

DRIVING TEAMWORK AND PRODUCTIVITY AT BREADTALK GROUP

Company Name	BreadTalk Group Limited
Industry	Enterprise
Founded	2000
Location	Tai Seng
Services	Food and retail
Website	www.breadtalk.com
Relationship with FUJIFILM Business Innovation	5 months



ABOUT BREADTALK GROUP

BreadTalk Group constitutes a family of 13 F&B brands and prides itself on envisioning new food cultures through constant product innovation. Since 2000, BreadTalk Group has rapidly expanded to become a distinctive household brand that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. Today, with over 1000 outlets spanning 17 markets including Singapore, China (including Hong Kong and Taiwan), Malaysia, Indonesia, Thailand, Myanmar, India and the United Kingdom. BreadTalk Group has more than 850 bakeries, 30 Din Tai Fung restaurants, as well as 50 award-winning Food Republic food atria operated by a staff strength of close to 8,000 employees around the world.

PRODUCTIVITY CHALLENGES

When this project began, hard copy personal files were commonplace within the organisation, making document searches challenging and time-consuming for the Human Resource (HR) department. Whenever letters were issued to staff, the HR department had to manually file a copy in each employee's personal folder for the purpose of archiving. This triggered the need for a secure central document repository that would enable the HR department to seamlessly and effortlessly share, manage and archive employee information.

“ It was clear that our processes needed an overhaul. The use, storage and delivery of these files posed a range of risks that did not fit with our corporate aspirations of going digital. ”

– Bryden Toh, Vice-President of Human Resource, BreadTalk Group

EFFICIENT DOCUMENT MANAGEMENT

With its extensive track record in the implementation of content and records management solutions, FUJIFILM Business Innovation is in the best position to provide innovative, cost-effective systems to meet BreadTalk Group's operational needs. FUJIFILM Business Innovation has the biggest pool of Enterprise Knowledge and Content Management (ECM) professionals in Singapore and has implemented numerous ECM projects in both the public and private sectors in Singapore.

As existing customers from previous workplaces, BreadTalk Group's HR personnel were re-assured by the prompt, effective and flexible support they had received in the past. They believed that the strong partnership with FUJIFILM Business Innovation would bring about greater productivity and operational efficiency at BreadTalk Group, enabling it to meet the company's

objective of implementing a secure document management system.

To digitise the business' manual filing processes, FUJIFILM Business Innovation recommended SharePoint Online, a cloud-based service that would help users work better. Centered around the idea of an internet-based cross collaboration experience, it allows staff to simultaneously view and edit documents, while serving as a repository for content.

With SharePoint Online, staff would also no longer need to save documents manually as the system automatically captures and indexes incoming documents. The dynamic platform features a powerful search engine that ranks search results based on user interactions. By simplifying document management and retrieval, the business unlocks new levels of reliability and performance, as well as greater user mobility.

In addition, as BreadTalk Group's HR department deals with business-critical documents, SharePoint Online permits their users better control over document access rights, by tracking modification history. This not only helps the business comply with regulatory standards but also prevents unauthorised access to personal data.



RAISING PERFORMANCE

Since implementing SharePoint Online, staff at BreadTalk Group have benefitted from a flexible and scalable collaboration platform. The cost-effective and efficient document management system has increased staff productivity by reducing manual filing and mailing, as well as by simplifying the sharing and sending of confidential documents.

Objective

- To enhance staff productivity and performance

Challenges

- Tedious manual filing methods
- Searching for documents a time-consuming process
- Business-critical information and personal data not secured

Approach

- To digitise content management and introduce collaboration tools

FUJIFILM Business Innovation

- SharePoint Online

Benefits & Results

- Flexible and scalable collaboration tools
- Effortless and seamless communication
- Cost-tracking systems

“Keeping things organised is paramount to productivity. No one can be productive if they are spending all their time searching for the right document. With SharePoint Online, staff can access their documents anytime and anywhere, with highly-organised, real-time information that enables smarter, faster decisions. This delivers business value and drives digital transformation at BreadTalk Group.”

– Bryden Toh, Vice-President of Human Resource, BreadTalk Group



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