

GUIDE

# How to create a better employee experience in Microsoft 365 with Beezy

And why global organizations rely on Beezy to power their digital workplace



 APPSPACE

 Beezy

Beezy powers the modern intranet that's part of the Appspace workplace experience platform.

**Most of us are using Microsoft productivity tools every day because enterprises have standardized on Microsoft 365.**

It's a platform that provides a good foundation for a digital workplace. But as with all platforms, it's how you're using it that matters.

Are you getting full value from the Microsoft stack? Many organizations today are struggling with new challenges related to collaboration, communication, knowledge management, and business processes.

We designed Beezy to address these problems, replace outdated intranets, and help you take advantage of the Microsoft 365 products you rely on. By providing an intelligent layer that fills the digital workplace gaps in your native Microsoft subscription, Beezy delivers a simplified user experience. And powers an exceptional employee experience.

Our mission is to improve how people work, making organizations more connected, more engaged, and – most importantly – happier. We'll show you how we do it.

# 17%

Only 17% of workers in the U.S. strongly agree that their company readily implements new technologies that help them be more productive.

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Gallup





# Less is more

Platforms like Microsoft 365 and SharePoint are, by default, complex. They do a lot, so it can be difficult for employees to get the most out of them. While Microsoft has invested time and resources in improving user experiences, that doesn't necessarily mean their productivity tools are integrated and cohesive.

That's where Beezy comes in.  
With Beezy you can:

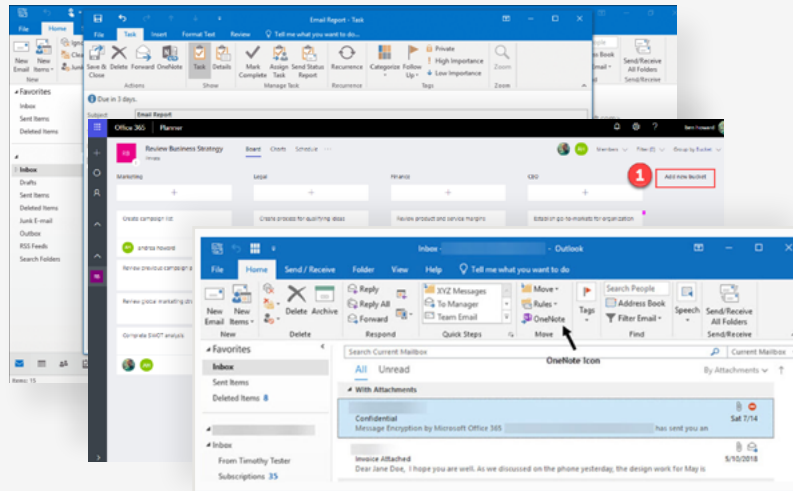
- Simplify complex features by showing less: Beezy brings a clean and minimalistic approach to Office 365 for ease of use.
- Provide an intuitive and familiar user experience: We take the best usability insights and features from familiar social media and productivity tools and unite them in a professional environment.
- Connect the dots between scattered tools and features. We filter the complexity of the platform – so your employees don't have to.



# Here's an example:

## How it looks in SharePoint:

There are a few ways to create a task in Microsoft 365.



## How it looks in Beezy:

This is how easy it is to create a task in Beezy.

Task title

Add details...

Assignee

December 08, 2020

Add a tag...

Drop files here or select files

Share Cancel

One of the ways Beezy helps boost productivity is by stripping out the noise. That means creating a simplified user experience. We've applied this philosophy across multiple aspects of SharePoint, including:

- Community/site settings
- Document pages
- The Pages authoring experience
- How images and user profiles are handled
- Search
- And more

We don't just want employees to be more productive and engaged – we want them to be happier, and for us, that starts with the user experience.



# Cleverly built for peace of mind

Beezy is unique because it's native to Microsoft 365 – so it's built right inside your own Microsoft environment. Unlike other digital workplace providers, we don't store any of your data. That's one of the reasons Beezy is trusted globally by banks and government organizations with the strictest security requirements.

## 1. Award-winning UX design

Beezy gives you a consumer-like user experience that doesn't need training and will delight your employees.

## 2. A high-performance engine

Beezy brings all the pieces of the puzzle together, with an API that delivers the content your people need, across all devices.

## 3. Natively connected

Beezy is built inside SharePoint, so it's fully integrated and connected to the Microsoft platform.



