

CASE STUDY

**HAUFE.**Group

# Digitalisation of Policy Management

How Haufe Group found success leveraging Alyne's Software as a Service for organisation-wide digitalised policy management.

AUGUST 2020

# Haufe Group

## Customer Profile

 [www.haufegroup.com](http://www.haufegroup.com)

With its brands **Haufe, Haufe Akademie and Lexware** among others, the Haufe Group has developed into a nationwide leading provider of **digital workplace solutions** and services as well as a constant in the field of **training and further education**.

The necessary offensive spirit that the digital transformation requires is also reflected in the Haufe Group's economic figures: In the **2018** financial year, the Group achieved a turnover of **366 million Euros**. This corresponds to an increase of about **7 percent** compared to the previous year and a growth of almost **90 percent** since 2010.

*"In our opinion, common methods for communicating guidelines are no longer up to date, because tracking and distributing the documents is only possible with a high manual effort.*

*Therefore, we wanted to digitise this process and thus act more transparently, in a time-saving and sustainable way for us as a compliance department."*

**366 Mil**

2018 financial year

**7%**

Increase from previous year

**90%**

Growth since 2010

# The Challenge

The Haufe Group dealt with a widespread topic:

**How to communicate relevant guidelines effectively and at the same time promote awareness among employees?**

Due to possible alternatives to Alyne, such as rolling out via the intranet or filing on a collaboration platform, it is not possible to track which employees have actually read the guidelines.

The following questions were of central importance for the Haufe Group:

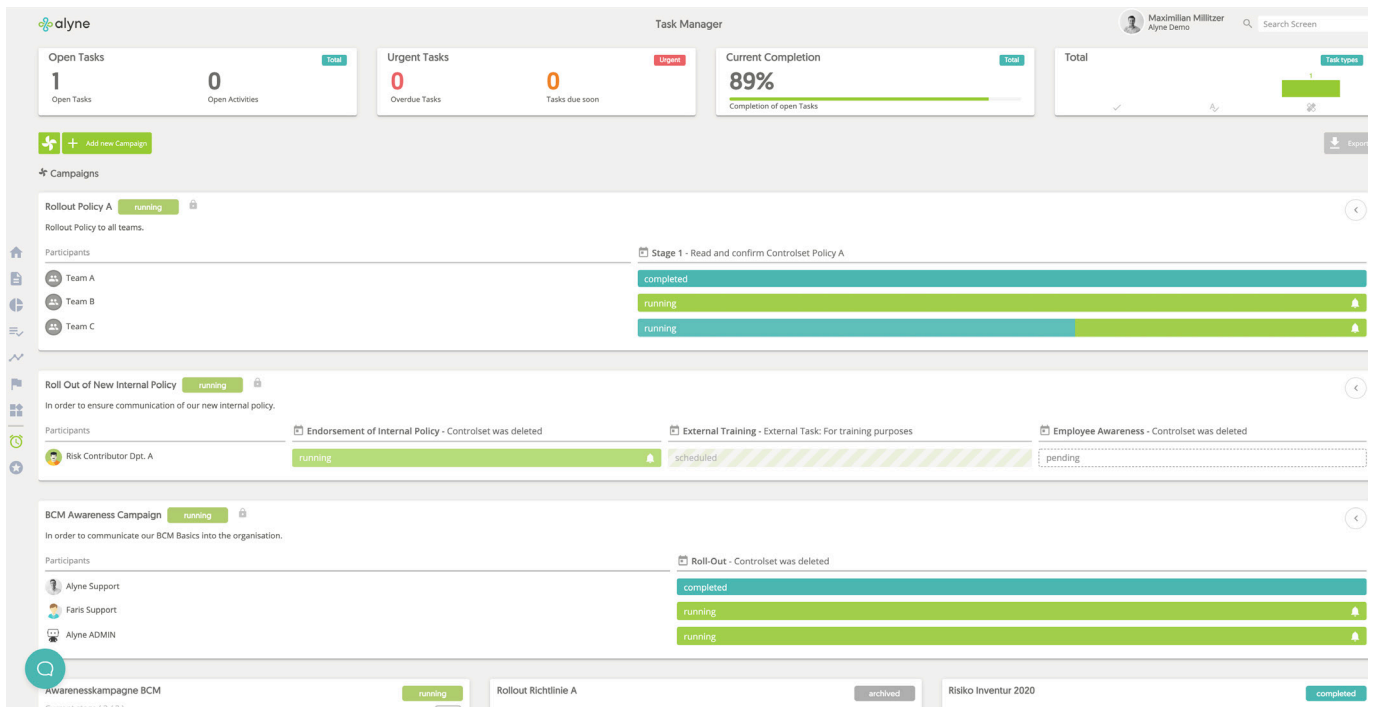
- 1. How do we ensure acceptance among colleagues?**
- 2. How do we ensure that the guidelines are read?**
- 3. Can we link the guidelines with appropriate online training and success monitoring?**

# The Alyne Solution

Acceptance is a decisive factor for the awareness of compliance. Therefore, a tool for communicating policies must offer an **intuitive user interface** and at the same time, provide the ability to store all evidence and results in an **audit-proof** manner.

