

Case Study

Enabling a new vision for collaboration



New collaboration platform helps forestry company employees get work done smarter and more effectively across the enterprise

Business situation

Our customer, based in Finland, is a global leader in the new forest industry. In 2009, the company reformulated its strategic direction to take a sustainable, innovation-driven approach to its business. However, its existing end-user information technology was relatively old and fragmented, and often did not provide the functionality that employees needed to collaborate and drive innovation. The company engaged Accenture and Avanade to help guide and implement a global workspace project that was implemented on time, under budget and with minimal disruption in an aggressive 16-month timeframe, providing its employees with a unified platform to collaborate and communicate more effectively and efficiently, and help make its strategic vision a reality.

Results delivered

Accenture and Avanade developed a new environment to enable a highly collaborative and transparent work style for the customer, delivering workstations; two customer-facing websites; a global and nearly 30 local intranet sites with search, blog, wiki, discussion forum and people directory capabilities; new communication tools including instant messenger and videoconferencing; and new team sites to enable collaborative working.

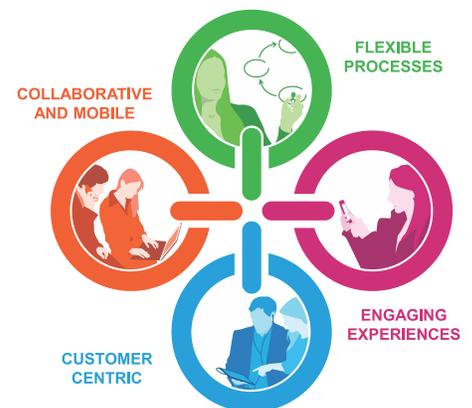
The customer states that the key benefits they realized are many, yet they focus on four major outcomes:

- No increased costs
- Single, unified platform on which everyone can collaborate and work together
- Very high utilization rate and employee satisfaction
- Ease of use.

This successful journey was enabled by effective change management, education, and getting users involved right from the beginning to be part of the process.

The Work Redesigned difference

- Employees can easily collaborate with each other via instant messenger or video conferencing anywhere in the world with a touch of a button, speeding how work gets done. It is also easier to locate content experts and chat on topics of interest.
- Employees now have a unified platform with common tools, applications and processes, and modern functionality, that lets them find and share information and ideas more effectively and work smarter.
- Executives are better able to instill core values into the organization, making their vision of collaboration, sustainability and innovation an integral part of their culture.



Work Redesigned: a strategy for seizing new opportunities.

Case Study

European forestry company

The Work Redesigned difference

Global collaboration platform enables workforce to team and get work done more effectively, making it easier for them to do their jobs. New customer-facing websites are easier to maintain and refresh with current content.



The inside story

Accenture and Avanade's work began with a planning phase in which the program team created detailed plans for all aspects of the program and charted a course for moving forward. With the involvement of more than 120 Accenture and Avanade professionals including a core team of 70 people, the implementation of the new unified platform was conducted in the four phases often running concurrently:

- Replace or upgrade and recycle more than 15,000 workstations around the world, and migrate these workstations to Windows 7 and Microsoft Office 2010
- Create two new customer-facing web sites plus one global and nearly 30 local intranet sites, based on Microsoft SharePoint 2010, with search, blog, wiki, discussion forum and people directory capabilities.

- Implement new email and communication tools, including voice, screen-sharing, chat and e-meeting functions based on Office Communicator and later on Lync, as well as the calendar and mobile email capabilities of Microsoft Outlook 2010 delivered via Microsoft Cloud Services
- Implement collaboration sites, with a SharePoint-based document management system and team and project rooms.

While the workspace program was underway, a strategic acquisition brought an additional 2,000 employees and four mills into the organization. These new operations were also taken through all four phases of the program.

Elements of success

Several factors were instrumental to the success of the program:

- Clear program governance and a comprehensive mode-of-operation document
- Effective and efficient coordination among more than 1,500 global contributors from its line organization and IT partners
- Strong emphasis on change management that enabled and encouraged the use of the newly implemented tools
- Robust and flexible training for all 24,000 employees.

For more information:

www.avanade.com/workredesigned



About Avanade

Avanade provides business technology solutions and managed 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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