

PROFILE

QuickLogic

QuickLogic is a supplier of CSSP semiconductor solutions to handheld consumer device manufacturers. With development facilities across multiple continents, they needed a collaboration and communications platform that was easy to create and maintain, is accessible from any computer or smartphone, and allows for the exchange of data and information with a minimum of user effort.

Industry:
Semiconductors

Headquarters:
Sunnyvale, CA

Website:
<http://www.quicklogic.com/>

IN BRIEF

Objectives:

- Create a social intranet to serve as an internal communication and collaboration platform
- Overcome issues caused by the geographic disparity of the workforce
- Centralize data storage

Solution:
Clearvale Enterprise

CASE STUDY

"QuickLogic had been searching for a way to answer many important questions facing our business: how do we increase our collaboration and communication across our teams; what is the most efficient approach towards combining multiple data storage locations; and how do we do this with a single tool? BroadVision's Clearvale program allowed us to answer all of these questions, along with providing many additional benefits we are just starting to realize. Our only regret so far has been not adopting the tool sooner."

- Paul Karazuba, Senior Marketing Manager of QuickLogic

The Tyranny of Distance

Every 18 months, QuickLogic conducts an organization-wide survey with its globally dispersed workforce, one goal of which is to understand how well the company is communicating internally. Every employee evaluates both management and the company as a whole, and provides input on issues like whether or not the company is headed in the right direction. The survey is also used as a way of determining if employees believe in the company and understand the direction it is heading.

"It became very clear that the farther you moved from headquarters, the less connected people felt with the company; they were less likely to understand the company messaging or what direction the company was headed in," said Paul Karazuba, Senior Marketing Manager of QuickLogic "Our Vice President of HR and Development calls it the 'tyranny of distance,' and it made us decide that we really needed to do something. Obviously conference calls and company-wide meetings that are archived somewhere on the internet are simply not working."

This realization became an inflection point for QuickLogic; they wanted to change the way they communicated as a company, and they needed to find the right tool to make that possible. QuickLogic decided they needed an enterprise social network, and they chose BroadVision's Clearvale Enterprise.

Any Computer, Anywhere

At the very top of QuickLogic's criteria for choosing an enterprise social network was mobile access. Employees had to be able to access the network anywhere in the world from any computer. Prior to choosing Clearvale, QuickLogic was utilizing a variety of tools to manage internal communication, one of which was Google Docs. However, part of QuickLogic's workforce resides in China, where Google Docs cannot be accessed. Documents therefore had to be sent as email attachments to team members in China, resulting in confusion over the existence of multiple versions of the same documents and not all team members having access to the same tools.

Clearvale Enterprise lives in the cloud, and can therefore be accessed anywhere via an internet connection. Marketing materials, meeting minutes, design files and other important information can be shared and stored in one centralized location. Clearvale is also optimized to be accessed via mobile devices such as tablets and smartphones. Mobile users can easily stay connected to members, communities, and other information.

Hierarchy Neutral

Another key component that QuickLogic was looking for in an enterprise social network was the ability to be hierarchy neutral.

“We wanted to make sure that every single person had just as much ability to access info and contribute as everyone else in the company,” said Karazuba. “But we also needed to have some communities with restricted access for certain levels of the company where more confidential things are discussed. Everyone can contribute, which addresses the issue of some people not feeling like they are making a difference in the company, when in fact they do.”

To that end, one of the more valuable tools for QuickLogic has been Clearvale’s discussion forums. A major issue that tends to eat up time and resources has been dealing with customer questions and problems. QuickLogic noticed that many of the same types of issues were being raised by customers in different parts of the world. Using discussion forums, employees in the field can put issues into forums so people in other offices who have not had these problems before can read about these issues and be prepared to respond immediately. In the past, this process was done via email, which due to dealing with multiple times zones could sometimes take as long as 24 hours.

Implementation and Adoption

QuickLogic initially introduced Clearvale to the marketing and sales departments. Members of these teams had no trouble adopting Clearvale and its perceived immediate benefits. The company shortly thereafter introduced Clearvale to the entire company; the impact was felt almost immediately, including an increase in internal communications and familiarity between coworkers who are geographically distant from one another.

“BroadVision’s service is great in that we were offered very strong support, but we didn’t really need it because of how easy it was to implement Clearvale,” said Karazuba.

QuickLogic employees were given ample training on the tool; not just simply how to use it, but what benefits it provided and how it could improve their work. Additionally, early adopters had created an ecosystem within the tool that was extremely conducive to adoption—preset communities with historical archives already moved into the network, forums with discussions already in place, and information resources that surpassed all previous assets.

“There was a definite increase in communication and familiarity throughout the company,” said Karazuba. “We have found the benefits to be immeasurable; our ability to communicate is so much better than it used to be.”

QuickLogic’s executive team has also taken advantage of QuickLogic’s Clearvale network.

“When we have steering committee meetings, all of the notes go on our network. We’re noticing that all of our executives are using Clearvale to read the meeting notes,” said Karazuba. “Rather than making a phone call or sending an email and waiting for a response, they’ll actually just jump right into that community, pull out the meeting notes, read what is happening and use that info to create their status updates. All of this saves time.”

The Future

QuickLogic has had so much success using Clearvale Enterprise that they are already developing plans to expand into other areas, including:

- Recruiting tool - an external community for prospective employees to comfortably ask questions and learn about the company in an anonymous environment
- Partner network – a public domain for selling partners, where they’ll have ready access to information they can use to better sell products