



Case Study: Parkway Properties



Tribridge and SharePoint Enable Connection, Communication and Collaboration at Parkway Properties

BUSINESS SITUATION

With nearly 300 employees spanning 70 locations, Parkway Properties needed an easy way to communicate and collaborate internally. "We had an outdated intranet solution that was difficult to maintain and required custom programming any time we wanted to make a change or add new functionality," said Randy Lominick, Vice President of Information Technology. "It is a challenge for companies with multiple locations for their people to feel connected. We wanted a content management solution that allowed us to share information easily, streamline systems, enable collaboration, improve communication and spread our culture throughout the entire company."

"When we are working with new customers, we talk about what differentiates us – our employees and our culture," said Randy. "We are very proud of our high employee retention rates and we know that happy employees provide the best customer service. So anything we can do from a technology perspective to foster this, we want to make that investment."

SOLUTION

Parkway Properties evaluated several solutions before selecting Microsoft Office SharePoint. The next step was to find a firm to help with the implementation. "We wanted a firm that could help us with this initial project and that would be our partner over time," said Randy. "We prepared an RFP and sent it out to potential service providers. We met with Tribridge and liked what they had to offer. It was clear that they understood our vision and how we can use technology to support that vision."

Tribridge put a face on Parkway's SharePoint solution. The employee directory available in SharePoint was customized to include more employee information. "Tribridge added employee photos and a place to share personal info to the directory, for example their favorite quote or book, birthday and hobbies, so everyone can see who they are talking to on the phone and know a little more about them," said Randy. "Tribridge also customized the home page of the intranet to include rotating random fun photos of our employees. These customizations allow us to project our culture out to all of our locations. Having a culture that inspires collaboration is critical; it allows us to attract the best employees who in turn take excellent care of our customers." Additionally, as part of the intranet, employee forms, such as medical reimbursement forms, are organized and easy to find, and a complete listing of learning opportunities is available for employees to access and participate in.

Tribridge created several integrations that are included in the intranet. Employees have a single log on and cross-authentication with an external learning system, which means employees don't have to remember multiple passwords. General ledger information is pulled into SharePoint to share various performance metrics in a pie chart format. A multi-dimensional database also was integrated again to share information with employees.

SOLUTION: Microsoft Office SharePoint

ABOUT PARKWAY PROPERTIES



As a multi-year recipient of the Society of Human Resource Management's prestigious "Best Medium Companies to Work for in America" award, Parkway Properties, Inc. (NYSE:PKY) knows employees are the foundation for success.

Parkway Properties, a member of the S and P Small Cap 600 Index, is a self-administered real estate investment trust specializing in the operation, leasing, acquisition and ownership of office properties. Headquartered in Jackson, Mississippi, the company owns or has an interest in 13.4 million square feet of leasable office properties in states throughout the south and Chicago.

We constantly are thinking about ways to improve communications with our employees to help us all achieve our financial goals.



We help our customers become more productive, profitable, competitive and secure.



RESULTS

Annually, an employee advocate talks to each employee in the company to get feedback on everything from health benefits to communications. "Employees now comment on how much easier it is to find and share information," said Randy. "They like the employee directory and news items that they have easy access to." SharePoint complements the other communication avenues Parkway uses – monthly company meetings via live video conference; face-to-face meetings; and email. Server storage space has been reduced since files and documents are stored in SharePoint instead of locally or as part of the email server.

As part of the initial implementation, Tribridge also moved Parkway's investment management spreadsheets and documents to SharePoint as well as incorporated an RSS feed that pulls in industry news. This allows for easier access to information and internal employee collaboration.

Building on the success of the initial project, Tribridge helped Parkway with streamlining business processes. "We started with the workflow built in to SharePoint to tailor processes for our human resources department," said Randy. "There are numerous steps that occur when an employee joins us, moves to a different position or leaves us. As a publicly traded company and part of Sarbanes-Oxley compliance, we need to have all of these changes documented. To prepare for our annual audit we would spend two days pulling these details together from spreadsheets or emails, and now these processes are automated and tracked in SharePoint. At audit time, we simply give the auditors access to our system and they pull the information themselves."

Parkway also has set up a new employee area of the intranet site. This site helps guide a new employee through their first few weeks at Parkway by providing day-by-day tasks. "The better job we do with the on-boarding process the more likely we will have a happy and productive employee and retain those employees," said Randy.

Sales efforts also have been streamlined with SharePoint. "We used to track opportunities in various spreadsheets that were emailed around," said Randy. "Now we update a SharePoint list with prospect information and the likelihood we will lease a property. Not only is the information real time, but managers can easily go in and see everything that is happening and view a pipeline report." Sales data is more accurate and timely.

"A part of our core culture is to have standard operating procedures. We want our customer's experience to be the same at every property. We used to have one person who updated these procedures quarterly. Now, we use the wiki feature in SharePoint and anyone with access can update the procedures," said Randy.

"We felt very confident that Tribridge would deliver the project within the timeline and the cost they proposed," said Randy. "Their team is extremely talented and they have a lot of knowledge that helps solve problems creatively. We look forward to working with Tribridge on many future projects."

SOLUTION: Microsoft Office SharePoint

THE RESULTS

- Finding and sharing information among several locations much easier
- Complements other communication tools used for meetings
- Server storage space greatly reduced
- Incorporates up-to-date investment management spreadsheets and industry news
- Workflow tailored for human resources activities
- Preparation of documents for annual audit reduced from two days to instant access
- Employee on-boarding process greatly improved
- Real-time access to sales and pipeline data
- Standard operating procedures updated instantly rather than quarterly

Tribridge and SharePoint support our Commitment to Excellence statement. We have improved open lines of communication, standardized business practices and established internal and external communities that enable employee retention and exceptional customer service.

CONTACT TRIBRIDGE

Find out how Tribridge can help you simplify your business.

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