

# Many brands, one team: Cox Automotive unites 24 acquisitions with Jive Interactive Intranet

## THE CHALLENGE

In 2014 Cox Enterprises formed the subsidiary Cox Automotive, consolidating the many automotive businesses it had acquired over the years. There were two dozen brands in all, employing more than 30,000 team members in over 200 locations worldwide, and Cox needed a way to forge a common culture, a shared sense of purpose and close working relationships among them.

## WHY JIVE

Two Cox Automotive brands, Autotrader and Manheim, already had Jive-powered communities. Autotrader's "Hub" community was used mostly for collaboration, while Manheim's "Main Street" was used for corporate communications. Both communities had been successful in their respective areas, and Cox realized that Jive had all the functionality needed to serve as one complete platform for communication, connection and collaboration.

## THE SOLUTION:

In June, 2015 Cox launched a new interactive intranet powered by Jive in the cloud. Dubbed "Fuel," it's a single community where all Cox Automotive employees connect, learn, get to know each other and work together. Roughly two-thirds of all employees log in daily.

Fuel combines the collaborative functions of the Hub with the corporate communication functions of Main Street, along with additional capabilities and new branding reflecting Cox Automotive's collective identity. Existing content from the two older communities was moved to Fuel, so established users could easily find information and continue work-in-progress without interruption.

In addition to spaces that serve the workforce as a whole, Fuel includes many subcommunities where specific teams and departments collaborate on initiatives and projects. For example, product teams work together on new offerings, software developers share best practices, and engineering teams track new releases and deploy code into the field.

*"Now we don't have to fly people all over the country. They can communicate anytime and anywhere using Jive."*

MARK SATTERFIELD  
VICE PRESIDENT OF TECHNOLOGY



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*"Fuel [Cox Automotive's Jive-powered intranet] is the place that connects our team members to everything that they need. It's become our hub for communicating, finding information, getting help and working together."*

MARK SATTERFIELD

## THE IMPACTS

Fuel gives Cox Automotive a unified platform for corporate communication, collaboration, knowledge sharing and social interaction across the entire company. It's helped Cox evolve from a collection of separate acquisitions to a cohesive organization that's better able to harness synergies among its many brands and extend its reach globally.

Next, Cox plans to use Fuel to simplify and accelerate employee onboarding. "The plan," says Cox Automotive Vice President of Technology Mark Satterfield, "is to drive all new CoxAutomotive employees through a new hire road trip that starts and ends on Fuel."

*"I really like Jive's responsive mobile capabilities. I don't have to be in an office to use it. I could be in a car, I can be on the beach, and I'm still informed and connected."*

MARK SATTERFIELD

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