

# DIGITALLY AND EFFICIENTLY ACHIEVING GOALS – WITH WORKPATH AND THE OPEN TELEKOM CLOUD



## Collaboration 2.0: Achieving goals in the cloud

Digitalization is fundamentally changing the workplace. Traditional target and performance management has been made obsolete. These days, no company can still afford to set targets, KPIs and goals once a year only to check up on them again 12 months later. Performance management has become a constant and dynamic process involving employees and incorporating their input. The only thing previously missing were flexible tools supporting this way of agile working. But now the start-up Workpath has developed the right toolkit for digital firms – using the secure IT resources from the Open Telekom Cloud.

### AT A GLANCE

- Workpath offers a cloud platform for agile target and performance management.
- Workpath has replaced static targeting and simple monitoring with a flexible collaboration tool fostering employee cooperation and motivation.
- To ensure Workpath can deliver the highest customer requirements for security and data protection, the start-up depends on the Open Telekom Cloud.
- The cloud offering's scalability, flexibility and openness enables the company's continuing development.

# THE TESTIMONIAL IN DETAIL

## THE CLIENT: WORKPATH

Workpath's founders previously worked at other start-ups organizing their daily operations with digital applications. But small and mid-sized companies from Germany's legendary Mittelstand began inquiring with increasing regularity about their expertise in this area. So they decided to develop a digital toolkit for target and performance management to bring their knowledge from the start-up world to more established European firms. "A company's success in this digital age increasingly depends upon whether it can provide employees with clear goals, personal autonomy, meaningful work and creative collaboration," says Workpath CEO Johannes Müller. "Our cloud platform helps achieve these goals."

## THE CHALLENGE

Workpath replaces traditionally static target and performance applications. In the past, companies defined targets, KPIs and goals at the beginning of each fiscal year. The problem? Employees and managers frequently found it difficult to remain focused on these guidelines amid the turbulence of day-to-day operations. The start-up's new cloud platform, however, functions like a collaboration tool allowing the better organization of the company's teams and workflows according to common goals. Workpath enables users to communicate and collaborate together towards a specific aim. "This isn't a static process following a hierarchy, but rather a communicative process providing a framework for feedback and ongoing planning," explains Müller.

Companies can use Workpath to chop overall annual targets into smaller steps, enabling them to be constantly adjusted to daily operations. The cloud platform makes tasks more transparent and actively involves employees in the process, improving collaboration and motivation. "Workpath also helps employee development – they are quicker to see their successes, thereby improving their motivation," explains Müller.

## THE SOLUTION

Since Workpath processes personal data on its cloud platform, the Munich-based founders considered it important to use IT resources from German data centers from the very beginning. "German data protection standards are particularly important to German Mittelstand companies and bigger firms. We realized that fulfilling this criterion would greatly accelerate our growth."

The Open Telekom Cloud offers everything Workpath requires for good performance and further growth. "We looked closely at cloud-application providers. Along with data protection and security considerations, OpenStack, which forms the basis of the Open Telekom Cloud, and Deutsche Telekom's reputation played a decisive role in our choice," says Müller.

## THE CUSTOMER BENEFIT

Agile goal achievement with digital means: Workpath is off to a successful start, with thousands of users including well-known companies like Trivago relying on its flexible toolkit. Should its user base continue to expand at its current growth rate, the start-up can simply purchase the extra IT resources that it really needs thanks to the Open Telekom Cloud.

And that could happen quite soon, since Deutsche Telekom wants to expand its cooperation with Workpath. "The cloud platform is certainly interesting for many of our Mittelstand clients," says Dirk Holger Heidemann from Deutsche Telekom. "Workpath brings target and performance management into the digital age. With efficiency, flexibility and transparency instead of rigid control and static structures. And it's all based on a secure, agile and reliable cloud infrastructure."

# WORKPATH

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