

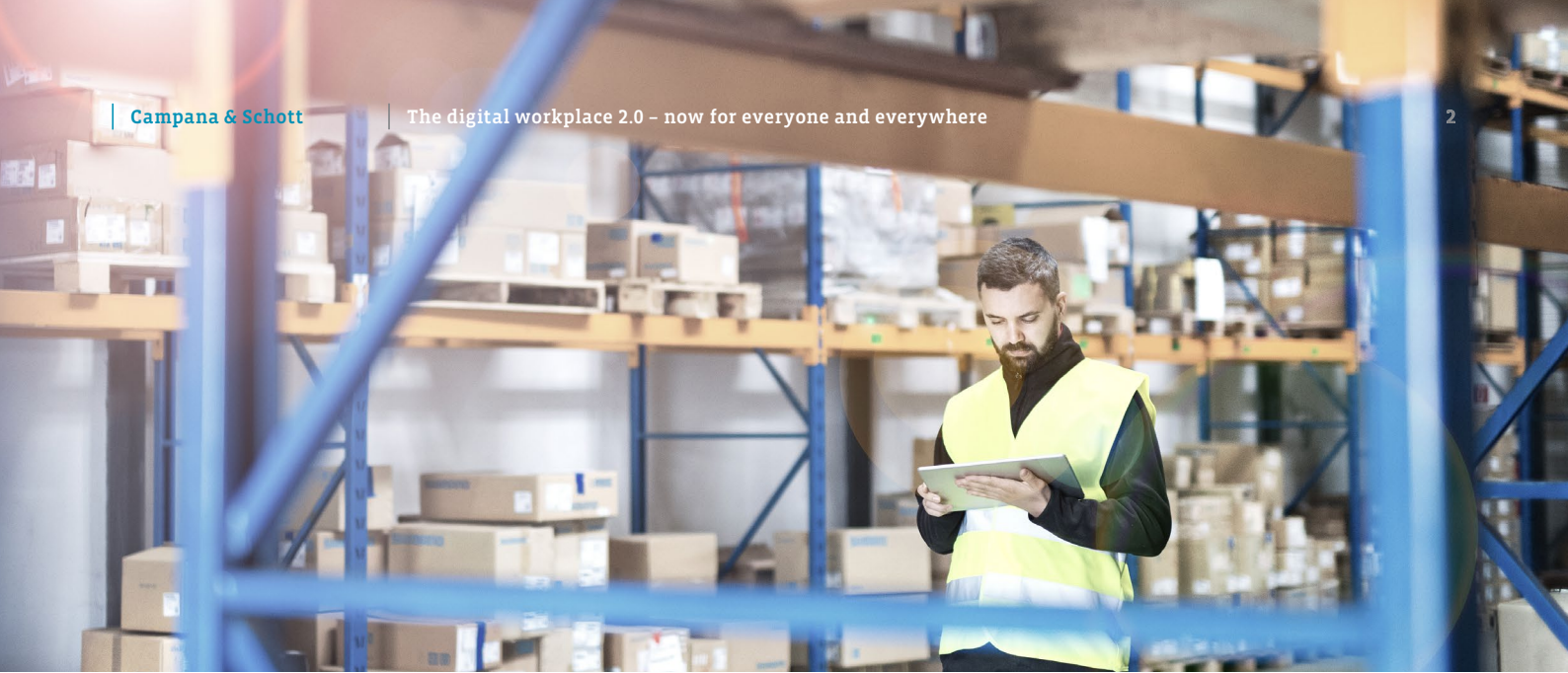


Whitepaper

The digital workplace 2.0 – now for everyone and everywhere.

Frontline Workers, Endpoint Management and Telephony.

CS
Campana
Schott



Inhalt.

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Digital workplaces and hybrid work are experiencing a significant upswing. But who does this actually apply to? Not all employees have access to digital forms of work. For example, the last [German Social Collaboration Study](#) found out that one of six Frontline Workers (16%) who work in personal customer contact or in production have no access to social collaboration tools.

