
Industry	Technology
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Founded	2007
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Headcount	1800+
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Headquarters	Norwalk, CT
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The Datto logo is displayed in a bold, lowercase, sans-serif font on a white rectangular background.

Datto reaches 100%
employee adoption
with Simppplr as a part of
communications strategy



Launching a new intranet platform just two days before our global workforce was required to work from home amidst the pandemic proved beneficial in ensuring that employees received timely, relevant information and had an effective means of two-way communication during a time of great uncertainty.

Jessica Anavim

Digital Workplace
& Intranet Manager



The Challenge

A single solution for multiple perspectives



VPN requirement deterred employees from login causing low engagement

Only 7% of employees used the intranet for news and information

6 months to rally employees and communicate changes before IPO launch

Founded in 2007, Datto is the world's leading provider of cloud-based software and technology solutions purpose-built for delivery by managed service providers (MSPs). Since its inception, the company has grown to over 1,800 employees spread across 20+ global office locations.

In early 2019, Datto CEO Tim Weller recognized that the business needed to find and implement a new intranet system that would become employees' one-stop shop for all things Datto. Datto employees found their legacy intranet hard to navigate, and often turned to colleagues when they needed answers to simple questions or access to routine documents. This one-off method led to employee frustration and loss of productivity. Datto's legacy intranet followed the traditional method of requiring VPN access which created employee login friction. It was clear that the organization needed a solution that was easily accessible with easy-to-find information and a streamlined governance system.

With executive support, a cross-departmental governance team was assembled with people from marketing, operations, sales, project management, product development, engineering, IT, and human resources to ensure that a wide array of perspectives were taken into account during the vendor evaluation process. The goal was not to choose a vendor based on function/features, but to understand the intranet landscape, best practices, and determine whether the providers would fit Datto's needs.

The Solution

De-cluttering and simplifying communications



Up-to-date, accurate, and curated access to information

Connect across teams and 20 locations with a central trusted source

Detailed analytics and tracking to benchmark data for employee engagement

Two months after the intranet project kick-off, a survey was sent to Datto employees to understand how they used the previous intranet platform, their features “wish list,” and how they accessed resources across the business. They found that employees struggled with poor usability and site navigation, irrelevant and outdated search results, and locating critical conversations and company news.

Datto also found that employees didn't like logging into a VPN to access the intranet, which was another barrier to using the platform on a regular basis. Armed with this valuable feedback, the team set off to find

intranet vendors that provided solutions that addressed employees' needs.

Over the course of 8 months, Datto evaluated different vendor options, ultimately deciding to partner with Simplr in their quest to implement a new intranet platform. The organization decided to work with Simplr because of:

1. How easy it is to administer the platform
2. Ease of managing content without code
3. Robust privileges and governance capabilities
4. Detailed analytics and tracking

5. Cloud-based access without VPN requirement

6. Its native newsletter functionality.

Using email newsletters is a part of Datto's communications strategy, and Simplr's built-in newsletter function provided valuable metrics and insights into how employees were reading important messages. Simplr's newsletter granted Datto the opportunity to not only give newsletter-sending permissions to specific individuals; it also allowed the company to narrowly segment audiences and glean powerful click-through and open rate data to determine the effectiveness of their campaigns.

The chosen intranet solution would need to

1

help employees access resources

2

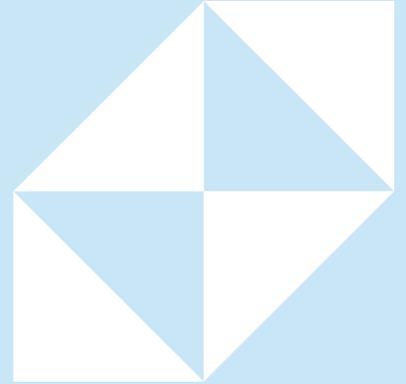
have a powerful search tool to surface relevant results

3

centralize important communications so employees wouldn't need to search through Slack channels and cluttered email inboxes

The Results

A one-stop shop



Rapid deployment to over 1,800 employees in 5 months

Created numerous sites with over 3,000 new content pages upon launch

Experienced successful deployment with 100% adoption in 90 days

After deciding on the Simplr platform, Simplr's dedicated Customer Success team guided Datto on best practices and helped shape the content strategy.

Datto worked with individuals outside of their governance team, identifying content that needed to be migrated from their previous platform to launch their Simplr platform called "Dattosphere." The extensive executive support from the CEO, Chief People Officer, and Chief Marketing Officer throughout the duration of the project placed importance on this initiative across the business.

Dattosphere was strategically structured into several areas that would aid employees in finding the resources they needed quickly. This included "Corporate Sites," which housed a dedicated place for executive announcements, cultural initiatives, recognition, and the new hire experience. Simplr allowed delegated administration across Datto's 20+ international locations, department sites, regional sites, and team sites without the need to duplicate content.

Dattosphere has truly become the one-stop shop for all information related to Datto. In total, greater than 265 contributors from 19 different departments have created over 3,000 content pages across 95 active sites. On a monthly basis, about 92% of employees visit Dattosphere at least once with nearly 34,000 content views and 5,000 searches.

During the mandated work from home period, Datto began the IPO process and used their Simplr platform as one of their primary communications vehicles.

The month of the IPO saw Dattosphere reach the highest adoption, search, and engagement metrics to-date as the platform housed an information repository that contained not only IPO resources but also information related to Datto's new public company status.

By implementing a solution that addressed their needs and getting buy-in from the entire organization, Datto was able to shift the way employees create, consume, and broadcast information on a daily basis. Dattosphere has become ingrained within the company culture and has become the one-stop shop that the team envisioned in the project's early days.

About Datto

As the world's leading provider of cloud-based software and technology solutions purpose-built for delivery by managed service providers (MSPs), Datto believes there is no limit to what small and medium businesses can achieve with the right technology. Datto offers Unified Continuity, Networking, and Business Management solutions and has created a unique ecosystem of MSP partners. These partners provide Datto solutions to over one million businesses across the globe. Since its founding in 2007, Datto has won awards for its rapid growth, product excellence, superior technical support, and for fostering an outstanding workplace.

With headquarters in Norwalk, Connecticut, Datto has global offices in the United Kingdom, the Netherlands, Denmark, Germany, Israel, Canada, Australia, China, and Singapore.

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About Simplr

Simplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at simplr.com.