## At Beezy, we invest in our users – and yours

Rather than creating a new solution for every organization, our focus is on building a best-in-class product. Every Beezy customer helps make sure we're doing exactly that. We invest the money we make from each new deployment back into our solution, so the Beezy roadmap keeps delivering innovation for all our users. That means you'll benefit from the feature developments we've built on for customers, including Glencore, Aegon, Sika, Finning, ZF, Hilti and more.

The organizations we work with – large global organizations with distributed teams and offices – have made a commitment to putting their people first. Beezy is built by sociologists, user experience specialists, and designers to make it as easy as possible for people to work together, wherever they are.

## A better digital workplace is an intelligent one

Imagine a workplace that's more efficient because everything's simplified – where workflows are automated, communication is easy, collaboration actually works, and employees are happier as a result. That's what we want. Beezy uses intelligent technologies to make these things possible.



# We bridge the gaps

The large-scale enterprise platforms organizations rely on will always have gaps in functionality. With Beezy, we're continually researching consumer and enterprise tools and apps for best practices in functionality and user experience to address those gaps – and we're quick to react.



A few examples:

## **Collaborate and share content easily.**

Share documents, assign tasks, post updates, ask questions, and more. The Beezy ShareBox™ is a one-stop-shop where it's easy to communicate across the organization from one central location, using hashtags and @mentions to reach the right people.

## **Make company news more compelling.**

With popular social media apps like Instagram and Facebook, you can create compelling narratives that are powerful, visual, and social. With Beezy Stories, internal communications teams have the tools to create and publish company news in a similar way. You can publish Stories in multiple languages, company-wide, or tailor your content to specific audiences.

## **Create faster, smarter workflows.**

Triggered by a specific step in a workflow, Beezy Action Cards™ display relevant information coming from third-party tools (Salesforce, for example) to the people involved. Beezy presents this information right in your newsfeed, so you can take action on a task right away, from approving an expense report to authorizing a leave request. It means you're not juggling between screens or jumping from app to app.

## **Endorse skills and expertise.**

Beezy gives employees an opportunity to recognize and celebrate colleagues while building new connections. Separate apps (like LinkedIn) do this, but not the way enterprises require. So, we developed this feature as part of our core product, along with administration and governance capabilities to make sure you can implement and monitor accordingly.

### Get more done from anywhere.

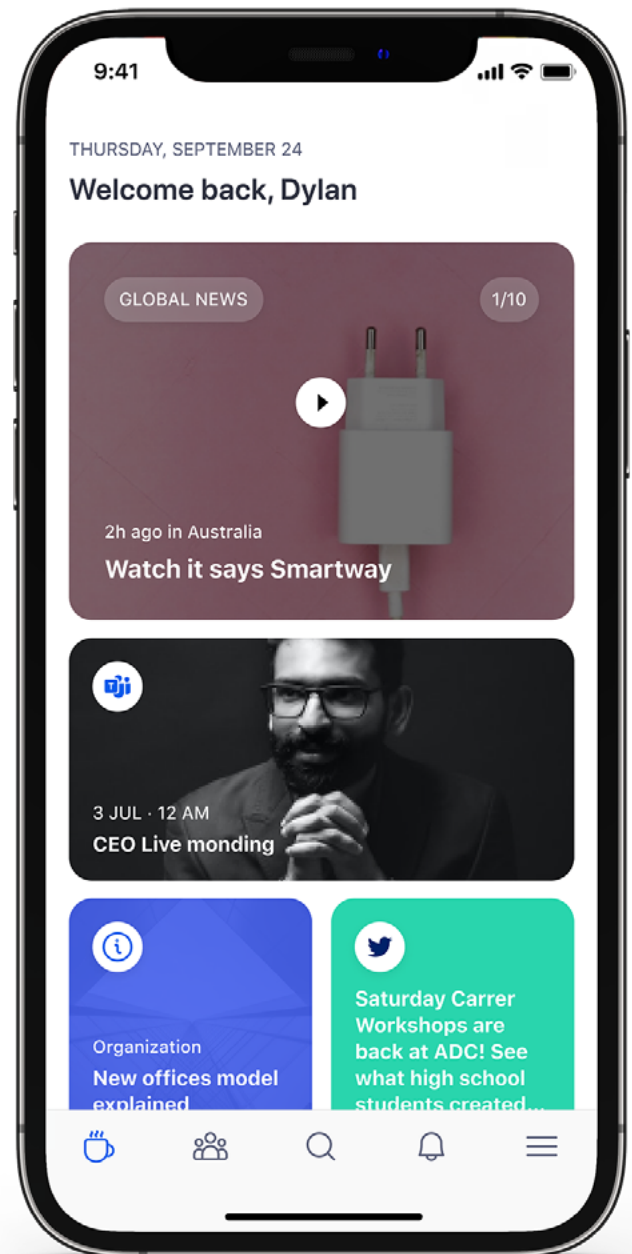
Beezy provides native mobile apps for iOS, Android, and Windows – so users can easily share and collaborate while they're on the go.

