

Industry	Technology
Founded	2008
Headcount	2000
Headquarters	San Francisco, CA



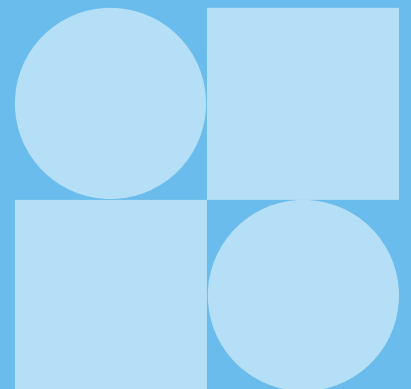
AppDynamics retains company culture despite high growth



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



The Challenge

Bringing employee engagement back to life



Maintain company culture despite rapid growth

Outdated content leading to disengagement

Lack of intranet awareness

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 its 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 Existing intranet content was outdated and irrelevant.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.

The Solution

A place for positive storytelling



Distributed ownership without IT dependency

Using analytics to monitor and improve engagement

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

AppDynamics was looking to revive their intranet synchronously with their company kick-off to recalibrate the mission and culture. The company chose Simplr 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.

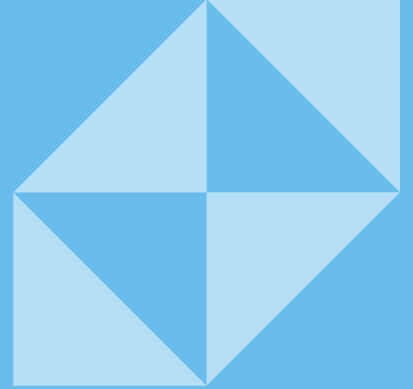
The intranet relaunched with a new design strategy from the creative team to ensure that branding elements were seamless across the two companies.

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.

The Results

Showcasing a 'special culture'



95% YTD adoption rate from 30%

60% - 70% monthly user login

Successful six-week implementation

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 Simplr'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.



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.