



The Hub Overview & Metrics

Candida Rodriguez, Enterprise Community Manager

Beginning the journey



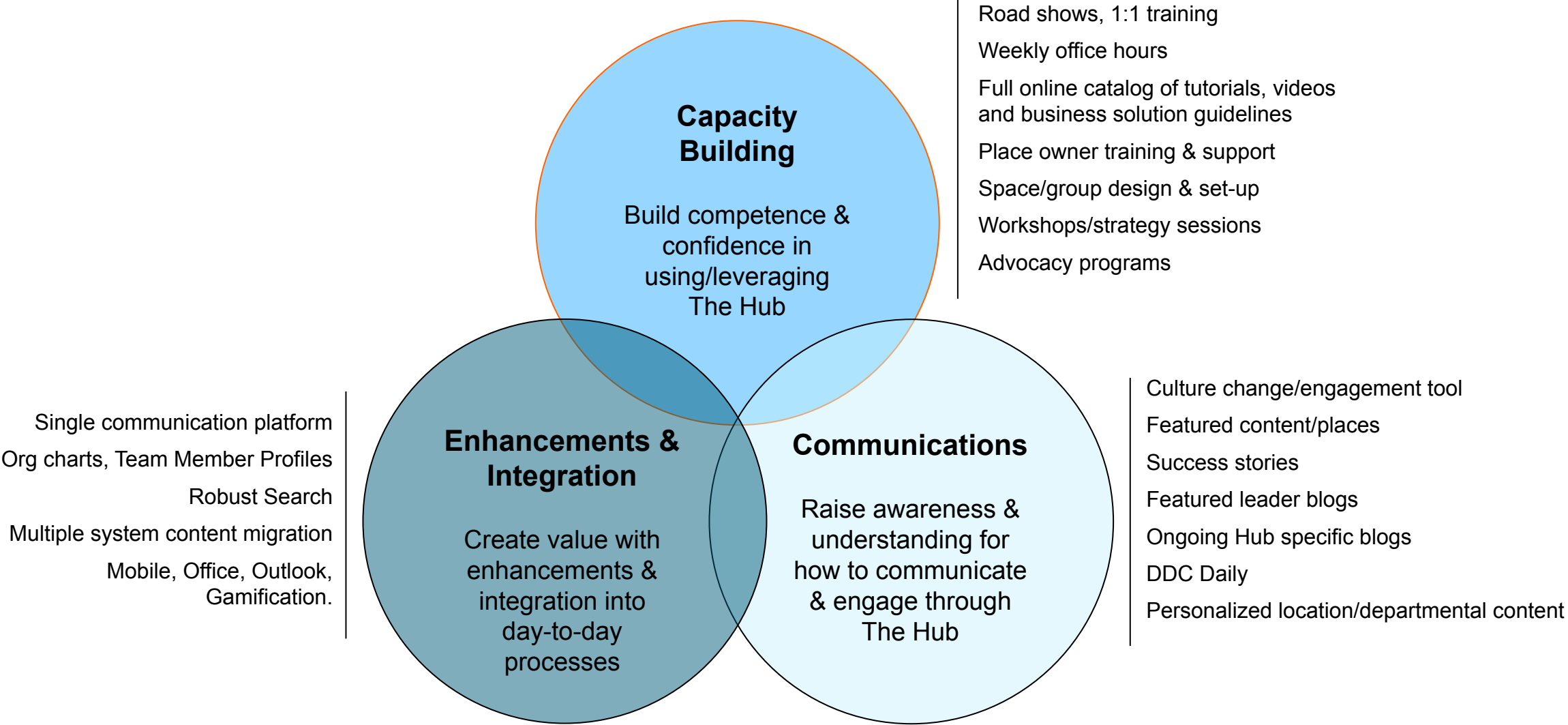
Successfully launch a social intranet that provides an elegant and efficient way to communicate and collaborate on one centralized platform, driving the business forward.

Two-way
Communications
Tool

Improved
Organizational
Collaboration

Simplifying
Systems/
Channels

Current Strategy



Current State



1

Mission Critical Application

The implementation & user adoption of The Hub was, and still is, CRITICAL as a cultural and collaboration tool.

