



Bathroom equipment producer Cersanit ensures social distancing with remote desk booking

Cersanit is the company behind sanitary ceramic products and tiles in many European homes. The Polish brand opened its Russian operations in 2002. Today, the company in Russia has three factories and more than 1,800 employees. It manufactures every product imaginable for bathroom comfort. To ensure business continuity during COVID-19, the company launched remote desk booking via Microsoft Teams and SharePoint, enabling employees to work safely by adhering to social distancing.



[Cersanit](#)

Country: Russia

Industry: Consumer Goods

Customer size: Large (1,000 - 9,999 employees)

Solution: Microsoft 365

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For the past 20 years, Cersanit LLC has been a major player in producing bathroom equipment in Russia. With multiple awards for quality, the company boasts of its only-natural materials approach in ceramics manufacturing. Like many organizations around the world, Cersanit Russia was forced to urgently switch to remote work when the COVID-19 quarantine was imposed. However, when it was eased, the team needed to organize work safely in the office by complying with social distancing rules. Microsoft 365 solutions helped to overcome these challenges, while also boosting employee productivity and operational efficiency.

Setting the stage

Cersanit started its digital transformation journey in 2016 with Microsoft 365. "It transformed the way we work. All communication moved to Teams. Managers didn't scan the room anymore trying to find the right people to invite for a meeting. The solution prompted people to keep their schedule more organized and generally plan their work better," says Artur Starodubtsev, Head of IT Infrastructure at Cersanit Russia. "Since we had fully embraced digital tools well before the COVID-19 pandemic, our productivity didn't fall at all when the staff switched to remote work."

Enabling social distancing

When quarantine measures were eased, Cersanit planned for a gradual return to the office. Management wondered how they could ensure social distancing in an open-plan room packed with 200 desks. Even if people worked at different times, they'd still sit too close to each other. ALW Group, Cersanit's IT partner, suggested using Workspace Booking Manager 365 developed by ALW to solve this problem. The program was adopted and integrated with Microsoft SharePoint and Teams, to manage bookings of work desks.

"We went from having fixed workstations to hot desks during the pandemic. Everyone found it convenient," says Starodubtsev. Employees can view all available desks in Teams and book their place with a click of a button. Staff can easily find the workstation they would like, with the layout on Teams being identical to the actual office. The system also automatically disables occupied desks and those placed too close by graying them out. Employees can make and cancel bookings and receive notifications on a mobile phone. "The solution has allowed them to work in the office safely with social distancing," explains Starodubtsev.

Getting more out of office space

Not only has the company provided a safe environment to work in, it found that it could also provide workstations to more people than they initially could. Starodubtsev says,

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“With the rotation system and desk booking function, the 200 desks we have are now made available to more than 250 people. Our colleagues from the regional departments who also use Teams can now book a place for themselves when visiting the central office.” Although the solution can dynamically disable neighboring desks, Cersanit manually appointed available desks in a chequered manner to maximize the space use while socially distancing.

The company also managed to avoid incurring extra costs by choosing to integrate with its existing environment instead of using a stand-alone solution. “No other solution could provide the same level of convenience while keeping costs down. It is very reliable and user-friendly. It feels like we’ve been using it forever,” says Starodubtsev. “Desk booking via Teams is helping us transition to office work smoothly and safely while focusing on the most important thing—making high-quality bathroom equipment for our customers.”

“Desk booking via Teams is helping us to transition to office work smoothly and safely.” — Artur Starodubtsev, Head of IT Infrastructure, Cersanit Russia

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Partner



[ALW Group](#) is a system integrator with a special effort around Microsoft's cloud services and development of cloud applications, infrastructure projects and information security.

Products and services

Microsoft 365

Office365/Microsoft Teams

SharePoint

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Document published October 2021