Alyne is an easily accessible and interactive platform through which guidelines can be communicated to the wider organisation efficiently. With the help of the software, the range and **importance of the guidelines is continuously increased**, while manual effort (e.g. follow-up and the maintenance of status tables) is reduced.

Alyne's **Awareness Campaigns** can be custom created or organisations can leverage the **predefined templates** to be distributed to a selected group of users.



The screenshot displays the Alyne Task Manager interface. At the top, there are summary cards for Open Tasks (1), Urgent Tasks (0), Current Completion (89%), and Total tasks. Below this, there are sections for Campaigns, including 'Rollout Policy A', 'Roll Out of New Internal Policy', and 'BCM Awareness Campaign'. Each campaign shows a list of participants and their progress status (e.g., completed, running, scheduled, pending). The interface is clean and modern, with a teal and white color scheme.

ALYNE'S AWARENESS CAMPAIGNS FOR DIGITALISED POLICY MANAGEMENT

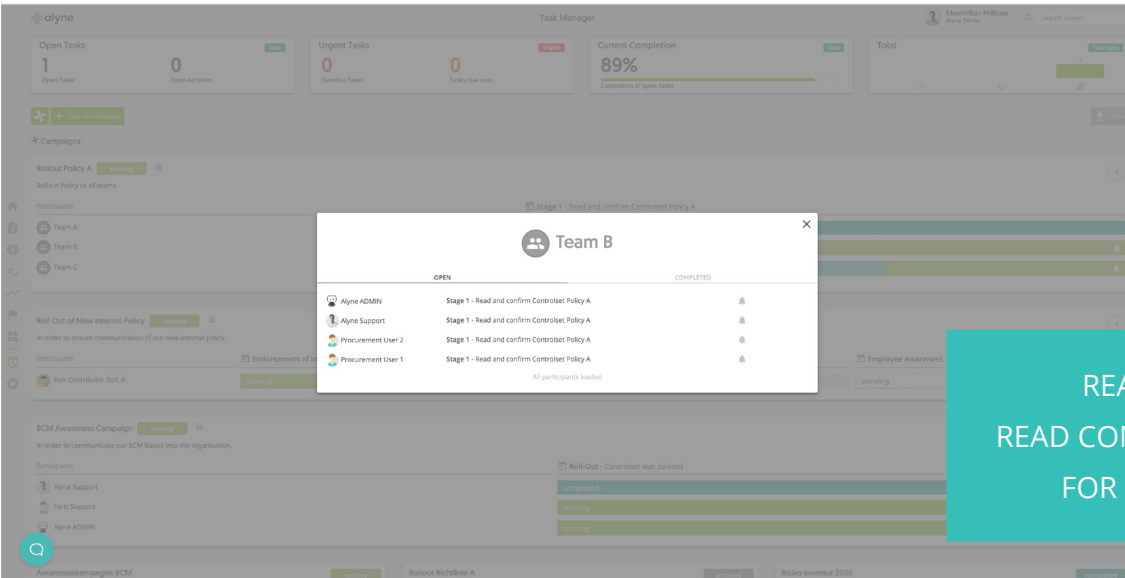
# The Alyne Solution

This group can be created by adding individual employees or by assigning them to specific teams. The possibility of taking over teams directly from the Haufe Group's Active Directory facilitates the selection and assignment of suitable users.

New employees are also **automatically assigned** to the relevant Awareness Campaigns. After starting the Awareness Campaign, the users receive a Task in Alyne. To complete this Task, the policy must be **read and confirmed**.

In addition, an interface was created between Alyne and the Haufe Group, which enables users to **link an online training course** on their learning platform, the completion of which is also displayed within Alyne.

The current status of the rollout can be tracked at any time in the **Alyne Dashboard**. If users have not completed their task after a set period of time, either manual or **automatic reminders** can be sent.



The screenshot displays the Alyne Task Manager interface. At the top, there are four summary cards: 'Open Tasks' (1), 'Open Actions' (0), 'Urgent Tasks' (0), and 'Tasks due soon' (0). A 'Current Completion' card shows 89% completion of open tasks. Below this, a 'Campaigns' section lists various tasks like 'Rollout Policy A' and 'Roll Out of New Internal Policy'. A modal window for 'Team B' is open, showing a table of users and their task completion status.

	OPEN	COMPLETED
Alyne ADMIN	Stage 1 - Read and confirm Controlset Policy A	
Alyne Support	Stage 1 - Read and confirm Controlset Policy A	
Procurement User 2	Stage 1 - Read and confirm Controlset Policy A	
Procurement User 1	Stage 1 - Read and confirm Controlset Policy A	

REAL-TIME  
READ CONFIRMATIONS  
FOR POLICIES

# Results and Next Steps

With the introduction of Alyne's policy management, the Haufe Group was able to achieve the following results:

01

Successful rollouts with a linkage to Haufe eLearning.

02

Increased acceptance of guidelines and eLearning for international compliance topics.

03

Identification of new possibilities within Alyne for the digitisation of further processes.

*"Not only we – as the compliance department – use Alyne, but our colleagues from various other departments, too."*

Alyne made this possible through the **agile implementation of requirements**, an **easy-to-understand user interface** and a **consistently open and cooperative collaboration** with Haufe Group.

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