

**From sea to screen**

# How Seadrill streamlined comms for an ultra-remote workforce

Company name: **Seadrill**

Industry: **Energy – Offshore drilling**

Employees: **4,000**



# Challenges

Ensuring critical information reaches an ultra-remote, time-poor workforce while reducing duplication and workload for a small comms team.

## Solution

Replacing SharePoint with Unily and integrating ScreenCloud digital signage to enable one-click publishing across desktop, mobile, and offshore rigs.

## Early Outcomes

- One-click publishing across 3 channels (desktop, mobile, signage) has eliminated duplication and saved hours of comms time each week
- 7-person comms team and ~13 Super Users now collaborate more efficiently, with clearer roles and governance
- Corporate publishing has increased by over 300% compared to the SharePoint era, with multiple news stories now published each week
- Corporate content now reaches offshore rigs and onshore offices consistently for the first time





## Introducing "DeepL," Seadrill's New Translation Tool

Accurate translations to keep our global teams aligned. Request access to get started.



Janzen Small



## Introduction

Seadrill is a leading deepwater drilling contractor, operating in some of the most remote marine environments on the planet. Crews live and work offshore in high-risk conditions on 3-week rotations, with limited connectivity and little access to personal devices.

### From a comms perspective, this poses some major challenges:

- Limited access: Crews often share just two PCs between 150+ people
- Isolation: Delivering even basic posters or comms equipment is logistically complex
- High-risk operations: Messages must be accurate, timely, and relevant
- Comms workload: A small comms team had to duplicate content across multiple tools and channels

Previously, SharePoint acted as Seadrill's intranet, but it created bottlenecks. Publishing was slow, rigid, and heavily dependent on the comms team, making it difficult to scale.

# Solution

To transform internal communications across one of the most complex working environments in the world, Seadrill have adopted a two-pronged approach centered on integration and empowerment. The goal is to eliminate duplication, accelerate publishing, and enable a small communications team to operate with enterprise-wide impact.

## Spotlight: Integrated digital signage with ScreenCloud

Seadrill took a two-pronged approach to transform how internal communications are delivered. First, they implemented Unily's employee experience platform integrated with ScreenCloud digital signage. This gave the Seadrill comms team the ability to publish once and distribute instantly across the SeaNet intranet, SeaNet employee app, and offshore screens.

