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# TRN Digital Capabilities And Service Offerings

2023



## CUSTOMER OPPORTUNITY

Service adoption and Change Management play crucial roles in the successful implementation of Microsoft 365 within organizations. Microsoft 365 offers a comprehensive suite of productivity tools and cloud services that can transform the way businesses operate and collaborate. However, the true value of Microsoft 365 can only be realized if users embrace the platform and effectively utilize its features. Service adoption focuses on driving user engagement, awareness, and training to ensure individuals across the organization understand the benefits and capabilities of Microsoft 365. Change Management, on the other hand, addresses the organizational impact and helps manage the transition process by identifying potential challenges, developing strategies to mitigate resistance, and fostering a positive and supportive environment for change.





# TrnDigital Service Adoption & Change Management for M365

TrnDigital follows a structured and proven approach to Service Adoption and Change Management when implementing Microsoft 365 services for its customers. Our approach ensures 100% engagement of even the last mile users which guarantees higher chances of adoption of M365 services.

## BUSINESS OUTCOMES

- › **Increased Productivity:** Service adoption and Change Management help users understand and utilize the full range of capabilities within Microsoft 365. By effectively leveraging tools such as SharePoint, Teams, and OneDrive, employees can collaborate more efficiently, streamline workflows, and improve overall productivity.
- › **Cost Savings:** Proper adoption and Change Management of Microsoft 365 can result in cost savings for organizations. By utilizing the cloud-based services and tools provided by Microsoft 365, companies can reduce their reliance on on-premises infrastructure, leading to lower hardware and maintenance costs.
- › **Improved Data Security and Compliance:** Microsoft 365 includes robust security features and compliance controls. Service adoption ensures that users are educated on best practices for data security, such as using encrypted communication channels and enabling multi-factor authentication hence reducing the risk of data breaches and non-compliance penalties.
- › **Scalability and Flexibility:** Microsoft 365 offers scalability, allowing organizations to easily adapt to changing business needs. Service adoption and Change Management enable employees to leverage the full potential of Microsoft 365's scalability, empowering them to work remotely, access resources from any device, and collaborate seamlessly, regardless of their physical location.

# Service Adoption and Change Management Implementation

## 1. Awareness

- Articulate the need for Change
- Inspire and drive new behaviors
- Identify how individuals perceive a problem
- Why the current state needs change

## 3. Knowledge

- Evaluate current knowledge base
- Develop resources for education and training
- Access to all sources of knowledge
- Open feedback channels

## 5. Continuous Improvement

- Ongoing support to sustain change
- Reward acceptance of change
- Open feedback channels
- Incorporate accountability for acceptance of change



## 2. Intent

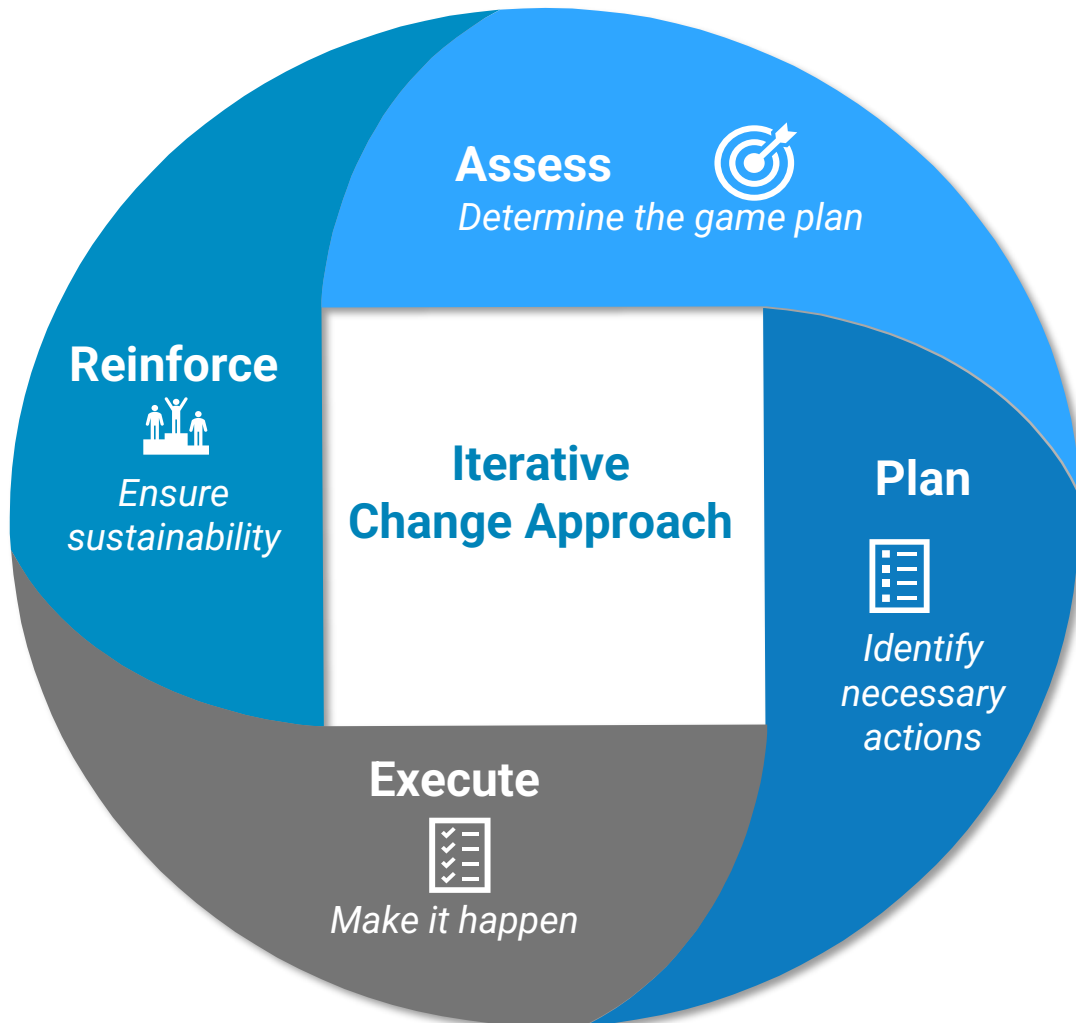
- Generate keen interest to participate in the change
- Nurture motivating factors that foster change
- Identify organizational factors that influence change

