying in the same reports
- Reducing the need for new research to be commissioned, by increasing awareness of what already exists

In addition, since the launch of RIO 3.2, monthly unique user numbers have increased by 54 per cent while monthly document viewers have jumped even further - by 72 per cent!



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“RIO has really supported the wide business with a clear understanding of our market, our competitors and our customers. RIO is a really powerful tool for keeping up-to-date on the latest market, competitor, technology and customer trends. It’s very easy to set up alerts about new reports on specific topics or companies. The new home page makes it easy to see what’s new, what’s popular and what’s available at a glance. Having everything in a single group-wide portal saves us lots of time.”

**Ross Anderson,
Vodafone’s Competitor Intelligence Manager**

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