



# Case Study



## Connecting 113,000 well-informed employees to create chemistry

**BASF is the largest chemical producer in the world with subsidiaries and joint ventures in more than 80 countries, hundreds of production sites in Europe, Asia, Australia, Americas and Africa and customers in over 200 countries.**

**BASF has always had a strong focus on employee communication. Their employees are fundamental in achieving the goals of the “We create chemistry” strategy. As there are 113,000 employees around the globe, BASF needed a content management system (CMS) to inform and inspire their people. The system had to distribute both company-wide as localized content, all in a consistent corporate design. So a global information channel for all employees was developed. It was called BASF today.**

### **BASF today; inspiring global information channel**

BASF today offers company and industry news as well as items of general interest. Videos, livestreams, stock market values, current developments in the company, including news regarding the economic, political and social

environment of BASF. BASF today starts up every day at 7.00 a.m. displaying the latest news and updates. The newsfeeds are enhanced and refreshed during the day. Editors can distribute presentations with an endless variety of multimedia formats and can quickly adapt to structural and ad-hoc changes in the organizational structure.

## Corporate



Corporate  
Communication

BASF today allows employees worldwide – from trainees and the laboratory technicians to executives – to have a glance at the bigger picture of their own location on innovations, products and achievements of the company they work for. Through this channel BASF also targets external groups such as candidates, customers, partners and other visitors.

The display kiosks are positioned in prominent locations on company premises, such as entrance gates, receptions and visitors' centers. BASF today gives not only co-workers, but also visitors, customers and business partners a real insight in the activities and achievements of the chemical company.



### Early adapter still going strong

BASF introduced the corporate news channel in September 2006. To date the signage network supports more than 150 displays that have been installed at more than 60 locations in no less than 23 countries.

"We started in 2006 implementing the first screens and were happy to realize BASF's requirements with PADS4. Even ten years and just a few software versions later, we are able to deliver reliable and appealing content to the screens worldwide everyday": states Cornelius Bodamer, Project Manager of BEN HUR GmbH.

Those responsible for communicating the corporate content use an online editorial system to upload newsfeeds to crosslinked output channels. There are 3 output channels to distribute content to the employees: the signage display network, the PC desktop news ticker and the MobileApp. For each

specific communication need they select the correct medium and make tailor-made content fit for the required channel. Every user or editor has roll-based access and rights depending on location, country, department, time zone, and language.

"Here at BASF we strive to cultivate a working environment that inspires and connects people. We strongly believe that open communication across the organization boosts the efficiency of our employees", says Franziska Nitsche, Manager Channel Management at BASF. "The PADS4 software supports that philosophy to share knowledge, build engagement and strengthen the BASF brand. PADS4 easily distributes and displays our corporate messages to our 113,000 co-workers located all over the globe."

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### Franziska Nitsche, Manager Channel Management at BASF

Along with other internal communication channels such as Intranet, Online-Newsletter and the internal Social Business Network connect, BASF today plays a key role in distributing a consistent feed of relevant corporate information. And with the scalability of PADS4, they can easily support the future growth and expand their corporate news channel to even more locations and countries.

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