

CASE STUDY

ARROW ENERGY

Insight joins forces with Arrow Energy to lend technical support and industry knowledge to deliver a cutting-edge, user-centric digital workspace.



Arrow Energy is an integrated coal seam gas (CSG) company that explores and develops gas fields, produces and sells gas, and generates electricity. It has been safely and sustainably developing CSG since 2000 and is working to meet the demand for cleaner burning fuels through its gas supply.

The company wanted to create a reliable, intuitive, informative and user-centric digital workspace to drive collaboration, knowledge management and coordination across all departments. To do so, it needed to augment its IT team and develop the right skills and knowledge to take on the project.

Arrow’s previous system was not optimised for productivity; employees found it difficult to quickly access the information they needed and their experience across multiple platforms and apps was inconsistent. Together, Arrow and Insight created a new solution – the Reservoir intranet, a new digital workspace designed to provide the seamless employee experience and enhanced productivity that the business sought.

The project required a deep understanding of Arrow’s user experience so that the solution would meet the strategic objectives of being intuitive, integrated, personal and dynamic. The team approached the challenge holistically and used it as an opportunity to address several business inefficiencies by creating something completely new and modern.

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“We weren’t doing a SharePoint migration by a data team, or a Power Apps implementation by a software team or an Azure implementation by a data team. We were creating an integrated modern workplace solution that addressed all those things.”

Michael Edwards,
Principal Consultant, Insight

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After initially stepping in to help with the scoping of the work, several Insight staff also became an integral, blended part of Arrow’s project team for the duration of the project.

“It never felt like we were working with Insight as consultants. The nature of the relationship was more partnership-oriented than your traditional professional services vendor–client relationship. Everyone, whether we were from Insight or Arrow, was a part of the one combined team and we were all equally passionate about what we were building.”

Karen Beveridge,
SharePoint, Change and Communications Specialist, Arrow Energy



Insight's approach to discovery

In Phase 1, the Insight team assessed the scope of the project by surveying more than 500 employees to develop six user personas, three current-state journey maps and a consolidated view of Arrow's existing intranet and integrated applications. This was conducted over the course of 13 company-wide workshops.

In Phase 2, the team designed three potential future-state journey maps and worked with Arrow to brainstorm solutions that could deliver its vision. It also created a service blueprint to help visualise what that solution might look like.

In Phase 3, Insight proposed an architecture to enable the solution that eventually became the new Reservoir, and supported this with a roadmap comprising 13 work packages. This was designed to minimise the impact of the project on the company's ongoing operations while it worked towards the end goal.



Building relationships as well as solutions

From the outset, Insight's priority was to establish a collaborative culture of excellence and community within the blended team. The initial planning sessions focussed on building this alignment as much as it did on scoping the technical aspects of the solution.

The project and its timelines were ambitious, and expectations needed to be set early and clearly. The first few weeks of the engagement relied on intensive collaboration that set the standard for the rest of the project going forward.

"The project we were taking on was no easy feat. We were rethinking legacy systems and helping Arrow undertake a massive digital transformation effort. But thankfully, it was a real meeting of minds. We established the kind of culture we were going to have early, and anyone else who joined the team along the way just adopted that culture."

Michael Edwards,
Principal Consultant, Insight

The result was an efficient collaboration in which trust and confidence in each members' expertise and ability was the key to completing difficult tasks in a timely manner. For example, Insight's Solution Architects produced high-quality designs that Arrow's software developers could start using immediately, as there was confidence that the designs would meet all the necessary strategic and technical requirements.

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"We were involved in every meeting and along every step of the way, so we were as invested in the project as Arrow's SMEs. This also meant that we could speak for Arrow Energy when things needed to get done urgently, as they had confidence that we were on the same page and had their priorities top-of-mind."

James Tunnell,
Practice Manager for Strategy & Design,
Insight

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“Arrow entered this project with a clear vision to transform the employee experience. They are on a digital-first journey to revolutionise operations, enhance productivity and become the most competitive and respected developer of unconventional gas in Australia, and this project was an important step in that direction. The solution is allowing unprecedented levels of efficiency, reliability and informative value.”

Veli Matti Vanamo,
Chief Technology Officer (APAC),
Insight

Enabling Arrow Energy’s digital transformation

The engagement has achieved important business benefits for Arrow, including a significant reduction to costs which previously supported legacy, on-premises infrastructure.

Insight’s support has allowed Arrow to right-size its technology and applications to reduce complexity, improve efficiency and optimise resource allocation. Built with SharePoint, Power Apps, Power BI and Teams, the solution’s low-code integration layer also means Arrow’s IT team can continue to manage and scale the solution without requiring assistance from third-party vendors.

The company is also set to yield improved return on investment from its existing Microsoft licences, as the new solution uses a wide range of Microsoft products and their built-in features. Instead of navigating multiple relationships with third-party vendors, Arrow now relies on the Microsoft ecosystem to support the underlying infrastructure of its intranet. This ecosystem also provides software that automates and improves the company’s workflows and enables internal communication and collaboration.