### Crowdsource ideas to solve problems.

Products like Kickstarter and Indiegogo showed the potential of crowdsourcing innovation. We introduced this simple concept, which we called Ideas (for bottom-up ideation) and created Idea Campaigns (for a more top-down approach).

**Create new features** to help you extract more value from existing investments and limited features in Microsoft. Here's a list of intuitive capabilities unique to Beezy:

- **Blogs and Wikis** to share thought leadership and create a single source of truth.
- **Ideas and Idea Campaigns** for crowd-sourcing innovation.
- **Knowledge Centers** for collaboration and document management.
- **The Beezy ShareBox™** which streamlines the creation, tagging, and sharing of new content.
- **Newsfeed** (with Discovery Cards) so everyone's in the loop.
- **Skills & Expertise** endorsements so it's easy to find experts within the company.
- **The Beezy Bot**, a cutting-edge intelligent assistant that takes the pressure off IT support.



*“We aim to lead by example with a relentless focus on how we can improve the employee experience, which goes hand-in-hand with the focus that we place on the client experience.”*

—  
**Elisha McCallum, Director of  
Corporate Communications, Finning**





## It's a self-serve solution

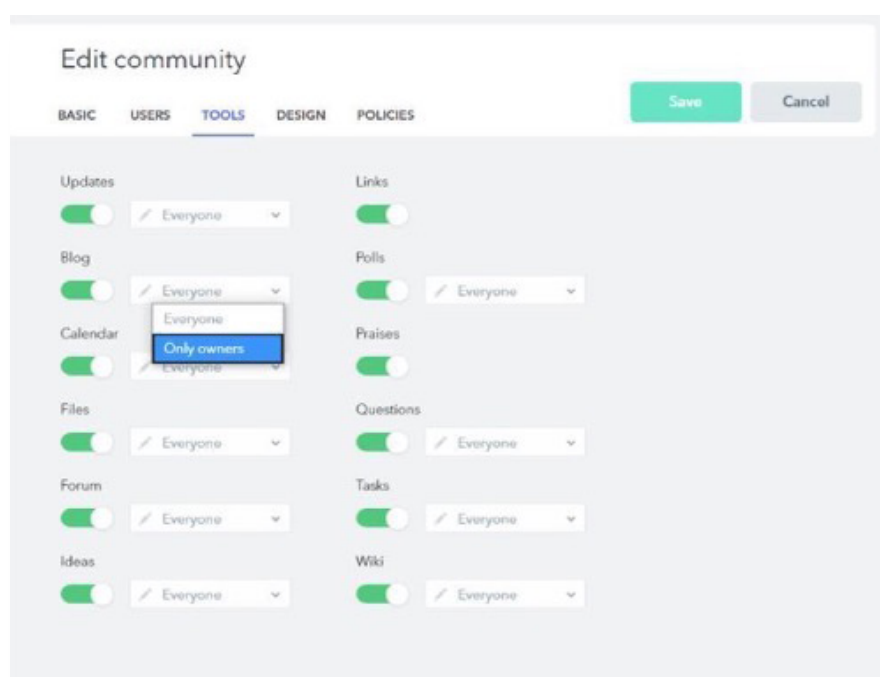
When we talk to business stakeholders about their digital workplace needs – or customers who've built their own solutions using Microsoft 365 – what we hear most is that they don't want to rely on IT for day-to-day business needs.


Beezy is a turnkey solution that can be installed and ready to go in a few hours. After install and configuration, IT can be involved as much or as little as you want. Non-technical users can manage all Beezy functionality, saving you time and IT resources.

Of course, there are various types of permissions and roles to make sure you can deploy sophisticated governance rules. You can manage content in a centralized or decentralized way. There's formal content (sites, pages, news) and user-generated content (blogs, wikis, ideas, questions, etc) but everything can be self-managed.