2

Single-Source Communication

The Hub is the communication portal for all **5,000+** Dealertrack and Dealer.com team members and contractors. It is the source for **company news**, resources, information, collaboration, outages and more.

3

Build Phase Continues

Launched in June 2015, The Hub is still in the initial BUILD phase. We continue to work on migration of content from multiple systems, providing one single platform accessible to all.

Current state cont.



4

Driving User Adoption

Team members are still discovering the tremendous power of The Hub to communicate and simplify their daily work. In 2016 the focus has shifted from active users reading content to engaging users in the platform.

5

Momentum is Imperative

We must sustain the measurable momentum in user adoption & increase user confidence in The Hub as the centralized social intranet. Targeted solution workshops guiding users on how to collaborate and utilize the platform will begin after the migration to Fuel is complete.

6

Knowing our Audience

Analyzing user trends, we are able to tailor our communications to specific audiences, reaching them through channels previously not available.

Big picture



Since implementing The Hub across the enterprise...

Category	Q2 2015*	Q3 2015	Q4 2015	Q1 2016
Active Users	72%	84%	91%	98%
New Content	1,187	5,788	10,438	13,787
Average Daily Views	217	3,188	2,674	4,133

*Go-live date 7/1/2015

Objectives	Description	Average Internal (2015)	Best in Class Metric (2015)	Current Result (3/31/2016)
Active Users Achieve 90%* of registered users accessing The Hub within a rolling 30 day period.	Users who have viewed at least one piece of content or place overview page in the previous 30 days.	69%	80%	98%
Average Monthly Consumption Achieve a 15% average monthly participation activity of all unique, eligible users in The Hub.	User who have viewed any content type in the previous 30 days.	35%	36%	52%
Average Monthly Participation Achieve a 15% average monthly participation activity of all unique, eligible users in The Hub.	Users who have commented on, replied to, liked, rated/voted, edited, or created at least one piece of content or place in the previous 30 days. Includes users who have joined a group.	16%	19%	13%
Average Monthly Creation Achieve a 10% average monthly creation activity all unique, eligible users in The Hub.	Users who have created at least one piece of content type or place in the previous 30 days.	18%	25%	6%

In depth metrics, top three locations



Top Locations	Burlington, VT	Lake Success, NY	Groton, CT
Top Departments	DDC – Digital Advisors VT DDC - Professional Services DDC – Client Services (COR) Web	DTI – Internal Comm DTI – Corp Acct/Finance DTI - QA	RTS- Software Engine RTS – Product Management RTS – Product Mgmt
Top Places	Company News & Info Benefits Human Resources	Company News & Info Benefits Human Resources	RTS - Transactions Human Resources RTS - NESS Milestones - Gen3`
Top Blogs	Email Migration from DDC to Dealertrack - FAQ Thank You, Gabby Bonfigli! New Analytics Product for NADA!	Share your thoughts about CA in the 2016 GPS Cox Job Opportunities Available to Team Members 2016 Summer Internship Program	Share your thoughts about CA in the 2016 GPS Winter Wellness Challenge Week One Business Cards and Email Signatures
Top Activities	People Search Content/Places Search Viewing documents	People Search Content/Places Search Viewing documents	Viewing documents People Search Visiting Groups
Keyword Searches	Benefits, NADA, 2016	2016, 401, holiday	File, PA, SRI

Continuing the journey



Support social intranet strategy by managing and implementing on time/budget prioritized 2016 programs to The Hub/Fuel, resulting in increased participation and collaboration activities to best in class levels.

- Expand advocacy program
- Innovation pilot (Dealertrack/Dealer.com)
- Migrate The Hub to Fuel
- Migrate current WordPress sites in Fuel
- Migrate Dealer.com Confluence into Fuel
- Migrate existing informational content from InsideTrack (SharePoint) into Fuel
- Continued virtual and in-person training sessions
- Continued personalization of desktop/mobile experience
- Expand volunteer bloggers by location/department

Appendix



Recent Survey Results

- Over 900 responses
- Of those surveyed:
 - 60% access The Hub several times a week or more
 - 47% read the company news
 - 14% utilize the platform as collaboration tool
- Feedback (quick summary):
 - Find search useful
 - Want to collaborate, but not sure how to start
 - Too many systems
 - Need more training