

Change management & Adoption

Leveraging new technology by driving usage of the Microsoft 365 platform



From business ambition to strategy and implementation in daily routines. What stands out in our approach is an activation of the full Microsoft technology stack as we leverage the digital workforce across all workloads by driving the usage of the Microsoft 365 platform.

Ideal way of transforming your organization

The workforce's ability to creatively exploit digital technologies & data will be one of the greatest sources of competitive advantage in 2020.

To improve utilization & proficient use of new technology & data, a structured way of working for technology adoption is required. From business ambition to strategy and implementation in daily routines.

What stands out in our approach is an activation of the full Microsoft technology stack as we drive the digital workforce across all workloads in one way of work.

Our specialists will guide and support your organization to embrace the change and transform your challenge into success.

Solution Alignment

- Microsoft Teams
- Power Platform
- Optimized IT & Security

Desired outcomes

- Employees creatively exploiting new technology to drive business results.
- IT management being able to leverage new technology and align with business goals.
- Commitment, visibility and activation of senior stakeholders.

Inspiration

- Workshop to explore the competitive edge of a digital workforce
- Benchmark & assess current state of usage and tech savviness
- Workshop to inspire and assess the ability and for change

Ideation

- Define the desired "When & How to Use What"
- Design the future state and steppingstones in a Roadmap
- Activate your stakeholder action plan

Implementation

- Executive briefing to guide and control initiatives and report to senior stakeholders
- Pick & design the concepts for adoption & communication
- Tool selection from our bulletproof toolbox and executing the first sprints

Improvement

- ADKAR & Data analysis to identify pockets of improvement
- Rhythm of the service for updates & clarity on Microsoft Roadmap
- Adoption & communication sprints to build the digital workforce

"The Executive briefing and the Communication concept was fully adopted by the European Management Team and really helped us to move forward in the adoption program to make IT loveable again"

Maarten Winter, Global IT Director Collaboration Service, CSM Bakery Solutions

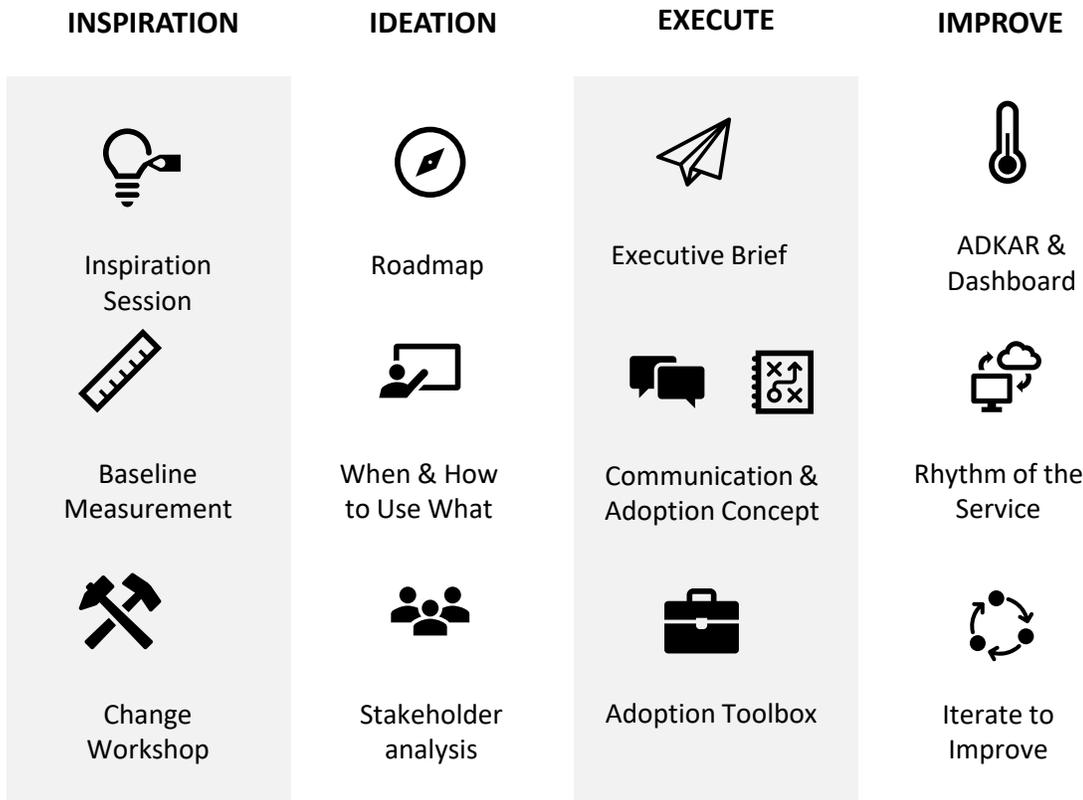
The playingfield and it's challenges

Managers being responsible for the digital workplace have a challenge in business and IT alignment. While the impact of the digital workplace on business continuity, speed and agility is growing it is still hard to get involvement of senior stakeholders.

Our approach is dual focuses. We help IT management to activate and inform senior stakeholders and business owners by aligning the digital workplace to business initiatives and provide clarity in the leverage of technology.

This enables us to drive powerful adoption and communication concepts with our proven toolbox for enabling the digital workforce to become an asset in competition.

From customer challenge to successful adoption in 4 phases



Tangible Benefits / Desired Outcomes

- Employees creatively exploiting new technology to drive business results.
- IT management being able to leverage new technology and align with business goals.
- Commitment, visibility and activation of senior stakeholders.
- People are quicker to react and adapt to new business realities and leverage them in daily activities.
- Scalable adoption.

Why Macaw?

We love challenges. Since the early nineties over 370 Macaw employees have been creating high-end technical solutions for our customers from our offices in The Netherlands, Germany and Lithuania. We think out of the box and combine multiple perspectives, such as strategy, data, marketing and sales. And we don't just implement this technology. We make sure it is adopted by your organization, because we are convinced that only then does it contribute to your success.