## Here's an example:

Communities are managed by business users who understand the business case and have the flexibility to launch their collaborative space. They can make changes any time, without involving IT.





## Global, scalable and enterprise-ready

Beezy is about making your digital workplace more usable and able to grow with your organization – while still being compliant with global and local policies and laws. We call this enterprise-ready, and it's another way we enhance SharePoint.

### For example:

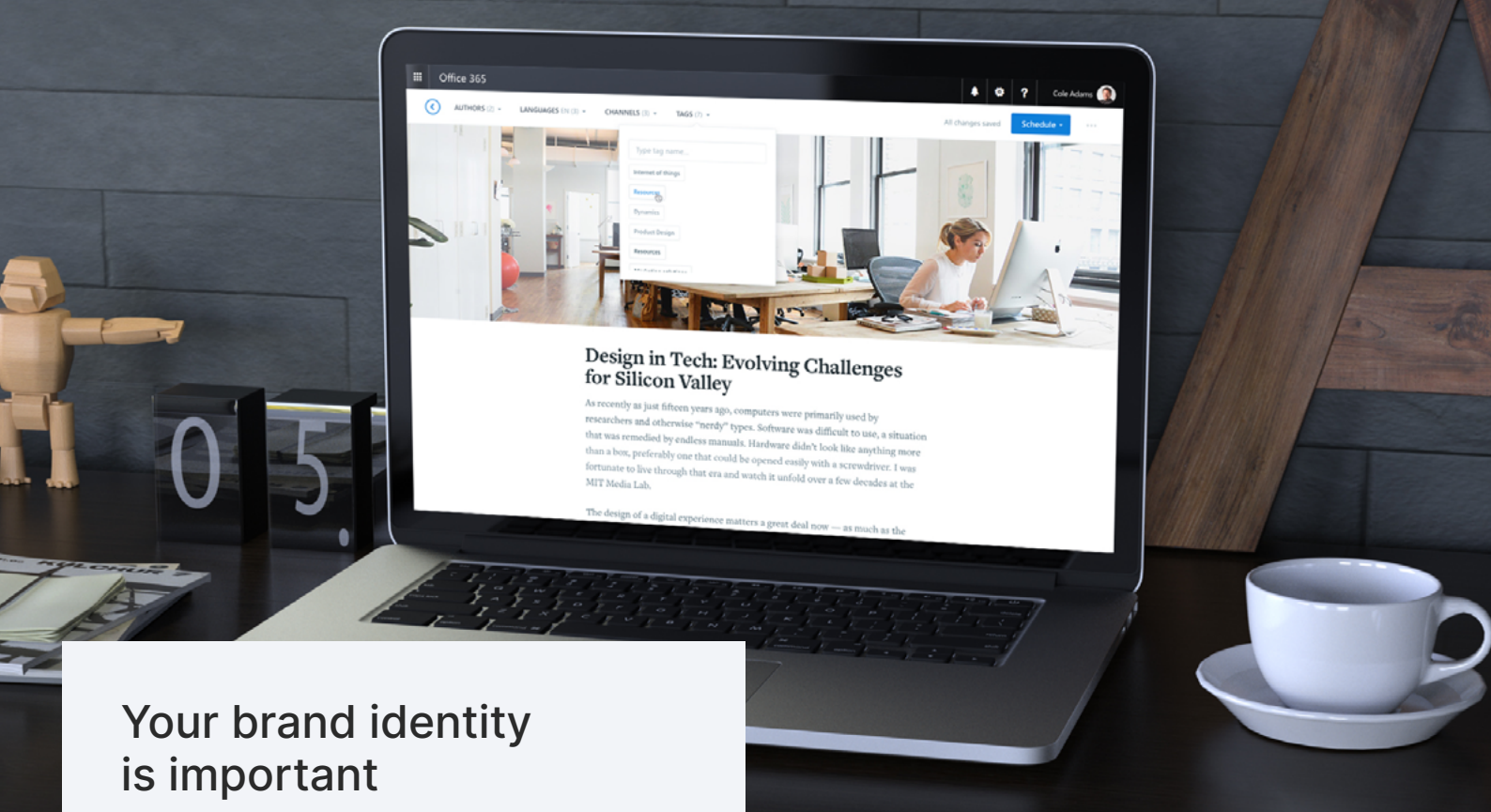
**Complying with country-specific laws:** We know that certain features – like employee recognition and gamification – will collide with employment laws in some countries. So you can hide or disable these features as needed.

