



## Connect everyone, from frontlines to leadership

TrueNorth Steel provides steel-based solutions for customers' projects in a variety of industries, including agriculture, construction, mining, road and bridge construction, stormwater management and energy. With more than 70 years of manufacturing, engineering and project management experience, True North Steel delivers high-quality construction and storage solutions across the United States.

True North Steel needed a tool to help with cross-company communication – something that would work the same on the production floor as in the board room. This tool would also need to help them create cohesiveness across their 9 geo-dispersed locations. True North Steel knew that they couldn't depend solely on paper prints. They needed to give the frontline staff a voice, and to celebrate and connect with the people who are out in the field.

Working with LineZero to implement Workplace from Facebook (Workplace), True North Steel was able to achieve the bulletin board effect, with top-down communication via the Workplace platform. Through Workplace, True North Steel could:

Deliver one company dialogue and bring people together, from the production floor to the office door (Live updates by their COO).



### Real-time sharing

Provide immediate and real-time sharing via desktop and mobile, on an easy to use and familiar platform. For example, their Production staff are now able to connect with other locations and break down the silos that once hindered how they worked.

### Build corporate culture

Help build a corporate culture by connecting people across their footprint – True North Steel created diversity and inclusion groups that connected staff with similar interest across all locations. Plus, recognitions and celebrations for staff and company success are a game changer for corporate culture!



### Access to safety & training videos

Provide access to important Safety and Training Videos.

Want an IT partner so that you can focus on your core business? Contact us!