1. Introduction.

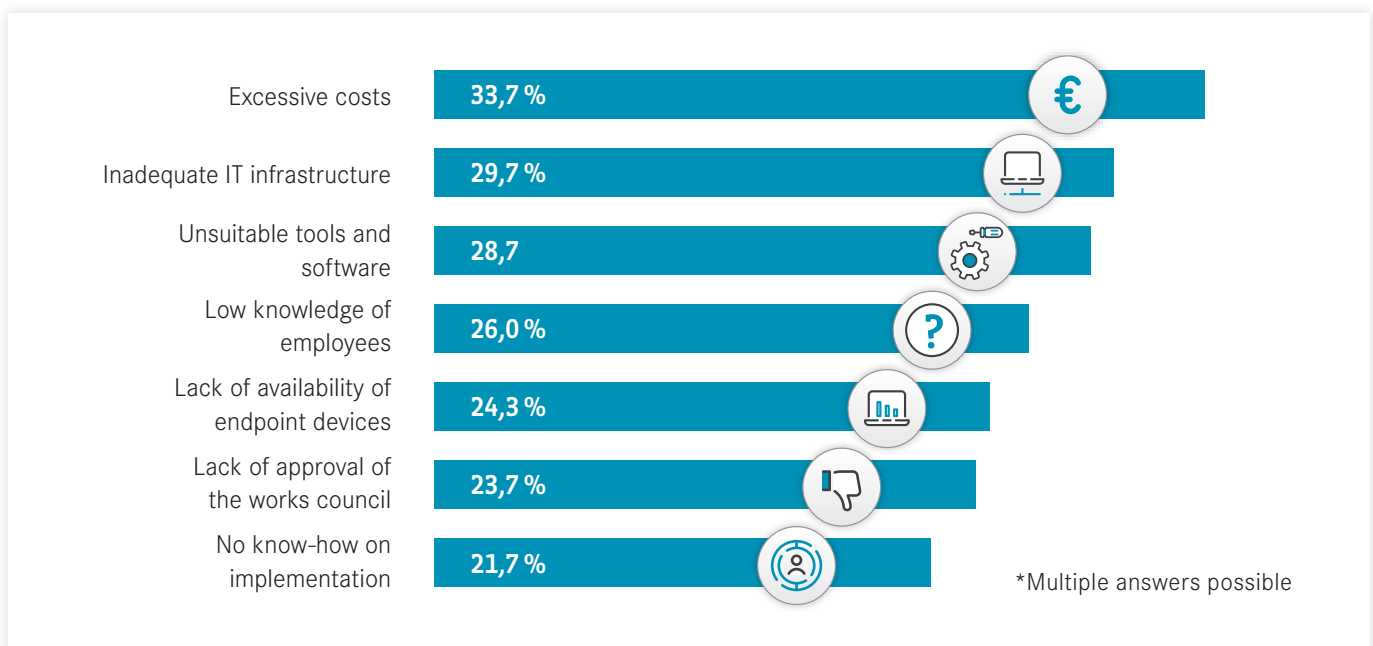
Many companies continue to focus on office-based employees when introducing and implementing a modern digital workplace. Frontline Workers, on the other hand, have significantly less access to social collaboration tools and are thus less efficient in their work than Information Workers (difference: 26.11%).

The difference in equipment not only slows down the workforce, but also the productivity of the entire company. It also leads to silos in internal communication between Frontline and Information Workers, as well as high costs for IT support and management.

This is why all employees need to be provided with a common digital workplace platform in 2022. After all, it is the only way for a company to be able to address its workforce holistically

and provide information more quickly. The internal exchange then functions better and work processes will be improved. By introducing a digital workplace for all, employees are not only better integrated and more productive, but their loyalty to the company also increases. The company is seen as an attractive and inclusive employer.

Along the way, however, there are a variety of stumbling blocks and challenges in practice when companies want to integrate all employees into the digital workplace. According to a survey conducted in December 2021 by techconsult on behalf of Campana & Schott among 300 executives in Germany, France and Switzerland, the biggest obstacles* include:



Many of these hurdles can be overcome with new state-of-the-art solutions. While it is true that the initial costs for hardware and software can be quite significant, the cost-benefit ratio is worth it, as companies gain great added value through higher productivity and efficiency. In addition, digital workplace solutions and infrastructures are often introduced for Information Workers and can be well adapted to the needs of Frontline Workers.

In addition, to reduce initial investment, hardware and IT infrastructure, as well as applications, can now be operated as a Managed Service. In this way, companies require less specific expertise in certain areas, and can thus meet the challenges of

the shortage of skilled workers. If the knowledge is to remain in-house, however, companies can also orchestrate and manage the digital workplace, Endpoint Management and telephony well themselves.

