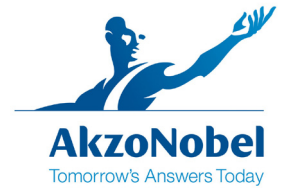


# AkzoNobel

AkzoNobel is the largest global paints and coatings company and a major producer of specialty chemicals.



## The Need

AkzoNobel supplies industries and consumers in more than 80 countries with innovative products. Being such a large company, it also produces large amounts of information.

Today, AkzoNobel consists of several different companies that have been acquired throughout the years. Market intelligence was always perceived as being very valuable. The market intelligence practices at AkzoNobel helps the company streamline their day-to-day work and become more effective.

Given the value of market intelligence, an executive decision was made to further improve how the dissemination of market and business news and analysis was performed within the company. There was a need for a central repository that could store all market intelligence in one, single place to avoid duplication of efforts. The purpose was to improve the flow of intelligence and make it easier and faster for users to find what they need.

## The Challenge

The challenge was to find the best possible way to provide the Executive Committee with the information they required in a cost-effective way. Furthermore, all market intelligence should be gathered in one place and any duplicates of articles in the retrieval of market intelligence should be filtered out in order to avoid information overload.

To ensure success for system acceptance among users, special attention was paid to making the system as user friendly as possible. Some of the requirements that Comintelli® had to meet were for example that the system should be easy to log on to and that it should be easy to create reports and push out information.

*“In the end, what we looked for was a system that would do most things automatically and to make market intelligence more efficient. We didn't want to spend time and money on doing things double anymore.”*

Robert Jan Alting von Geusau  
International Business Analyst and Project Manager of OneIntelligence, AkzoNobel

## QUICK FACTS

**Industry:**  
Chemicals

**Employees:**  
55000+

**Headquarters:**  
Amsterdam,  
Netherlands

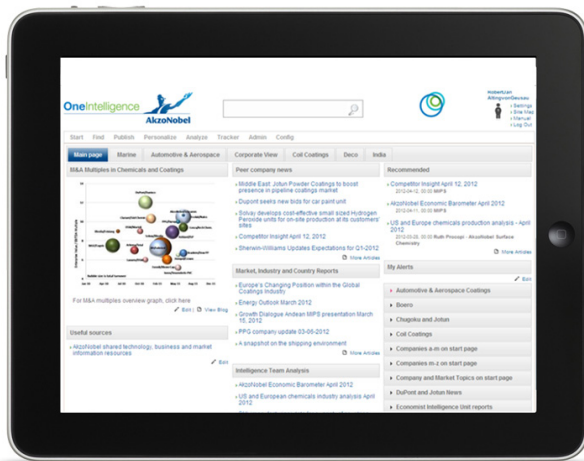
**Web:**  
[www.akzonobel.com](http://www.akzonobel.com)

## The Solution

To make sure that they would make the right decision, AkzoNobel underwent a very thorough selection process of different software suppliers before finally deciding on Comintelli®'s Intelligence2day®. There were various reasons for making this choice. Besides meeting all the requirements that AkzoNobel had on the new system, Intelligence2day® was considered to be more advanced, have more standard functionalities, higher security and be more flexible than the other systems that AkzoNobel looked at. AkzoNobel also appreciated that the communications with the Comintelli® team were good and structured, all throughout the process.

*“Since the implementation of the new intelligence system, people at AkzoNobel have discovered that there is information important to them, that they didn't even know existed.”*

Robert Jan Alting von Geusau,  
International Business Analyst and Project Manager of OneIntelligence, AkzoNobel



Start-page in OneIntelligence,  
AkzoNobel's market intelligence portal

Intelligence2day® gathers all information in one single place and allows the user to create reports, search for specific information and set up alerts to be automatically notified when new articles or information is available. The new intelligence system was named 'OneIntelligence'.

Presentations and introductory meetings were the main source of information when it came to launching the new system. Word of mouth also resulted in many requests from people who wanted to be part of, or be able to access, the new intelligence portal. The general feedback from the users of the system has so far been very positive.

*“You get everything you need, you get it once, and you get it in a cost-effective way.”*

Robert Jan, Alting von Geusau,  
International Business Analyst and Project Manager of OneIntelligence, AkzoNobel

## The Benefits

The main benefit with OneIntelligence is that AkzoNobel has one central platform where all the market intelligence can be found, such as important news about competitors and analysis work. People no longer have to remember which intranet site to go to for certain types of information or call around in search for answers. They know that they can just go into OneIntelligence and find everything they need.

*“Now we can make use of synergies in the information and analysis that are in the system. As some information is relevant to more than just one business unit, AkzoNobel can make better use of the information and better use of the money that they spend on e.g. market research report, and that's something that we see happening already.”*

Robert Jan, Alting von Geusau,  
International Business Analyst and Project Manager of OneIntelligence, AkzoNobel