

2c

Internal Communications and Global Web Development



*Global IntraNet
Interactive
Website
Theme Pages*



Eli Lilly and Company operates offices in over 70 countries and the currentness of communications on an international level is a constant issue. To reduce cost and as importantly, increase efficiency and timeliness, a global network scheduling system, utilizing a secure intranet concept was outlined, developed and implemented.

The "Lilly Communications Network" (LCN) consists of 3 core components which perform specific internal communications functions. VideoBulletinBoard is a corporate-wide information vehicle utilized to distribute general information. VideoBroadcast is an executive management tool using videoconferencing sites to communicate important business-wide announcements. VideoConferencing is a business tool designed to link globally dispersed offices through teleconferencing. All these systems are connected to a dedicated satellite communications network.

The VideoConferencing component is available to all employees with an account and was produced with a series of sophisticated "on-line" scheduling and reservation calendaring tools which allowed the user perform all inquiries concerning availability and



Highlight:

A commitment to internal communications and image is not always embraced by corporate management.

In reality, it is just as important to define yourself to your own employees as your customers and prospects.

To promote the LCN program materials such as buttons, t-shirts, coffee mugs, even mouse pads helped increase awareness of the availability and importance of these tools.

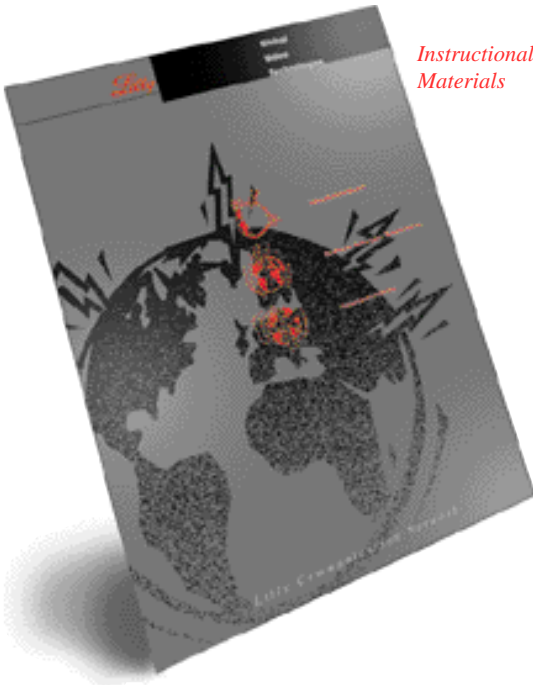


Prism
Design
Group

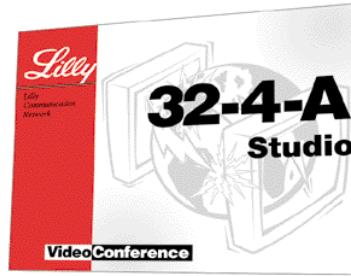
*Integrated
Strategic
Marketing
Communications
Solutions
Through
Design*

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Internal Communications and Global Web Development



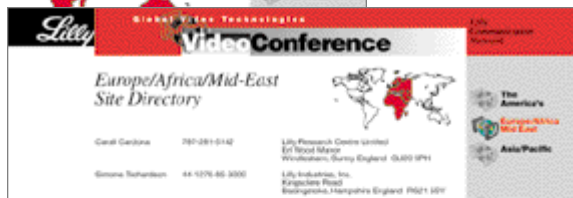
Instructional Materials



Facilities Signing



Website Directory Pages



Mouse Pad

scheduling, at the desktop level. The VideoBroadcast component employed executive level security on a secondary calendar layer for sensitive communications and presentation rehearsals. An Oracle driven database was constructed to allow staff to update information concerning administrative changes. An on-line training module was included to assist remote locations in fast-tracking users. A series of metrics with custom reports was developed to capture user data and cost justification.

The entire program was designed with its own identity. An internal communications program promoting the availability and use of the systems was implemented as a teaser program weeks before introduction.

The program included:

- Internal Program Image Development
- IntraNet Global Interactive Website with Extensive Database, Calendar/Scheduler and Global Site Directory, On-Line Training, and Troubleshooting
- Internal Product Promotional Materials
- Instructional Manuals and User Support Materials
- Facility Signing

