

Intra-organizational social network development

Organization: ZIM Shipping Integrated Services Ltd

Student Name: Vladislav Nemet

Advisor Name: Yaakov Baruch

Intra-organizational social network designed to improve employee's collaboration, overcome language limitations, allow organizational knowledge and experience detection in various fields, bridge cultural gaps and provide service and quick decision-making and thus make the Organization more efficient.

The company is competing on most demanding market. To survive on it, ZIM must be most efficient; employees in all branches must collaborate in a variety of complex issues. Social network provides solutions to all above.

The Network was built on the SharePoint 2010 platform. A steering committee included information systems, human resources, marketing and management members, decided on work scope, development phases and information sources. The committee identified key users, who will test, use the network, and instruct other users. Numerous sources for network user profile were found. Discussions were held with external consultants.

After completing the development and testing stages, the solution was introduced to the management of the company; however after the presentation to the CEO, it was decided not to launch the network. Primary reason is the concern that in light of company's financial situation, network's collaboration abilities might be misused.

Despite networks' disapproval, important lessons were learned. Vast material was collected. Employees' demands and expectations received. Complex questions arose from company's managers.

Social network development is mostly about politics. I believe that work should have started from senior management's approval, only then proceeded with technical development stages.