

Contexxt.ai GmbH

Digital Adoption  
Strategy Assessment

CONTEXXT **AI**



# Stop arguing Microsoft 365 features Start building a value-driven usage and adoption



## Challenges

The current market situation requires a strengthening of competitiveness **through** a high level of productivity **whilst** at the same time **a focus** on the needs of employees as **a key principle** for the introduction of new technologies.

“We’ve been using Office 365 for a while now – but e-mail is still the most popular way of collaboration. We need to unleash the full potential to achieve our goals – but we don’t know where to start.”



## Ideal Solution

Identify company-specific fields of action and benefit-oriented solutions

Match the needs of the employees with corporate objectives

**Identify**, validate and prepare use cases to scale modern workplace technologies

Identify the actual needs and fears of employees in the context of collaboration

Match Office 365 technologies with benefits and needs

Develop context-driven learning paths and campaigns



## Desired Outcomes

Drive **adoption** and usage of Microsoft Teams and other Office 365 tools, **increasing** employee motivation and productivity

Create a distinct strategy to adopt and **internalize** new ways of working

Improve corporate culture and collaboration

Proof the investment in Office 365

Significant increase of productivity

**Adoption** and acceptance of new technologies

Application of new ways of work



**Motivate**, activate and empower your employees and **boost** actual adoption of modern workplace and new ways of working

### Data-based insights into the current ways of working

- Proven methodological approach
- Precise analysis in Power BI
- Identify areas of improvement for collaboration, productivity and employee motivation
- Strategic adoption management tool

### Boost usage and adoption

- Bottom up approach
- Instant experience **with** personal value
- Identify and empower passionate champions
- Develop a corporate adoption strategy

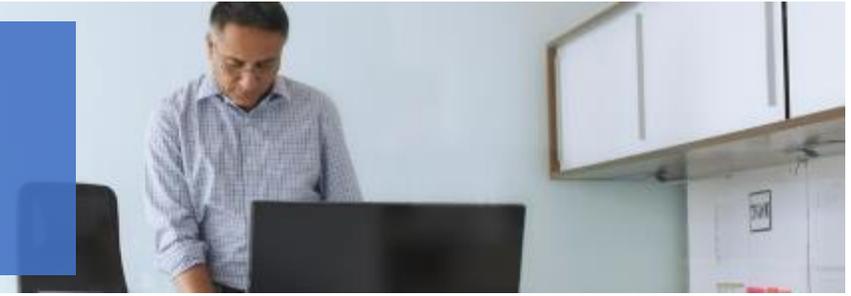
### Improved corporate culture and networking

- Ignite the WE-feeling
- Connect knowledge and people
- Create synergies between departments

Dr. Michael Streng, Managing Director, parameta Projektmanagement GmbH

“Since the assessment, a real urge has emerged. The usage of teams has increased dramatically - very impressive.”

# contexxt.ai GmbH Digital Adoption Strategy Assessment Office 365 / Teams



“Through our assessment we will enable you to identify how and what exactly you need to do in order to **boost** usage and adoption.”

## Solution Alignment

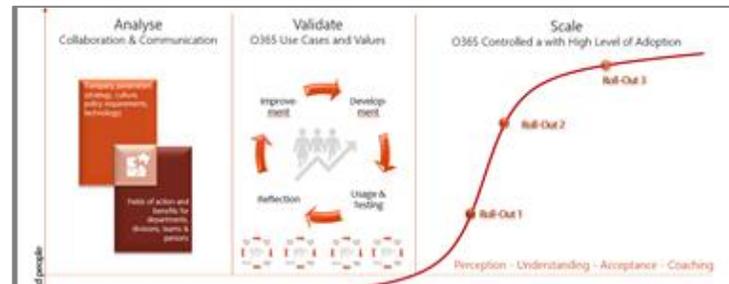
How can I achieve a **broad** Office 365 and Teams usage?

Identify the actual needs and fears of employees in the context of collaboration  
Define areas of benefits and fields of action  
Match with Office 365 technologies,  
**develop** use cases and validate them



How do I achieve a successful Office 365 launch?

Development of a strategic management **tool to improve** collaboration based on company-specific use cases and data-**driven** indicators  
Build an adoption & change management strategy



Can I promote data-based adoption?

Identification, weighting and prioritization of identified benefit fields based on evaluation with the Power BI analysis tool of contexxt.ai  
Planning and execution of the derived use cases based on defined KPIs

