



RSS tool within the enterprise

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In this presentation

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SITA Corporate profile

- **SITA is world's leading service provider of integrated business solutions & communication services for the air transport industry**
- **Global presence:**
 - **4000 people of more than 140 nationalities, proficient in over 70 different languages.**
- **We provide services to more than 600 members and around 1,800 customers in over 220 countries and territories.**

The need

- **Newsletters (corporate spamming)**
 - From each region (9 regions)
 - From each business unit (4 BUs)
 - From each support function (finance, HR, marketing)
- **No archive and no ability to search for news**

Beginning of a solution

- **Created a single section called News Centre on the Intranet – using HTML pages and no more emails**
 - **Categorized news by**
 - **BU**
 - **Region**
 - **Support Functions**

Getting closer to a solution

- Slow pick up > why?
- People needed a push mechanism for their daily news to be delivered to them
- Ability to choose what news they wanted to read – subscribe
- Email! **NO** RSS! **YES**

The solution

- **RSS Reader**
- **No browser based RSS reader (I.E. or Google Reader)**
- **Found Skinkers > Desktop Alert**
- **Demo**

The implementation

- **Took 6 months to make it part of the standard image**
- **All major communication using this channel**
 - **Email legal issue with all staff reach**

The results

- **Around 25% of news read on the Intranet come from RSS feed**
- **Around 50% of the entire staff set up their news/alerts**
- **Reduced amount of newsletters with News and Market Intelligence sent via email by approx 75%**