## 4. Capability

- Enhance intellectual ability
- Disengage individual psychological blocks
- Make individuals capable to adopt change

# Our Service Adoption & Change Management Approach

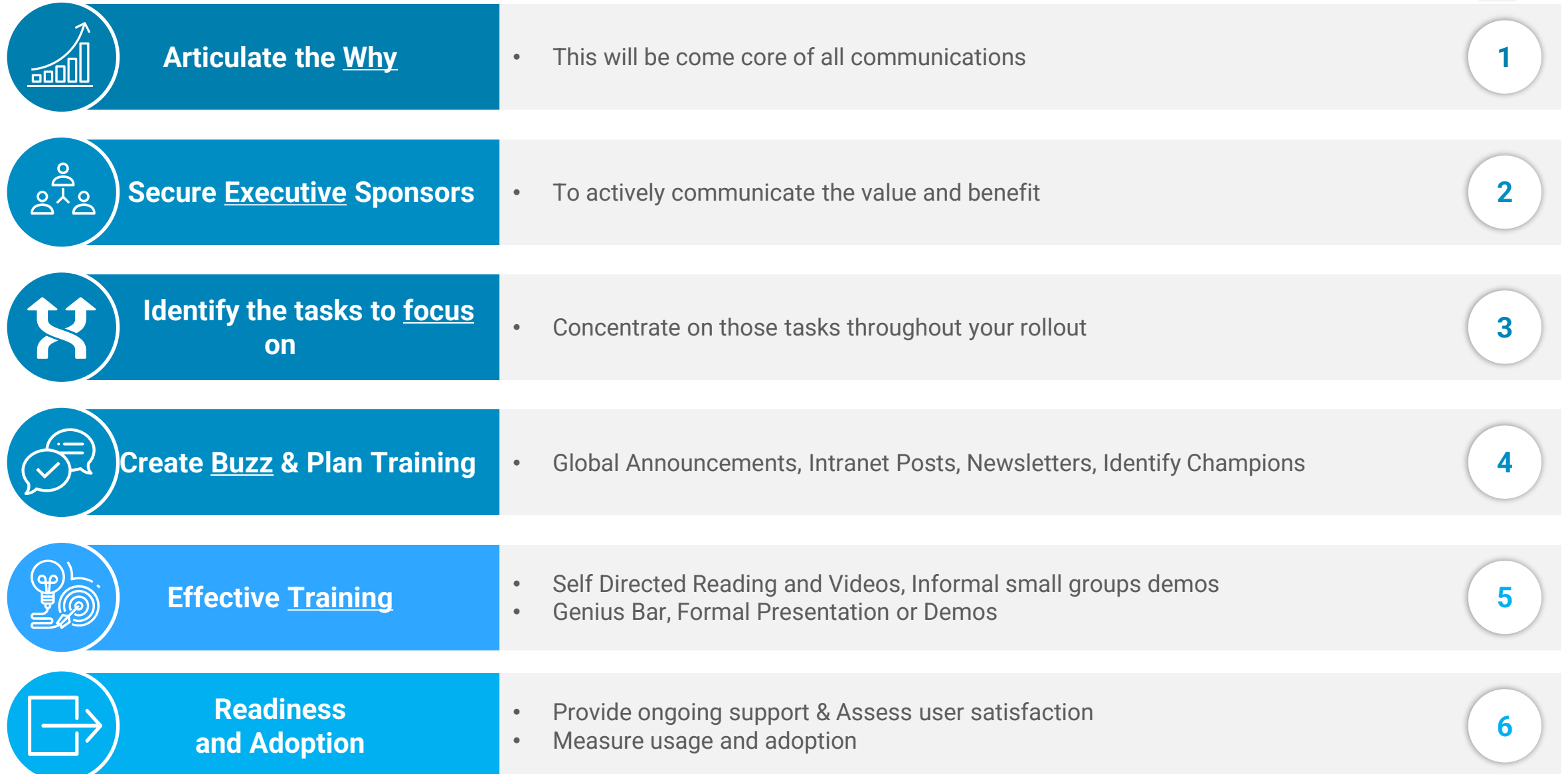
Our approach is iterative and embraces agility, involves people at all levels in fostering alignment and adoption, minimizing business impact and risk.



