

"We challenged Gimmel to reinvent our intranet and they delivered; exceeding our expectations and leaving us with a clean, professional and functional communications and collaboration platform."

- Steven Carter, CIO, C&J Energy Services

## Using an Enterprise Intranet to scale efficiently following a major acquisition

### Industry

Oil & Gas Services Company

### Customer

One of the largest O&G completion and production organizations in the US, with services ranging across the entire well lifecycle. C&J operates in all major North American offshore basins and is establishing a presence in the Middle East.

### Technologies Employed

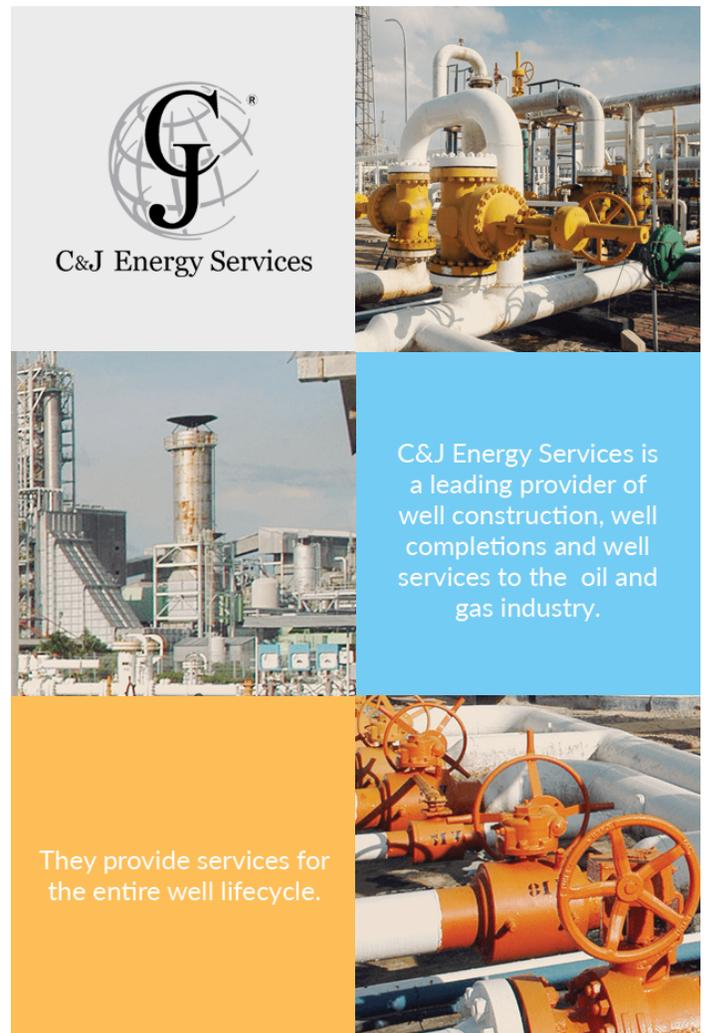
Gimmel Workplace Builder

### Challenges

- Communicate effectively to employees through corporate communications, HR, and IT channels
- Inspire a unified culture for the newly merged organizations and staff
- Expand role of SharePoint from collaboration to a complete corporate intranet
- Streamline operations after a major acquisition

### Results

- Implemented a SharePoint-based enterprise intranet that allows corporate communications, HR and IT to effectively communicate in the organization
- Allowed rapid, efficient, and ubiquitous collaboration throughout the organization
- Achieved a unified voice to encourage unity after the acquisition



## Background

C&J Energy Services (C&J) was in the process of executing a nearly \$3B merger/acquisition that would triple the size of the company. The company wanted to operate as a unified organization from day one of the merger, despite the impending structural changes. They had experience in using SharePoint, and saw its potential to contribute more value to the company and provide a better context for communication and information resource management. They knew what they needed was an enterprise intranet.

Adding another level of complexity to the project was C&J's desire to announce the transaction was complete at the next shareholder meeting, with the idea of having the system in place at the time of announcement. The company needed to operate as one from the moment of announcement.

That meant this project would have to be implemented in record time: less than a month!

## Solution

After C&J Energy Services chose Gimmel, they had about a month to build and implement a unified enterprise intranet for this company, which had grown from 3,500 to 12,000 employees. This system would also need to help the company with the process of onboarding new employees as well, meaning clear, efficient communication channels had to be in place from the very start.

Working together with the company's IT infrastructure and application team, corporate communications team and human resources department, Gimmel delivered a complete, SharePoint-based enterprise intranet solution that attractively leveraged existing branding. The energy company now had a home for its growing data and information stores, as well as a place to communicate and drive collaboration. The intranet allowed C&J Energy Services to demonstrate that—despite the drastic organizational changes it undertook—it was still a single company with a unified purpose and vision.

## Software and Services Used

Gimmel [Workplace Builder](#) was deployed by Gimmel to gain control over its information and create an infrastructure that supports their publishing, compliance, and governance needs, and supported deployment with [SharePoint Services](#).

## Results

Gimmel met the deadline and delivered a completed intranet solution in less than 30 days. C&J Energy Services now has a main employee portal that also includes HR and IT management. The company's employees needed minimal training to begin generating and publishing content and were contributing in no time. By providing links to areas such as the company store and corporate events, the intranet also serves as a tool by which the company culture can be highlighted, nurtured and encouraged. This focus on collaboration and communication negated the destabilizing impact that would have otherwise been felt with the influx of new personnel and ideas that the acquisition brought with it.