



Roadmap to Hybrid Innovation

The Challenge

Innovation is key to MM Group (MM), particularly in terms of creating new and improved products. But the organization wanted to **start getting feedback from employees**, including their colleagues on the shop floor, who work with their products on a daily basis.

Although they had an in-house system in place, they needed a simpler tool that would integrate into their new way of working and came with **implementation support**.

- The current in-house software was no longer up-to-date and not integrated into their systems.
- They needed to keep their IT team's time free to continue to support other areas of the business.



Company:
MM Group

Industry:
Paper and Forest Products

Location:
Vienna, Austria

MM is Europe's largest producer of cartonboard and folding cartons. With more than 10,000 employees in around 50 production sites, the organization generates sales of around EUR 2.5 billion each year.



"We need a package where we have a trusted partner. It's better to have a partner with the right skills, so we can focus on other priorities in the IT department."

Jacqueline Wild, Head of Group Information Management

The Solution

edison365's Enterprise+ Implementation Service is a comprehensive consulting package that supports MM with strategically planning the launch of their new tool, training champions and collating innovation insights.

They also purchased edison365's support services, which provides them with a **dedicated Customer Success Manager** who works alongside the team to focus on their priorities.

10,000+

platform users

4,000

staff without email

50

Innovation Champions



Results

The MM team has started rolling out edison365's ideation software to their employees across the world, with challenges that will focus on improving sustainability. So far, **the process has been smooth and they have found software easy to implement.**

They hope to receive ideas from staff working on the shop floor, who do not have access to email and are therefore hard to reach. To do this they have **put in place a hybrid solution**, which combines ideation software with physical suggestion boxes. A dedicated member of staff will take physical suggestions and input them into the system so that the whole company has visibility.

Moving Forward

- The goal of the pilot is to see ideas move through to implementation.

- MM are currently rolling out Teams to their mills. As our software is based on O365, it will be a familiar interface for employees.

- The MM team originally hoped to roll-out the software to plants following a European pilot, but will now be launching business-wide.