

Collaboration increases employee connectivity



Avanade partnered with Telenor to build a collaboration platform using Microsoft Office Communication Server®

Business Situation

A rapidly changing global economy demands corporate flexibility. This means that employees must be able to work smart and collaborate efficiently. "If we allow experts to connect with each other, we will be able to execute faster than our competitors," says Henrik Bentzen, product director at Telenor. This insight became the basis for Telenor's Way of Work (WoW) change programme.

The Telenor Group is a telecommunications market leader and one of the largest mobile phone companies in the world. Based in Oslo, Norway, it has operations in 13 countries around the world and more than 174 million mobile phone subscribers. The company recently expanded its presence in Asia and Central and Eastern Europe.

The underlying operations of a phone company are the same from one country to the next - antenna masts, telephony licences, billing, etc. As the company expanded, it needed to share this fundamental knowledge.

Believing that connected people work smarter, the company required a range of collaborative tools to drive and support the planned cultural changes. The company wanted to operate in a joined-up way: between teams, between departments and even across national borders. Existing news and collaboration tools were not widely used, and weren't integrated, feature-rich or scalable to support Telenor's global expansion.

Business Technology

In 2007 Avanade was invited as a technology partner to work with Telenor on an organizational change programme, to build a collaboration platform using Microsoft Office Communication Server® (OCS). This would provide a way for colleagues to hold meetings from their desktop and enable users to share their screens and files, use electronic whiteboards and make phone and video conference calls over the internet. It is a powerful way to enhance collaboration and it reduces cost and time spent on travel.

Avanade also set up Microsoft Office Communications Server® 2007 R2. OCS provides instant messaging and presence information so employees can see if a colleague is available or busy. By giving a real-time alternative to email and phone calls, this tool improves communication between individuals and within teams. Yet a few requirements elevated the WoW programme beyond other large scale unified collaboration solutions being built:

- Users are able to merge local and global news in multiple languages.
- To support the growing user base in Asia, a second Asian Data Center was designed and connected with the European Data Center.
- Telenor, as a leading edge provider of telephony solutions, enhanced the standard OCS functionality with additional features, such as Mobile Presence, which identifies the geographic position of individuals.
- From the very beginning of the project a business intelligence solution was engineered to analyse and measure the uptake of the system in many dimensions.

An ambitious rollout scheme called for 40,000 new users within a year to embrace the system using their own Mysite and the company portal as their internet start page.

"Connected people work smarter at Telenor. Avanade was selected as the technical partner to help us realize our vision. Our project was the foundation for the changes we're making to the way we collaborate, hold meetings, share best practice and stay ahead of our competition. We believe success is 20% technology and 80% organizational change."

Bjørn Magnus Kopperud
EVP, Telenor Group

Results

In partnership with Avanade, Telenor can now build on a global platform for collaboration that makes it easier for people to work together more effectively. It is the fabric of Telenor's Way of Work programme.

Avanade architects supported the build of an infrastructure that lets everybody use the same tools, positioning Telenor's business units for worldwide communications.

Critical to the project was Avanade's ability to deliver on a worldwide basis. Our team in India developed cost-efficient customisations. The Far East data centre was co-developed by a team from our Oslo and Asia offices. Avanade designed and built a European data centre in Norway. The second data centre in Asia was set up in just four months.

Avanade's program manager Juergen Schwarz added, "our project leadership ensured that Telenor achieved its ambitious goals with a successful project completion on time and on budget."

Now, "we have a single global presence system," says Henrik Bentzen. "It's easier to contact or know when to contact people than before."

The company is saving money too. Telenor estimates that out of a 100 Live Meetings, more than 20 of these can be associated with cost and time savings due to less travel and more effective meetings (with three or more participants and across borders).

An integrated business intelligence system lets Telenor track the usage patterns of the new technology. Overall, "the adoption rate is higher than we expected," says Henrik Bentzen, as users embrace the new technology and become more productive.

Increased efficiency, shared best practices and reduced duplication of work gives Telenor a competitive advantage. Thanks to the Way of Work programme and Avanade's contribution, the company is well positioned to integrate future additions to the Telenor family.

About Telenor

The Telenor Group is a leading provider of telecommunications services worldwide. The company has a strong footprint in Central and Eastern Europe and Asia and a leading Nordic position in mobile, broadband and TV services. Founded in 1855, it is one of the largest mobile operators in the world with 174 million subscribers. The company has 40,000 employees and revenues of NOK 113 billion in 2009 (\$18 billion).

"We wanted to invite a technical partner that could share our vision, and we selected Avanade. Their technical expertise, project management and skilled workforce have helped us to position for the business results we are aiming for. We now have a global solution and now we need to make our Way of Work vision a reality. We are already seeing the benefits emerging."

Henrik Bentzen
Product Director, Telenor



About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. For more information, visit www.avanade.com

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