

How Burns & McDonnell Uses Analytics to Shape Employee Experience

Customer Profile

Burns & McDonnell is a global, employee-owned firm delivering engineering, architecture, construction, environmental, and consulting services from offices around the world. Its digital workplace spans SharePoint, Microsoft Teams, Viva Engage, and Viva Connections, supporting a diverse workforce of 15,000 Microsoft 365 users and an active internal communications program.

Customer Location

Kansas City, Missouri

Platform

Microsoft 365

Critical Needs

- A holistic, organization-wide view of engagement across SharePoint and Viva Engage
- Historical context and flexible time-range comparisons to understand what is working and why
- Page- and journey-level signals to inform design, navigation, and content priorities
- Actionable search intelligence to surface employee needs and resolve issues quickly

Solution

- [AvePoint tyGraph](#)

Success Highlights

- Unified analytics across Microsoft 365 to guide intranet and community decisions
- Long-term visibility that helps teams turn trends and comparisons into everyday decisions
- Evidence-based improvements on user experience and content design
- Search insights that validate employee intent and strengthen governance conversations

The Challenge

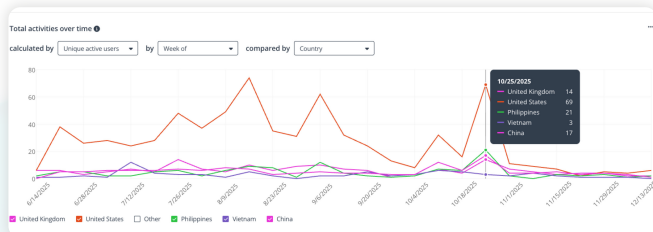
As Burns & McDonnell's digital workplace expanded, the communications team needed more than high-level metrics to manage an enterprise intranet and thriving employee communities. They were using out-of-the-box analytics that offered snapshots rather than the full story, with limited historical windows and community-by-community views, and few ways to translate activity into action.

As Marjie Goodman, associate communications strategist at Burns & McDonnell, explains: "I need to see holistically how our company is using our digital platforms but also get granular when supporting our content creators."

Without that unified view, decisions about home-page elements, navigation, and content placement often came down to opinion. The team also lacked the search intelligence needed to confirm employee intent or identify issues before they escalated.

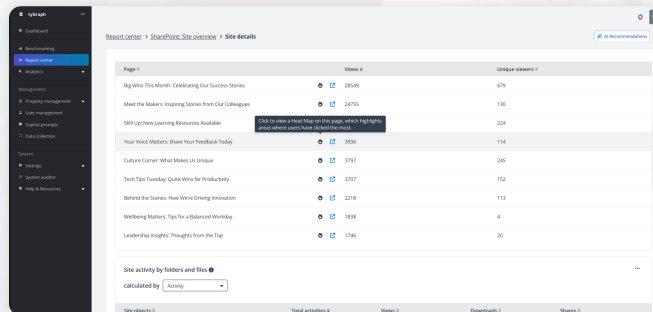
The AvePoint Solution

Burns & McDonnell implemented AvePoint tyGraph to centralize analytics across SharePoint and Viva Engage while retaining historical data for meaningful comparisons. With AvePoint, the team can establish clear baselines, compare any time ranges, and drill into the dimensions that matter most — by audience, community, or location.



Demo data

That visibility delivered immediate value. When search success began declining month over month, tyGraph revealed a clear pattern and its root cause: A custom archiving system was surfacing outdated content and overwhelming search results. “It proved not only that this was happening, but why I need this kind of tool,” Marjie says. “It alerts me to issues I might not even know are happening.”



Demo data

The team also embraced evidence-based design. Page- and link-level signals made it easier to retire underperforming elements and elevate what helps employees most.

“The data gives us the confidence to remove what isn’t working, and the clarity to explain why,” Marjie explains.

With nearly 100,000 searches each month, tyGraph’s search insights became a shared foundation for conversations with governance and content owners — providing clear proof of employee demand that shapes priorities across the organization.

Outcomes

With AvePoint, Burns & McDonnell gains a clear view of what’s happening across its digital workplace, without assembling fragmented engagement reports. A single analytics foundation brings together pages, search, navigation, and clicks, replacing guesswork with facts.

The result is a crisper intranet experience, quicker resolutions, and decisions rooted in how employees actually work.

“After nearly 20 years in this space, I never thought I’d have access to analytics like this,” Marjie says. “It goes beyond what I even thought I could get.”

The Road Ahead

Burns & McDonnell is building on this foundation by broadening visibility, elevating the employee experience, and accelerating evidence-based decision-making. The team is focused on scaling insights to more stakeholders, strengthening alignment across communications and governance, and continuing to evolve its digital workplace with data at the core.

With a shared source of truth, the organization anticipates fewer debates, faster alignment, and a better employee experience.

“Improvement starts with a baseline,” Marjie says. “Without data, you can’t know what’s working — or what isn’t. That’s where AvePoint brings the clarity we need.”

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