

Case Study

Collaboration vision made reality



Avanade helps global asset management company craft strategic, long-term view of collaboration

Business situation

How does a global company create innovative ways for its approximately 3,000 employees in several different subsidiaries to work better with one another across multiple time zones and geographies?

A global asset management company sought Avanade's help in answering that question—and in turn created a much more strategic view of collaboration.

With its legacy collaboration platform stretched to the limit, this company faced numerous challenges. For example:

- **The business had no single destination for collaboration.** As a “company of companies,” collaboration occurred within a specific business unit or subsidiary instead of companywide. This prevented key groups, such as Human Resources and Legal, from different companies within the enterprise to work together on more strategic, global initiatives or share documents and knowledge.
- **Employee adoption of its existing intranet and collaboration platform was very low.** As a result, employees did not view its collaboration platforms as useful or helpful in locating colleagues in other geographies and time zones to share information and expertise. Decision-makers felt these virtual roadblocks thwarted the company's ability to put its “best minds” to work against key initiatives.

- **Document management was non-existent.** The company's IT team had no standardized process for the look-and-feel of all documents so they could be found and consumed easily. In addition, the IT team lacked a repeatable approach or a “toolkit” of document templates and processes that could be used by the various companies it supported. This not only made it difficult to empower users internally, but to enforce any standardized way of managing content.

While others focused on the “nuts and bolts” of technology needed to solve the company's identified challenges, Avanade took a different approach and instead proposed that the company take a longer-term view of its collaboration needs that truly redesigned the way work gets done.

As a first step, Avanade worked with key stakeholders to understand what each group needed and identified key priorities that culminated in the completion of an extensive three-year collaboration roadmap.

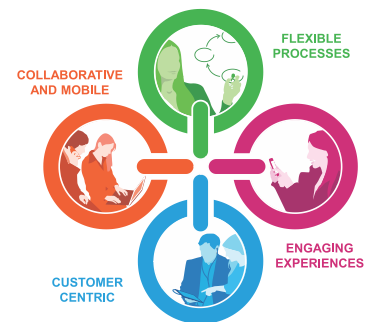
Results delivered: Connecting employees with a cohesive collaboration framework

With two years of a three-year roadmap now deployed, Avanade has helped the company realize numerous dramatic results. They include:

- **A single global collaboration infrastructure and platform.** As a first step, Avanade designed and deployed the foundational hardware and consolidated numerous collaboration platforms into a single framework built on Microsoft SharePoint 2010. This was a first critical step in enabling the company to launch other key features.

The Work Redesigned difference

- For the company's corporate attorneys, the new platform provides peace of mind knowing that document sharing guidelines are in place and that the company has a standardized way of sharing information—including sensitive legal documents.
- Asset managers are now able to easily find colleagues worldwide. This helps them better utilize others within the company with the right experience or knowledge to do their job.
- For IT managers, the new platform has put in place processes to more efficiently manage the company's collaboration platform and empower users to manage their own content using out-of-the-box templates and toolkits, which has freed up the IT team to focus on other initiatives.



Work Redesigned: a strategy for seizing new opportunities.

Case Study

Global asset management company

- **Significantly increased rates of collaboration on a unified global intranet.** Avanade helped build Team Sites and enabled MySite features which allowed employees to not only work together better in teams, but also find and collaborate with others. These new features have been a big hit with employees. For example, more than one-third of employees have created MySite pages, and Team Site adoption is hovering close to 80%—far above the company's initial expectations. As enhancements are made, adoption rates continue to climb.
- **More effective search, access, and collaboration to find content and knowledge.** Once it deployed a fully robust intranet, Avanade implemented NewsGator to enable more comprehensive search and find capabilities, give employees the ability to share videos, microblog, and comment on articles and posts. These capabilities have led to more opportunities for employees to engage with one another.
- **A cohesive document repository.** Avanade built the company a single repository for data from HR, finance, legal and other departments so that it can be better leveraged across the entire organization. This has facilitated greater coordination of activities across these key groups and made it easier for stakeholders to find helpful information.
- **Standardized templates and processes for document creation, management and storage.** With Avanade's help, the IT team set about creating "toolkits" that replace the need for IT intervention and create a repeatable process for IT to use. They also empower stakeholders to create and post their own content while adhering to a unified look-and-feel.

The Inside Story: Taking a long-term view of redesigning work

Avanade's work with the customer began in January 2011 with an assessment of the company's business objectives and existing 2007 SharePoint infrastructure. In that assessment, Avanade developed a comprehensive three-year roadmap, which included:

- Deployment of a new technology foundation. Avanade first designed and deployed an infrastructure that would not only suit the company's needs today but scale for future growth. This included the hardware needed to support a migration to SharePoint 2010.
- Team collaboration capabilities and user profiles. As a first step, the company enabled features that employees across the organization identified as top priorities. With the foundation in place, Avanade then deployed extensive features that allowed users to find each other quickly and more efficiently—and share information about their skills and expertise.
- New document and enterprise content management features. This was especially important as the company's legal, HR and finance teams sought a better way to share information but still adhere to confidentiality guidelines. These new features enable the company to understand what is allowed to be shared with a wide audience and what requires more limited audiences. In addition, Avanade worked with the company to establish rigorous governance and best practices around document management.
- A rich new global intranet with robust search features. The company's collaboration platform focuses heavily on ensuring high user adoption and employee involvement by incorporating features that are user friendly and consistent with the company's culture and brand. With the addition of NewsGator, the company has added even more robust features such as search, rate and video sharing.

- Best practices for change management and governance. The company relied on Avanade's expertise to ensure users were comfortable with the new platform on Day 1 and that guidelines were in place to ensure consistent management of the intranet long-term.

The company's Chief Administration Officer has supported Avanade's role as a strategic partner from the beginning, working closely with the team and building a relationship based on trust and successful deployments.

Avanade's work on the company's massive transformation has demonstrated our expertise in helping companies manage their business-critical platforms while planning for the future.

A look to the future

With a solid foundation in place and adoption rates among users continuing to grow, this company knows that it must continue to enhance its platform with new applications in order to meet the evolving demands of their employees.

Over the next 12 months, Avanade will deploy intranet and search enhancements to further improve usability. In the near term, the company plans to deploy Communities within its intranet to drive even more participation.

Our customer also plans to work with Avanade to define the best ways to incorporate mobility into its collaboration strategy, which will trigger yet another transformation in how work is done in the enterprise.

For more information, visit 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.

©2013 Avanade Inc. All rights reserved. The Avanade name and logo are registered trademarks in the US and other countries. Other brand and product names are trademarks of their of their respective owners.

North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
Phone +55 (11) 5188 3000
LatinAmerica@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Singapore
Phone +65 6592 2133
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com