

**Success Story | SRG**

# Efficient board communications at Switzerland's largest media firm



SRG SSR is an independent, federalist media company organised under private law with around 6,000 employees. It comprises the General Management and the five Enterprise Units Radiotelevisione svizzera (RSI), Radiotelevision Svizra Rumantscha (RTR), Radio Télévision Suisse (RTS), Schweizer Radio und Fernsehen (SRF) and SWI swissinfo.ch (SWI). SRG SSR is the largest media house in Switzerland with a turnover of CHF 1.65 billion.

In order to increase the non-profit company's communication efficiency, its executive team and board looked for an advanced communication solution that offered reliable availability levels as well as compliance with SRG's security requirements.

## WANTED: STABLE AND SECURE SOLUTION

Both teams had been sharing written information by post, by email and with an app from another provider. However, the app only supported the distribution of PDF documents on Apple tablets. "We always had to provide a huge amount of support whenever the product didn't work. But as we had no direct access to the provider, more often than not our hands were tied," says Beat Schneider, General Secretary of SRG's board. "That's why we wanted a solution that our IT department

agreed with and that met their procurement guidelines, such as certifications for data security, data storage within Switzerland, and data protection." In summer 2016, Schneider sat down with the general secretary of SRG's executive team and – with the help of the IT department – defined the user needs of members of the company's board and management team. They also evaluated external and internal offerings.

The SRG SSR logo, featuring the text 'SRG SSR' in white on a red rectangular background.

„We don't only save a lot of paper, we work much more efficiently too. Another welcome point is that the system is very reliable and stable and that we hardly need to provide support any more.“

**Beat Schneider**, General Secretary

## SHAREPOINT UNSUITABLE FOR OBJECTIVE

During the evaluation, it became clear that Microsoft SharePoint, the solution suggested by the collaboration team in SRG's IT department, would be insufficient. "We decided not to pursue the SharePoint route. One reason was that it did not support the addition of individual notes that were not to be shared," says Schneider, explaining why they decided against the Microsoft platform. After discussions on the security policy with the chief information security officer, the team compiled a list of

possible solution provider candidates. The procurement department then asked each one for a proposal. Four out of the ten well-known providers made it onto the shortlist – and the team chose Brainloop. "Brainloop had the best offer that met all our evaluation criteria," says Schneider. They decided on Brainloop's software-as-a-service (SaaS) solution as it was user-friendly for the purpose of board communications and its attractive pricing made it cost-effective.

## USED BY BOARD MEMBERS, EXECUTIVES AND SPECIAL ADVISORS

Once the company had worked with Brainloop staff to define user roles, which govern permissions for document actions like printing or forwarding, the solution was implemented for a first committee meeting. Schneider was then able to distribute the board meeting folder for the December meeting with Brainloop BoardRoom as well as with the existing system. Brainloop staff were on site to train users on the new system in preparation for this meeting.

Since early 2017, the board has been managing and sharing meeting documents exclusively with the new solution and users benefit from it to edit documents too. Schneider and his team use it to manage over 40 board meetings and delegate meetings per year, as well as the meetings of all six

committees. About 50 per cent of the company's executive team and special advisors use the service. Today, it has about 50 users at SRG. These are members of the board and management team, the general secretary's staff, and advisors such as lawyers and business consultants who work with the committees. Access to the information, and the way it is used, is governed by the appropriate dataroom structure and the user roles defined on the individual document level. These parameters are managed by staff from the general and central secretary's offices, ensuring the confidentiality of the information at all times. The company's internal IT team and staff from the solution operator cannot access the datarooms (the solution provides administrator and operator shielding).

## LESS PAPER, MORE EFFICIENCY

Most people use the solution on their iPads, although a few also use Windows or Mac computers. "Users who need to work on large Excel spreadsheets are particularly appreciative of Brainloop BoardRoom's browser functionality," says Schneider. "Sharing these spreadsheets wasn't possible with the previous solution, because the app only worked on iPads." He adds that the users are generally very happy with the system. As well as saving a lot of paper, the solution's usability means that people work more efficiently, especially when documents need

to be modified or have annotations added to them. "Another welcome point is that the system is very reliable and stable and that we hardly need to provide support any more." In 2019, Schneider plans to extend the use of the system beyond meeting preparation to include voting on resolutions using the circular procedure and the board's self-assessment using questionnaires in Brainloop BoardRoom. That will increase the benefit of the system even further.