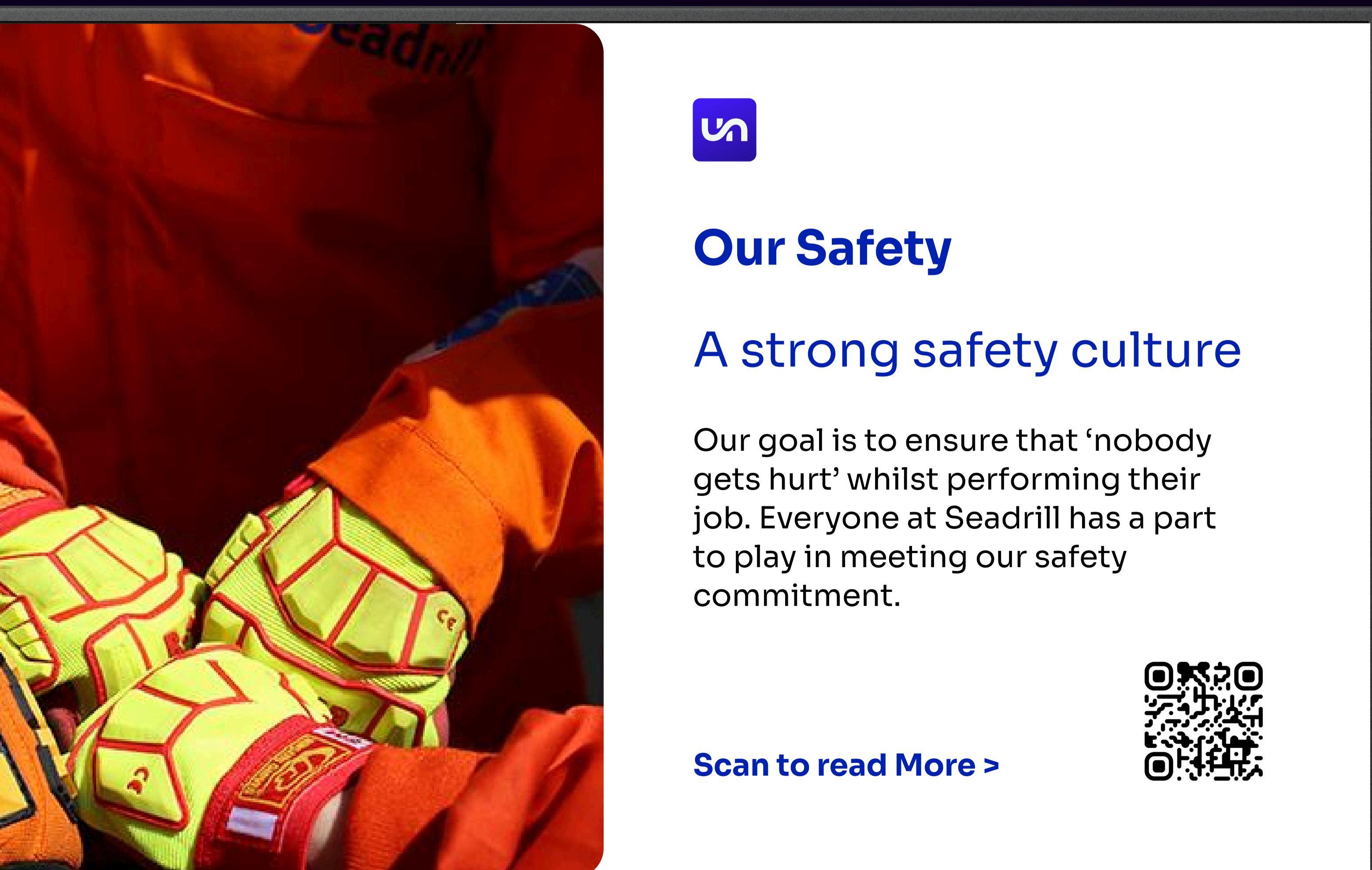
This efficient integration immediately removed duplication, freeing up time to focus on content quality while also delivering the agility needed in this industry.

## Spotlight: Integrated digital signage with ScreenCloud

Second, they introduced a decentralized comms model built around departmental Super Users. This empowers a network of over 13 subject matter experts from across the business to contribute content – while consistency and governance is still maintained.

Super Users upload documents, links, and departmental updates, while the comms team supports them with page design and widget configuration. This also enables a small, 7-person comms department to have the scalable impact of a much larger team.

Together, these two solutions helped establish a communications strategy that works for one of the most complex working environments in the world.



The screenshot shows a digital signage widget with a white background and a blue border. On the left side, there is a partial view of an orange Seadrill safety vest with reflective yellow-green stripes. The widget content includes the Unily logo (a blue square with a white 'u'), the title 'Our Safety' in bold blue text, and the subtitle 'A strong safety culture' in blue text. Below this, a paragraph of text reads: 'Our goal is to ensure that 'nobody gets hurt' whilst performing their job. Everyone at Seadrill has a part to play in meeting our safety commitment.' At the bottom right of the widget is a QR code, and at the bottom left is a link that says 'Scan to read More >'.

**“Agility is crucial in our environment. We can’t afford to waste hours duplicating content — we need tools that help us get messages out quickly and consistently.”**

Sara Dunne, Communications Director

# Solution

Early impact and future ambition so far, the integration has delivered:

## Efficiency gains

Corporate comms can be published in one place and distributed everywhere, saving time and effort.

## Consistency

Messaging is aligned across desktop, mobile, and signage.

