

# AppDynamics: Retaining company culture through high growth



## THE RESULTS



**95% YTD adoption rate from 30%**



**60% - 70% monthly user login**



**Successful six-week implementation**



Industry: Technology  
 Founded: 2008  
 Headquarters: San Francisco, CA

## The Challenge

AppDynamics grew from zero to over 2,000 employees since 2008, making it one of the fastest-growing companies in the United States. The executive team has made it a priority to foster a strong company culture that encourages and values creativity, innovation, and collaboration since inception. To show their commitment, they created the Internal Communications role with the goal to relaunch their underutilized intranet in just six weeks.

AppDynamics found the perfect opportunity to launch their new engagement strategy and revive their intranet by aligning it with their company kick-off. The challenges they faced were first, there was sporadic awareness that an intranet existed. Employees relied on email as the main line of communication, and as a result, email became overloaded and lost its value with all the incoming clutter. Existing intranet content was outdated and irrelevant. Information was not easily distributed across employees, making it a challenge to communicate and connect employees. Ultimately, AppDynamics wanted to strengthen its new branding and retain their unique culture through storytelling and internal communications while providing accurate and relevant company information.



Maintain company culture through rapid growth



Outdated content leading to disengagement



Intranet awareness

“Our goal was to establish a baseline for ourselves and use it to improve engagement. The philosophy behind establishing the initial baseline and moving it forward has always been telling compelling stories that engage our audience.”

– Mehroz Baig

Associate Manager,  
Global Communications  
– Internal Communications

## The Solution

AppDynamics was looking to revive their intranet synchronously with their company kick-off to recalibrate the mission and culture. The company chose Simpplr because of the easy point-and-click administration that enabled the core team to create and manage content at a fast pace, including customizing the intranet to company branding and aesthetics without IT dependency.

The intranet relaunched with a new design strategy from the Creative team to ensure that branding elements were seamless across the two companies. Other teams across the company contributed new, accurate, and relevant content for the launch. In addition, identifying stakeholders for company-critical documents was a prerequisite for auditing and refreshing content that enabled employees to easily search for important and up-to-date information.

Storytelling was a key ingredient in creating engaging content. To promote intranet awareness, AppDynamics focused first on creating content with depth, using storytelling to effectively engage employees. The Internal Communications team published special interest and affinity sites across a range of topics from philanthropic initiatives to pets of AppD to bring employees together. The content within these sites helps tell the stories about the people who make up the company.



Distributed ownership  
without IT dependency



Using analytics to monitor  
and improve engagement



Use of newsletter and affinity  
Sites to bring awareness and  
engage employees

## The Results

AppDynamics has created another line of communication between the employees and the organization with the successful relaunch of the intranet. The intranet also provided the company a space to showcase the diversity and culture of AppDynamics. The tremendous amount of effort and teamwork across multifunctional teams made it possible to maintain and integrate AppDynamics' special culture within Cisco. The intranet successfully launched in six weeks and showcased the company's values and pride while aligning with the new branding look and feel.

The team relied heavily on Simpplr's in-depth analytics to help them create a baseline, measure engagement, and understand employees' usage. These metrics serve as the backbone of content ideas that keep employees engaged. Today, AppDynamics sees between 60% to 70% monthly user login, the highest level of engagement to date.

## About AppDynamics

AppDynamics is a leader in application performance management and IT operations, providing a machine learning business monitoring application that the world's largest enterprises use to thrive in today's world. The company won the award for Glassdoor's Best Places to Work in 2019, ranking 58th on the list of US companies with more than 1,000 employees and 20th on the list of UK companies with over 1,000 employees. AppDynamics was founded in 2008 and is headquartered in San Francisco, CA with over 15 locations worldwide. In 2017, the company was acquired by Cisco for \$3.7 billion.

To learn more, call +1.877.750.8330 or visit [simpplr.com](https://simpplr.com)