

**Case Study**

# **Henkel Reinvents Productivity with Office 365**



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# Avanade helps more than 40,000 employees to move to the cloud in 13 months

## Situation

As a first step in its moves to adopt a digital workplace, Henkel AG—a global manufacturer with operations in 75 countries—wanted to replace an aging IT environment with Microsoft Office 365, and to do so quickly, effectively, and with low risk.

## Solution

Henkel engaged Avanade to support the company through every step of the process, from devising the business case to confirming application compatibility, training staff, and providing managed services.

## Results

- Beat anticipated time to migrate by 2 months
- Shifted culture and reinvented productivity, with 50 percent Lync adoption
- Gained cloud platform to support digital workplace
- Improved productivity due to a simple and standard desktop
- Reduced operating costs

Microsoft Office 365 brings unprecedented levels of simplicity to business productivity software. But for an enterprise with tens of thousands of employees in 75 countries and a large and complex IT environment, migrating can be anything but simple.

To ensure its success, global manufacturer Henkel AG turned to Avanade, who assisted in every step of the process from envisioning and building the business case to planning to managed services and support. The result: Henkel now has a cloud platform to support its transformation to a digital workplace that spurs ever-higher levels of productivity, innovation, and growth.

## Situation

To continue to grow and increase productivity on a worldwide scale, global manufacturer Henkel AG wanted to empower its 47,000 employees in 75 countries to deliver information on any device, anywhere, at any time. A digital workplace based on this vision would increase productivity and innovation, enabling better data-driven decisions.

An obvious first step in achieving this vision was migrating from Microsoft Office 2003 and an aging Lotus Notes infrastructure to Microsoft Office 365.

Henkel began promoting the implementation to its employees with the slogan “Simplify your way of working”—but the size and scope of the company’s operations made the prospect of deploying the software anything but simple. The old productivity software was out-of-place in the state-of-the-art digital workplace Henkel sought to become. But Office 2003 and Lotus were integrated into as many as 1,350 of the company’s main applications. Henkel was also concerned about how employees would access Office 365—a separate sign-on, for example, would be the opposite of increased simplicity.

Rapid adoption, risk mitigation and cultural change were also causes of concern.

## Solution

Henkel addressed these issues by turning to Avanade global business technology solutions, cloud, and managed services provider. Avanade supported Henkel with every aspect of its migration to Office 365 ProPlus, from envisioning and confirming the business case through devising and implementing the migration plan, preparing employees to use the new software, and providing continuous technical support.

## The Business Case—and the Team

The Avanade-supported business case demonstrated that the implementation costs for Office 365 would not exceed the costs of upgrading an on-premises solution. Henkel would also benefit from reduced operating costs, increased features and capabilities (e.g. cloud storage for anywhere/anytime data access), and optimal support.

Avanade was the key IT services provider for the migration, and utilized their own global network of experts, cost-effective near- and offshore resources, and consultants from Avanade’s parent companies, Accenture and Microsoft.

## Addressing Application Compatibility and Compliance

To resolve issues of compatibility with Office 2003 and Lotus, Avanade helped Henkel to catalog and test the applications with Office 365. All but 20 of 1,350 applications worked fine with the new software; and Avanade successfully modified or updated most of those that needed attention. “It’s pretty amazing to me that 99 percent of our applications could go straight from Office 2003 to Office 2013,” says Markus Petrak, Corporate Director, Integrated Business Solutions at Henkel.

**“With the digital workplace that Office 365 facilitates, we will reinvent productivity, enhance the customer experience, speed innovation, and build competitive advantage.”**  
– Markus Petrak, Corporate Director, Integrated Business Solutions, Henkel AG

Another important issue for Henkel was compliance. Ninety compliance risks, along with their probabilities of occurrence and impact, were identified by the collective team of Avanade and Accenture staff, which worked with Henkel’s top management to identify resolutions.

**Making the Most of Simplicity**

To boost adoption and simplify the user experience, Avanade created a single sign-on solution, eliminating the need for employees to log into Office 365 after they’d already logged into their enterprise accounts.

Another key to increasing adoption was running Office 365 in the languages needed by their international workforce. Henkel typically installs PC software both in English and in native languages. To accomplish that in the Office 365 deployment, Avanade devised a way to detect languages already installed on each device and add Office versions to match them.

**Managing Change**

Henkel and Avanade regarded user education and change management as another essential key to success. “Henkel wanted an extensive user education program to prepare both top management and end users for the new solution,” says Jürgen Schwarz, Senior Vice President and Program Manager at Avanade.

Avanade supported that program with information sessions, personalized emails in 27 languages, 56 30-minute eLearning modules in 10 languages, conventional training, and information booths in Henkel cafeterias. Henkel and Avanade used SharePoint Online to host a YouTube-like channel that demonstrated tips and tricks. They also used Lync Online to support the virtual learning classes and discussion sessions.

To ensure continued adoption, Avanade is supporting Henkel with offshore managed services and service-level agreements.

**Benefits**

Henkel used Avanade to migrate its 47,000 employees in 75 countries to Office 365 quickly and effectively, setting the company on its journey to a digital workplace that will deliver increased productivity, faster innovation, and better data-driven decision making.

**Beats Anticipated Time to Migrate by 2 Months**

Henkel measures the success by the speed and accuracy. The project was delivered in 13 months, 2 months faster than previously anticipated.

With a focus on accuracy, the initial deployment and activation was completed with less than a two percent failure rate.

**Shifts Culture, Reinvents Productivity, with 50 Percent Lync Adoption**

Henkel regards the strong and rapid user acceptance of Office 365 as another measure of the project’s success. Everyone expected employees to use Office 365 email, but within a few months, almost half of them were also using Lync Online. That’s particularly important, according to Philipp Mischke, Project Manager at Henkel, because it demonstrates that Office 365 is changing the email culture and helping to reinvent productivity with a shift to web conferencing and instant messaging that speeds up the business.

“Our employees are very happy to have the latest version of Office and are taking advantage of new capabilities like integrated presence information and the convenience of simultaneous document editing,” he says.

**Gains Cloud Platform to Support Their Digital Workplace**

Henkel now has a modern, unified communications and collaboration cloud platform that sets it on a journey toward their digital workplace vision, delivering innovative and highly productive ways of working.

“Office 365 empowers worldwide collaboration among our 47,000 employees,” says Markus Petrak. “It enables a quicker, more flexible computing experience that our employees can use to access real-time data anywhere, from any device. With our digital workplace, we will reinvent productivity, enhance the customer experience, speed innovation, and build competitive advantage. Henkel now has the highly sophisticated, powerful cloud platform that offers always the latest technologies that we need for our continued growth.”

**“Avanade has the know-how, the Microsoft expertise, and the innovative spirit we needed to successfully undertake a project of this magnitude and to deliver a solution with higher benefits and more security than we previously had.”**

**– Markus Petrak, Corporate Director,  
Integrated Business Solutions, Henkel AG**



#### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 29,000 professionals in 23 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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