**Global-scale features:** We serve large, distributed organizations that operate on a global scale. Some out-of-the-box features in Microsoft 365 simply can't be implemented at scale without Beezy. SharePoint introduced News & Pages, for example. While publishing this content works at a small team or departmental level, it's not suitable for internal communications in a large organization.

**Architecture built for enterprise:** We designed Beezy to make sure it can scale in an enterprise. Beezy fills the gaps in SharePoint features that aren't suitable for large, globally distributed organizations. These Beezy features include:

- **Global & local integration** so large multinational organizations can drive a global strategy while creating a seamless intranet experience.
- **Multilingual capabilities** to meet the needs of a diverse workforce.
- **Intelligent Workflow™** features like Action Cards™ that display relevant information coming from third-party apps and tools so users can act on them right from their newsfeed without having to juggle between screens.
- **Mobile apps so employees** can be productive from anywhere.
- **Analytics** so you can see what your people are using most, and make changes accordingly.





## Your brand identity is important

Some platform tools (Planner, Outlook, OneNote, Yammer, etc) follow a one-size-fits-all approach, so there's no room to customize beyond basic configuration. Other platform tools (SharePoint or Teams) offer a bit more flexibility. But large organizations need more – and their brand identity deserves more. Beezy helps you get more from Microsoft 365 because we've added flexibility for large organizations with distributed locations, offices, and service lines.

We allow a deep level of branding customization and the flexibility to apply as much or as little as you need. It means your digital workplace will reflect your company brand and values. The level of identity Beezy allows goes beyond look and feel: We've included important aspects such as the company culture and values.

### Here's an example:

HR teams like to help create and nurture a certain culture – values and behaviors they want to encourage as work gets done. Beezy gives them an employee recognition program that's fully aligned to the organization's culture. It's a social feature but it's implemented with a real business purpose.

## Governance matters

Another valuable customization Beezy provides is in the area of governance. With Beezy, you can:

- Set the rules of social collaboration
- Manage change in an effective way
- Roll out a new digital workplace without overwhelming employees
- Comply with legal and regional employee standards
- Manage global and local content efficiently

Beezy makes sure your organization has the flexibility you need when it comes to these, and many other, aspects of the solution.

### Here's an example:

While one of our UK-based financial services customers allows all users to create Stories, a Spanish banking customer only enables a restricted group of writers with this capability.

## We strip out the noise

Microsoft offers a platform that's constantly evolving, backed by a strategy to release features that address pain points in how people work. It's led to some impressive new products: Power Automate, Microsoft Power Platform, and, of course, Teams. But, sometimes, features and products get revamped, replaced, or retired (Skype, Staffhub, O365 Video, Groups, Gigjam, Wunderlist, Delve and Infopedia, to name a few).

Often, a bit of rethinking can result in improvements. Groups, for example, eventually replaced Outlook lists, while Office 365 Video was the foundation for Stream. With others, such as Infopedia, Wunderlist or Staffhub, Microsoft released competing products in the Microsoft 365 stack, an approach that can cause a bit of confusion around what to use when.

At Beezy, we're big fans of Microsoft innovation, and we're always first in line to co-develop, test and pilot new technologies. At the same time, we aim to create a user experience that's human-centered and as intuitive as possible. That means:

- **We determine value-add.** Our goal with each new Microsoft release is to determine what value it will bring for our customers, and when it's right to put in our product.
- **We're constantly innovating.** For example, we're the first Microsoft digital workplace to use the Azure Cognitive Services framework and Bot, and the first to create a connector (an API wrapper) for Power Automate (Flow). And when Microsoft comes out with a new app or tool – like its new employee experience platform Viva – we're ready to integrate right off the bat and help put it to work for your organization.
- **We protect our users.** We remove questions around which tool to use when, and we listen to what our customers want. For example, when Microsoft retired blogs in 2020, we promised we'd still offer Beezy blogs so our customers could keep the vast amount of knowledge they'd built up without having to worry about losing valuable content or a costly migration project.

Keeping pace with the constant changes and evolution of Microsoft 365 is what we do, and Beezy users benefit.

