

# TOSHIBA

## OVERVIEW

### INDUSTRY:

Electrical & Electronic  
Manufacturing

### COMPANY SIZE:

10,000+ employees

### LOCATION:

New York, NY

### SOLUTION:

Jive

## BENEFITS

- ✔ Streamlined corporate communication
- ✔ Reduced time spent searching for information
- ✔ Increased sales
- ✔ Improved collaboration between departments

## CASE STUDY

# Toshiba Uses Jive to Streamline Corporate Communications and Increase Sales

## CHALLENGES

Toshiba America Business Solutions (TABS) is part of one of the world's largest electrical & electronic manufacturing companies - Toshiba Corporation. They manage aspects of product planning, marketing, sales and support. However, the tools they were using to communicate couldn't keep up with the fast-paced business climate.

Knowledge was being lost in constant streams of messages. This caused teams to waste time searching for information while working through projects.

"We live and work in a knowledge economy," says Terry Kristiansen, head of the TABS Education and Development Group. "We knew that 80% of the institutional knowledge lived in people's heads. We needed to find a way to document and leverage a good portion of that to keep the company from losing valuable information and know-how."

TABS wanted to make it easier for employees to share corporate knowledge, find information and collaborate. However, leaders struggled to find a solution with the features they needed.

## SOLUTION

After considering several options, leaders at TABS found that Jive fit their needs.

“Not only was Jive Software responsive,” says Khanh Pham, Director of Marketing Programs and Operations at TABS, “but they understood our goals and objectives immediately. They very quickly drilled down to show us how the Jive platform could meet our requirements.”

TABS began testing Jive in a beta environment and realized that it was exactly what they were looking for. That’s when they decided to roll out the new intranet to all employees. Then, the TABS integration team took action to promote Jive by creating teaser ad videos. These materials clearly positioned the capabilities of the new intranet, Toshiba eXCHANGE.

After 30 days in beta, Toshiba eXCHANGE became available to all employees. Users flocked to the platform because it makes it easy to exchange information. In fact, early metrics show increased activity on the intranet when new information gets posted.

Further, Jive’s PeopleGraph has reduced the time spent searching for information and helps TABS boost sales. This technology drives powerful search results and hyper-targeted recommendations that put the content users need right in front of them. It also empowers the sales team to get answers quickly and close more deals.

Now, TABS has an intranet that streamlines communication and increases productivity. As a result, the company is able to maintain a high level of channel support with a small number of staff.

Team member Ryan Battaglia gives this advice to anyone engaging with Jive.

“If you’re doing it with Jive, don’t worry about it — just do it. They have a flexible platform that’s very stable — you’ll get where you need to be.”



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*Khanh Pham,  
Director of Marketing Programs  
and Operations,  
Toshiba America Business  
Solutions*



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