## Approach Highlights

1. Focus on the importance of leadership alignment
2. Activate effective sustainable change networks throughout the organization
3. Foster and encourage continuous communication and engagement
4. Implement learning and education as ongoing versus a one and done event
5. Measure success across the readiness and adoption lifecycle

# Critical Path in a Change Management Strategy



# How we keep the users engaged



Presentation & Demos



Focus Groups



Genius Bar



Change  
Communication  
Templates



Training Sessions



Q & A  
Sessions



Videos, Webcasts And  
Regular Updates Per  
Email



Workshops And Team  
Meetings



Intranet Websites With  
Change Process  
Information



One-on-ones

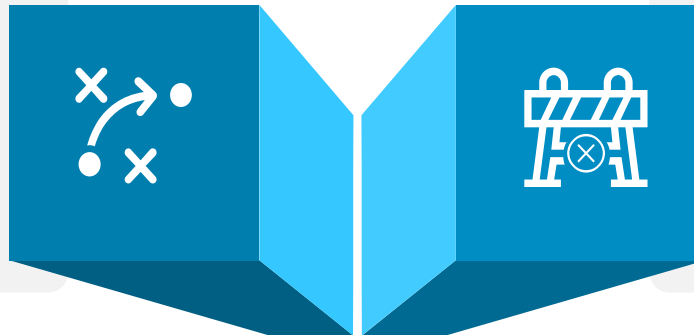


# Why partner with TrnDigital

Our rigorous and scalable process distinguishes us as a go-to partner in the Microsoft partner ecosystem.

## Cost-effective

Our experts have executed countless successful projects - TrnDigital offers competitive pricing for both large and mid-market organizations.



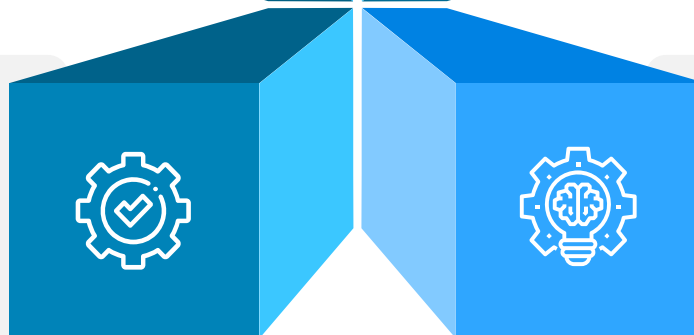
## Overcome limitations

TrnDigital has a repository of scripts and tools to mitigate the limitations posed by vendor tools.



## Trust us with your data

We use a detailed validation & remediation process, so you can trust us with your data.



## Support for exceptional scenarios

We help clients handle customizations and provide workarounds for unsupported scenarios.







## 24x7 Global IT Services

**100+**

Employees & Contractors



**35+%**

Annual Growth Rate

**100+**

Happy Customers

**200+**

Successful Projects

**40,000+**

End Users



### USA Offices:

Boston, MA (HQ), Piscataway, NJ

### India Offices:

Bengaluru, KA (HQ), Vizag, AP

## US based Medical Devices Company

### Organizational Change Management

**6500**

Users Trained

**100 Hrs**

Intune Training

**140 Hrs**

SharePoint and  
OneDrive Training

**160 Hrs**

Teams Training

### Business Challenges



- The organization had non-unified systems which meant different data structures for different organizational units
- Employees were not able to work together seamlessly and found it time consuming to navigate to the information they needed.
- The goal of customer was to establish a centralized global platform for their employees that could be accessed on any device, anywhere, any time.

### Our Solution Highlights



- As a part of the solution, it was imperative to provide change management and service adoption for implementing the various projects for a vast user base of 6500.
- Our approach was to put the user first while developing all communications and trainings for O365, Azure, Active Directory (AD), and Support implementations with guidance and sign-off from the client teams and representatives.
- The various categories across which the OCM was to be implemented were;
  - Enterprise, Program & Project Level Change
  - Organizational Design and Development
  - Cultural Alignment and Development
  - Leadership and Teams Transformation
- The change management plan was executed by including all communications, training, and support for O365, Azure, AD, and Support implementations
- We created the change vision and worked with the leadership to ensure alignment with the plan while assembling and preparing the Change Management Team and the Change Champions

### Customer Benefits



- Established a business change network and formulated a methodology to measure and report project and user adoption metrics.
- Developed and Distributed Quick Help Guides for Teams, SharePoint and OneDrive to all 6500 users.
- 100 hours of training for Intune.
- 140 hours of training for SharePoint and OneDrive
- 160 hours of training for teams



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**Thank you**