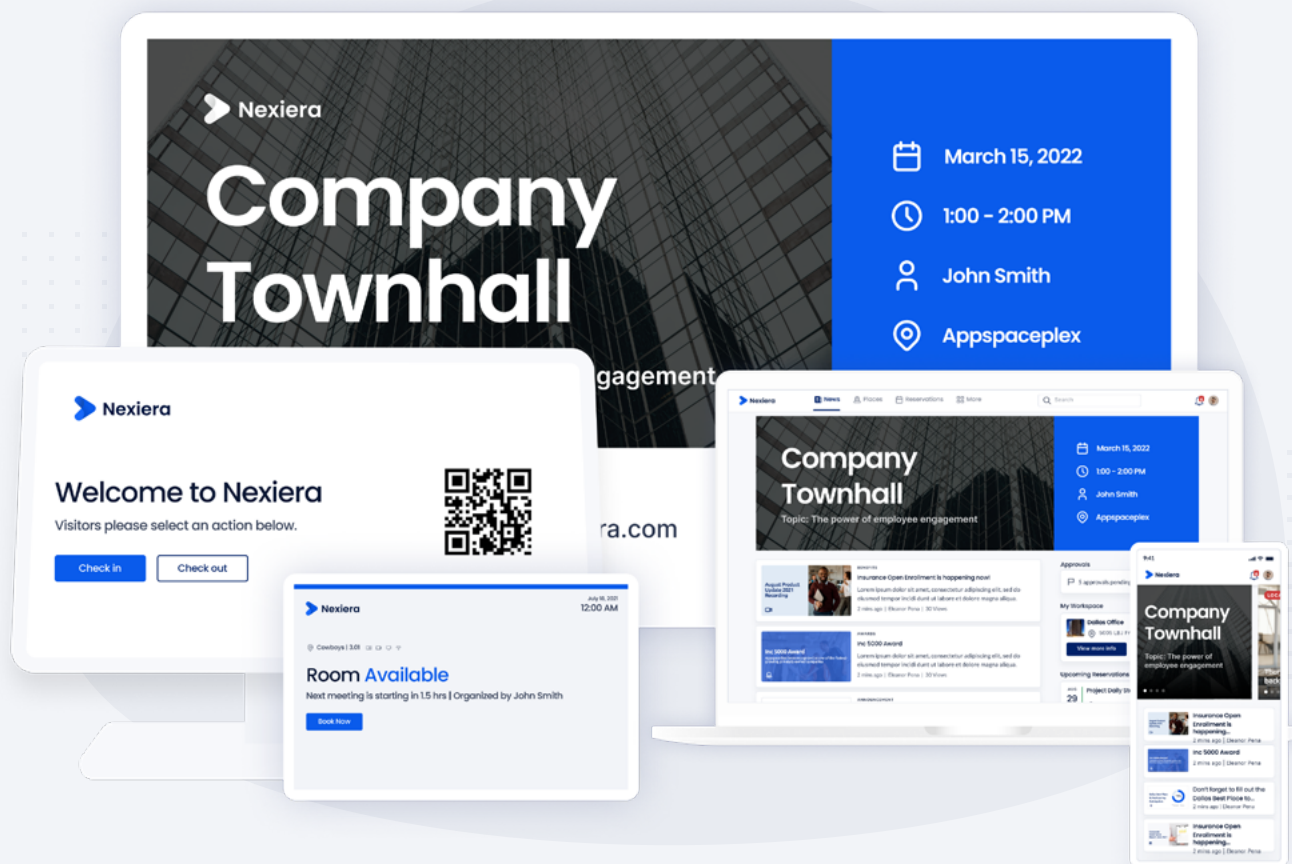


# Making the move to Beezy

If you don't yet have an intranet solution, we'll help get you up and running with Beezy – fast. If you're migrating to Beezy from a legacy intranet, we've got you covered. Our migration process is purposefully designed to be:

- **Seamless:** We offer complete end-to-end migration support, making sure you don't lose important data.
- **Tailored:** It's not one size fits all. Our program is flexible, so we work with your specific needs in mind.
- **On-schedule:** We've got the migration framework and proven expertise to ensure your migration starts right and ends on schedule.





Employee App



Intranet



Space Reservation



Wayfinding



Digital Signage



Content & Publishing



Visitor Management

## ABOUT US

Appspace is the workplace experience platform for communications and workplace management. It's the first to combine a modern intranet (powered by Beezy), space reservation, digital signage, and more – all in a single, easy-to-use platform. Now organizations can replace siloed products that are costly to integrate and unite their physical and digital workplace. More than 150 Fortune 500 companies, and 10 million on-site, remote, and frontline employees, are using Appspace to make work a more connected and engaging experience.

Learn more at [appspace.com](https://appspace.com)

