



CASE STUDY

# JDE KEEPS THE COFFEE FLOWING WITH REMOTE WORKING SOLUTION

**Accenture and Avanade activate Microsoft Teams  
for more than 14,000 global associates in just four weeks**

## Business situation

### More than just a cup of coffee

Countless people around the world fuel their day with a cup of coffee. During challenging times, the comfort of this daily routine is essential. It's nice to count on the fact that we can still pour a coffee and enjoy a few moments of calm. Most of us don't think about all the work that goes into creating those experiences. At international coffee company Jacobs Douwe Egberts (JDE), it's all they think about. JDE believes it's amazing what can happen over a cup of coffee, and through its portfolio of global jewels and household names, it unlocks these possibilities in homes, hospitals, offices, restaurants and basically anywhere else you can get a cup of coffee or tea in more than 100 countries around the world.

When the COVID-19 crisis hit, this mission remained as important as ever. When governments ordered staff to work from home as much as possible, JDE was forced to quickly adapt so that its workforce remained connected and its business continued, ensuring a constant flow of coffee to consumers across the globe. "As soon as we entered the crisis, we started reaching out to our people to see how they were doing and what their technology needs were," says Alexander Min, CIO at JDE. "One resonating ask from everyone was for a better platform for video conferencing."

"When people are working from home, you can't put a price tag on a team's ability to actually see each other during that Monday morning coffee meeting," says Michael Orr, JDE's head of communications. "Not to mention managing a global crisis task force, with leaders across different time zones and stages of local lockdown."

JDE was already using most of the features of Microsoft 365, which had been implemented as part of a longstanding, trusted partnership with Accenture and Avanade – a joint venture between Accenture and Microsoft. It had also

already discovered the benefits of digital tools during its 2018 rollout of its internal enterprise social networking platform. However, it hadn't yet embraced Microsoft Teams and the robust video capabilities it offers. The sudden and sustained need to stay connected and run the business remotely meant that JDE had to quickly migrate more than 14,000 associates from Skype for Business onto Teams. Accenture and Avanade were the natural choice to help.

## Solution

### Unprecedented circumstances require a creative implementation

Accenture, Avanade and JDE's teams kicked off the rapid migration with a full week of virtual workshops with key functional experts around the world. This process was designed to guide the company through the strategy, technical details and potential challenges of migrating thousands of associates onto a new platform in such a short amount of time. "Right from the start, we saw this as a unity and natural collaboration between HR, communications and IT," says Min. "There was a shared pressure but also a shared sense of excitement, given the task required us to think outside the box."

Of course, because of physical distancing regulations and work-from-home orders, the entire project – from kickoff to going live – was done remotely. Nothing could be done onsite or in person, which proved to be a challenge. During preparations for the migration to Teams, Avanade and JDE collaborated on a comprehensive, virtual change management program to ensure its people were comfortable using the new tool. This program included:

- A dedicated SharePoint site was built to house FAQs, tips and tricks, one pagers and other helpful materials created in 11 local languages so that all associates were getting the same information.

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JDE keeps the coffee flowing with remote working solution

- 150 JDE “champions” – associates with existing Microsoft 365 and Teams expertise – from IT, communications and HR were assigned to help colleagues get familiar with the tool.
- Remote training sessions were held both globally and locally via Teams.

### Results

#### A true team effort gets the job done fast

In just three weeks, nearly 85% of JDE’s associates were migrated to Teams, while the remaining users adopted the tool shortly after. Within a few weeks of activation, associates had already conducted more than 82,400 video calls. “The success of any digital program requires user adoption and leaders as role models,” says Orr. “In this case, the adoption was super strong because there was overwhelming support. We were offering something that people truly believed would give them the tools needed to feel safe, stay connected and do their jobs.” While the technology is so often the focus of these projects, this initiative was about people and responding to their needs – keeping JDE associates safe and connected. Getting the solution up and running so quickly is a testament to a real collaboration from everyone involved. “This project was a combination of technical know-how and kicking open the door,” says Min. “When we’re in high-pressure situations where we need to do something impossible, we turn to Accenture and Avanade.”

By working together in multidisciplinary teams, JDE hasn’t lost a step in its mission to provide “a coffee for every cup” at a time when people need it most.

### About Jacobs Douwe Egberts

For more than 265 years, we have been inspired by the belief that it is amazing what can happen over a cup of coffee. Today our coffee and tea portfolio is available in over 100 countries around the world through iconic household names including: Jacobs, Nova Brasilia, Tassimo, Moccona, Senseo, L’OR, Douwe Egberts, TiOra, Super, Kenco, Pilao and Gevalia.

## **About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 38,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation.

Learn more at [www.avanade.com](http://www.avanade.com)

## **About Accenture**

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 505,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

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