

Agility. Collaboration. Partnership.

MULTI-YEAR GLOBAL ROLLOUT OF TARGUS UNIVERSAL DOCKS ENABLES AGILE WORKING FOR 12,000+ FONTERRA EMPLOYEES



The Challenge

RELOCATION DRIVES INNOVATION

Headquartered in Auckland, New Zealand, Fonterra Co-Operative Group Limited (“Fonterra”) is a dynamic, cooperatively-owned company that sells quality dairy products and other related goods to consumers throughout the world.

In 2013, Fonterra faced a looming challenge. The lease was expiring on its existing office building, forcing the relocation of over 1,000 employees into a new workspace. This potentially disruptive move, however, presented an excellent opportunity for the company to achieve an important goal — evolving from a traditional allocated desk layout to an Activity-Based Working (“ABW”) environment. While this new arrangement would be a major cultural change for the company, Fonterra was intent on developing a healthier, more collaborative, and more productive working environment for its staff.

To achieve its goal, the company had to instill trust and confidence amongst the employees that an agile work environment would create a better and more productive workplace for them, and that the transition itself would be a smooth and positive experience. Moreover, all of the technologies that supported this new work environment needed to be simple, consistent, and highly reliable. In order to ensure that all employees had the same workstation experience in any location, docking stations for the new workstations were key.

But a new variable presented itself. In addition to the move, Fonterra was preparing to move to a managed desktop services model, and had not yet chosen a partner. This meant it was likely that they would have employees using different brands of laptops during the course of the transition.

The Solution

A FUTURE-PROOF ENVIRONMENT BUILT AROUND TARGUS UNIVERSAL DOCKING STATIONS

As the unknown around a laptop partner entered into the mix, it became evident to Mike Saint, Technology Lead for Fonterra’s Ways of Working (WoW) project, that a key requirement to the ABW environment was a universal docking station.

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Up to this point, their corporate standard had been to use the traditional snap-in docking station that was designed specifically for their laptop’s vendor model. He knew that a traditional vendor-specific docking solution, while slightly cheaper, would not offer the flexibility Fonterra now needed.

A universal docking station solution would make it easy for employees in an ABW environment to connect their laptop to their workstation with only one USB connection, regardless of their device or where they choose to sit. By choosing universal they were also future-proofing their docking stations — saving them money in the long term, while also simplifying future device transitions and support requirements.

For Fonterra, choosing a universal docking station — one that supports all laptop types and brands — was the wisest choice. Fonterra tested universal docks from several vendors, but ultimately chose Targus to meet their global needs, both now and in the future.

“The reason we chose Targus universal docking stations was because they enabled us to run multiple devices — we weren’t locked in,” said Saint. “We knew we wanted something that was going to be hardware agnostic and give us the flexibility to run multiple brands. We also knew we would be replacing laptops with new models as they fall due for refresh over the next three years — about 12,000 machines globally — but we hadn’t yet selected a new laptop provider, so we had to future-proof our new work environment to be prepared for anything.”



To alleviate any concerns about the technology and employee adoption, Fonterra created an Experience Center (EC) where Targus docking stations and other IT solutions were tested over a 12-month period before the final implementation and first staff move in February 2016. This also gave employees an opportunity to get used to the new technology and work style change.

Throughout the process, Fonterra relied on consultative support from Targus to ensure success from day one. In fact, Targus addressed an issue about dual-monitor preferences needing to be reset each time individuals logged in. Paul Dale, Targus Technical Solutions Analyst, addressed the problem by developing a new software solution, Targus Monitors, which allows for five monitor configurations and allows a user’s preferences to be stored. This ultimately created a consistent user experience wherever they plugged in.

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By spring 2016, Fonterra had successfully built out the new workspace and moved their 1,500+ Auckland-based employees into the new facility. The company decided on a new fleet of laptops, and Targus ACP71AU universal docks to outfit their workstations because they provided the right level of connectivity, display resolution, power, and charging support — a key capability missing from other vendors.

“We needed to enable people to come into our new building on their first day, find an ergonomic workspace anywhere, plug in their laptop, and start working — and that’s exactly what we did,” said Saint. “People were up and running immediately — within 15 minutes of arriving in our new building.”

The Results

COST SAVINGS, EMPLOYEE SATISFACTION, AND ANOTHER 6,000-UNIT GLOBAL DEPLOYMENT

Fonterra has witnessed outstanding outcomes from its Auckland transformation. In fact, the benefits are soon to spread to other offices around the world.

“We had a dramatic increase in our employee

satisfaction rating — 96% of our people said they would not go back to a traditional way of working and would prefer to stay with an ABW environment,” said Saint. “We now enjoy more mobility, collaboration, productivity, engagement, and morale — all the good things we were hoping to achieve with the new and more vibrant workplace. In addition, the new environment is enabling our business leaders to be much more visible and accessible than they were before.”

“Based on our own experience, I’m confident that Targus has the ability and expertise to scale large global deployments for any organization — they’ve certainly demonstrated that with us.”

The transition also netted dramatic cost savings. Switching to an ABW environment helped Fonterra reduce paper storage by 55%. After implementing “follow-me printing” in its previous location, Fonterra decreased its paper and printing usage by an initial 25%, but moving to an agile work environment decreased that figure by another 22% — for a total savings of more than \$1.5 million per year.

As a result of Fonterra’s successful initial implementation, the company will continue to roll out laptops — as they are due for a refresh

— along with a Targus universal docking station to 14 of its larger global locations, including Melbourne, Chicago, and Singapore.

Eventually, all 155 Fonterra offices will be transferred over to the new technology. While not every location will be an ABW environment, every employee who is running a new laptop and has an ergonomic work setting will have a universal docking station as part of that setup.

“Based on our own experience, I’m confident that Targus has the ability and expertise to scale large global deployments for any organization — they’ve certainly demonstrated that with us,” said Saint. “It was the Targus people that made all the difference. They understood our pain points, knew how to alleviate them, and provided expert technical resources whenever we needed them. That was key.”

For more information on Targus universal docking solutions and other smart products for modern business, please visit: <http://targus.com/us/docking-stations>.

ABOUT FONTERRA

Fonterra is a global, cooperatively-owned company with its roots firmly planted in New Zealand’s rich land, working to unlock every drop of goodness from the 22 billion liters of milk it collects each year and sharing it with the world. Supporting Fonterra’s farmer shareholders are 18,000 passionate employees in New Zealand and around the world, working to make dairy products, specialty ingredients, and consumer goods available to millions of consumers in 140 countries every day.

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About Targus

Since creating its first laptop case more than 30 years ago, Targus has been a leader in the mobile computing accessories category for businesses and end users alike. Today, Targus continues to advance the category with innovative, productivity-boosting solutions that enable an ever-changing workforce to perform at their best—anytime, anywhere. Targus’ wide range of products—bags, cases, docking stations, and computer peripherals—designed with its industry-leading, patent-protected technologies deliver the protection and connectivity essential for today’s connected world.