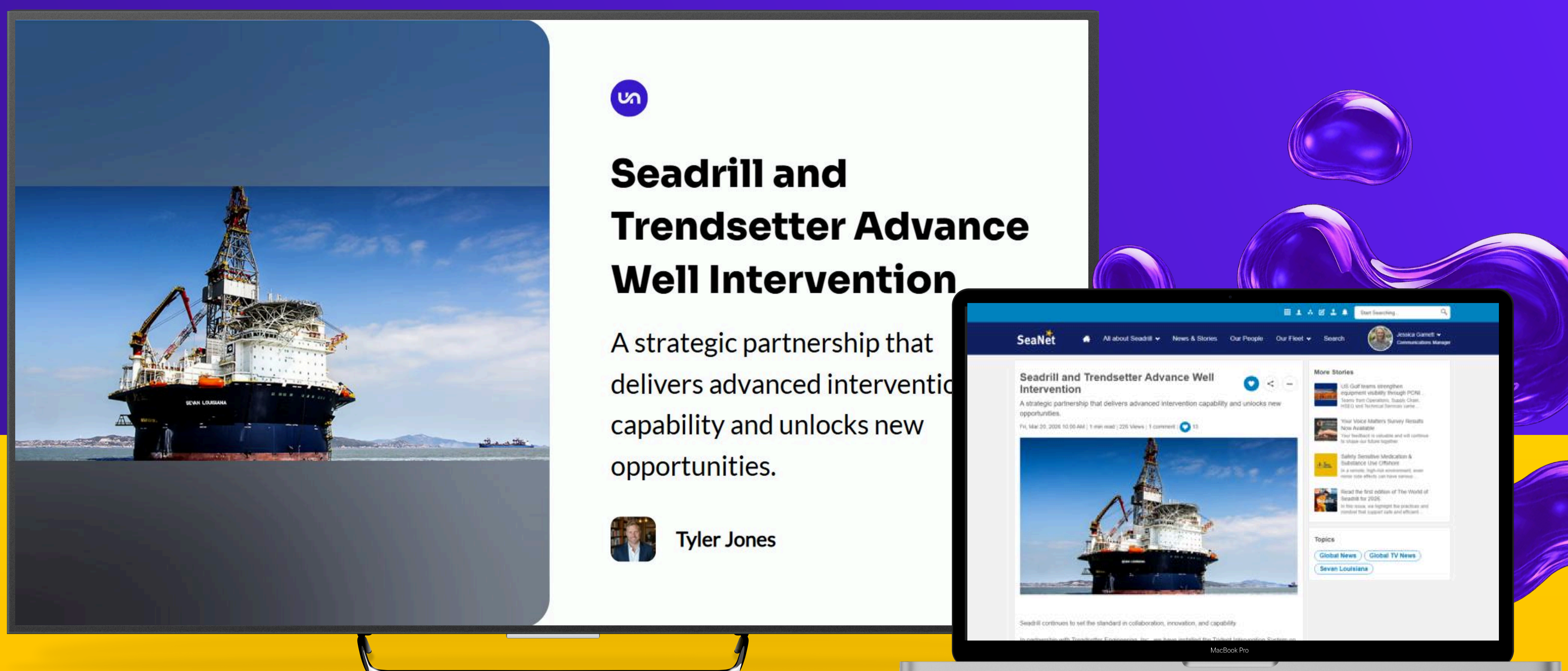
## Increased publishing output

The comms team is producing over 300% more corporate content than before, moving from a handful of updates each month on SharePoint to multiple stories every week.

## Scalability

SuperUsers contribute departmental updates, while the comms team ensures quality and governance.

Looking ahead, Seadrill plans to pilot more localized content sharing – where crews and local offices publish through Unily & ScreenCloud. This will create further efficiencies and enable greater value to be achieved from the Seadrill tech stack.



**“We see huge potential in using Unily and ScreenCloud to bring more local voices into the mix — but for now, the real win is the time we’ve saved by publishing once, everywhere.”**



**ScreenCloud**



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