



At a Glance

What they wanted to do

- Implement a highly reliable cloud platform that meets diverse business needs
- Build a culture of efficiency to help save business costs
- Enhance customer experience and confidence in the business

What they did

- Implemented Google Apps for Work to provide a stable solution for their 24x7 business operations
- Achieved more effective project management and collaboration through Google Sites
- Stored all company information on Google Drive for easy access and sharing

What they accomplished

- Minimised project delays and costs through closer collaboration and project monitoring
 - Improved content management and information sharing across its business
 - Spurred productivity and efficiency innovations through greater collaboration
 - Enhanced customer confidence by enabling real-time remote monitoring of operations
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Google Apps for Work powers Adhunik Group's "culture of efficiency"

Background

One of the fastest growing conglomerates in India, the US\$1 billion Adhunik Group operates more than 15 mines, three steel plants, one merchant power generation unit and 14 offices around the world.

Adhunik means 'cutting-edge' in Hindi. True to their name, the group constantly strives to achieve optimal efficiency and effectiveness by leveraging IT across its multiple business units and geographies.

Challenge

Adhunik wanted a cloud solution that would unify its employees globally by enabling effective communication, collaboration and timely decision-making. They needed a reliable solution that would support Adhunik's business operations 24x7.

Sanjeev Kumar, Group CIO and Group President - Business Excellence for Adhunik Group of Industries, shared, "Our businesses operate round-the-clock. Every moment of downtime delays our progress. As each project is worth more than \$330 million, delays can cost us almost \$1.1 million a day."

The first cloud solution that Adhunik implemented in 2010 for storage, content management and collaboration delivered limited results. The complex system required extensive user training and witnessed slow adoption amongst employees. It also demanded vendor support to tackle issues with reliability and stability.

Kumar said, "We decided to explore other solutions that would fit better with our business and IT goals. It was a timely review as our existing three-year vendor contract was expiring."

"Today we use Google Hangouts to allow customers to see the work happening on our premises in real time. This boosts their confidence in what the Adhunik Group can deliver. It enhances the experience of working with us and sets us apart in the market."

— Sanjeev Kumar, Group CIO and Group President, Business Excellence

Solution

Working with Google partner **MediaAgility**, Adhunik chose Google Apps for Work and conducted a comprehensive six-month evaluation involving senior management, employees and customers. Key evaluation criterion included Google Apps for Work's ability to meet the Group's expectations and standards around performance reliability, ease-of-use and, most importantly, data security.

Feedback from users showed that the Google products were not only robust and secure; they were also very simple to implement and use.

About Google Apps for Work

Google Apps for Work is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps for Work includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information visit
www.google.com/work/apps

Kumar said: "We found Google Apps for Work to be very reliable. This significant improvement in system stability and business continuity provided peace of mind to management and users. We do not require any additional support and training as the solution is very user-friendly. Our employees enjoyed exploring it during the trial and are happy using it today."

On the security front, Kumar said, "We saw how Google is able to secure our data properly. We are assured that Google protects the privacy of our corporate data in the system by ensuring that information is not used inappropriately or shared with external parties."

Results

The migration from the previous cloud solution to Google Apps for Work took place seamlessly. Kumar said, "There was zero downtime. Google Apps for Work's intuitive user interface translates to quick adoption by users."

The new Google implementation strengthened Adhunik Group's ability to collaborate, innovate and ensure on-time delivery of projects. The biggest difference in the way Adhunik operates today is in the use of Google Sites. Teams across business units and locations now use Google Sites as an internal project management portal to help them track progress, share information and collaborate effectively. With Google Sites, project managers can closely monitor progress to proactively look for ways to improve efficiency and optimise timelines.

"Our previous solution was complex and slow. With Google Sites, employees were surprised to learn that there was such an easy way to track project progress in a transparent and collaborative manner," Kumar commented.

Google Drive is now the de-facto information sharing and storage platform. "Previously, we didn't have a tool that could be used easily for document sharing so we shared files via emails, which had limitations on bandwidth and storage space. Today we store everything on Google Drive. From typed texts to scanned documents, everyone has easy access to information from anywhere they work," Kumar commented.

Beyond its internal operations, Google Apps for Work has helped to build greater customer confidence in the company. Kumar explained, "We installed more than 100 "point-tilt-zoom" (PTZ) cameras at our operational sites for remote monitoring, reporting and maintenance. Today we use Google Hangouts to allow customers to see the work happening on our premises in real time. This boosts their confidence in what the Adhunik Group can deliver. It enhances the experience of working with us and sets us apart in the market."

The Google implementation is delivering tremendous cost and efficiency benefits to Adhunik by offering functionality and flexibility that meet the diverse needs of its businesses. Google's high reliability has helped the group complete a wide range of projects faster and increased their ability to tap into more business opportunities.

"With Google Apps for Work, Adhunik has a high-end cloud solution at 70 per cent of the cost of other similar offerings. We have enjoyed 10 to 15 per cent increase in productivity and significant cost savings because of its reliability. We no longer have to deal with penalties or additional costs from project delays. Google is the enabler that has helped us instil the culture of efficiency across our businesses," Kumar concluded.