With targeted analysis, strategic planning, comprehensive Change Management and efficient implementation, the introduction of the digital workplace is no longer witchcraft for Frontline Workers today. Current solutions and an experienced partner like Campana & Schott, Microsoft Partner of the Year 2021 in the category "Modern Workplace for Frontline Workers," provide valuable assistance here.

2. Frontline Workers: Higher productivity and employee satisfaction.

Frontline Workers are an often underestimated employee group, even though they make up more than 80 percent of the workforce worldwide, such as technicians on production lines, nursing staff in clinics, drivers, security and cleaning staff, cashiers and sales staff. Until now, little attention has usually been paid to the digitization of work processes or the workplace among these employees in production, sales, service, warehouses, construction sites and logistics.

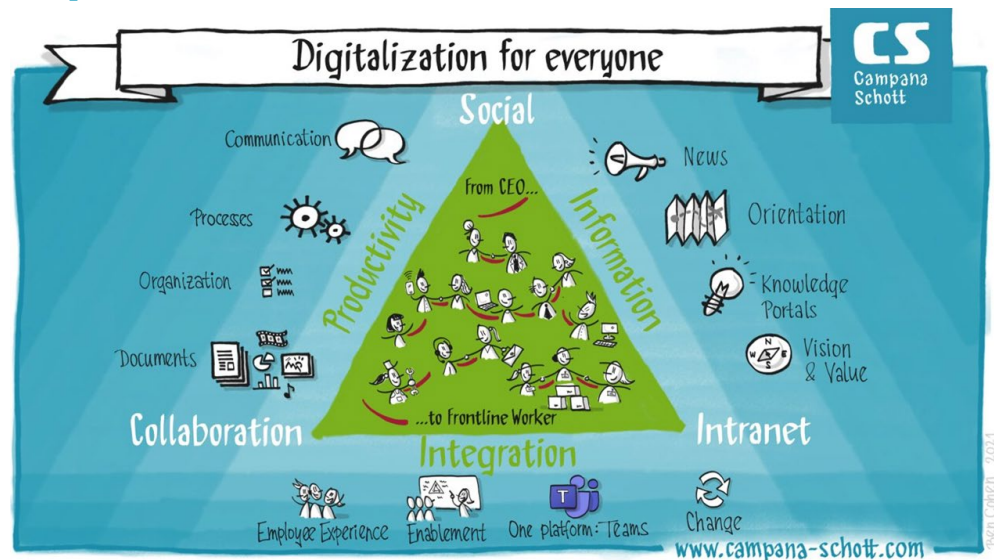
For this reason, Frontline Workers often feel disconnected from internal communications as well as from what is happening at headquarters and other locations. Accordingly, the top goal in equipping Frontline Workers with digital tools and endpoint devices is to communicate information more quickly (54.0%). This is the result of the survey by techconsult mentioned at the beginning (multiple answers possible).

Improved productivity (48.0%) is the second most important objective. No wonder, since many processes are still paper-based: Orders are processed with clipboards and dockets, or vacation requests are submitted by carbon copy. Companies increasingly understand that they are thus wasting potential and need to integrate Frontline Workers more closely into digital processes.

Moreover, a digital workplace for all can help achieve greater sustainability and resilience. This also includes the responsible treatment of employees. For example, the third most important goal is higher employee retention and satisfaction (44.7%). In addition, reducing paper consumption by digitizing processes and less travel through more hybrid and virtual meetings contribute to greater sustainability. In addition, these benefits simultaneously pay into goal number four: cost savings (39.7%).

2.1. Status quo: Digital Workspaces for Frontline Workers

But where do companies currently stand when it comes to integrating Frontline Workers? The picture here is quite varied. According to the survey, only 10.7 percent of companies have fully equipped their Frontline Workers with digital tools and endpoint devices. 8.0 percent are in the middle of the rollout and 16.7 percent have implemented initial use cases and pilot projects. Most companies are now in the conception (26.0%) or planning phase (29.7%), while only 9.0 percent are not yet dealing with the topic at all.



The complete rollout of digital processes for Frontline Workers is actually a longer and more complex project. After all, simply introducing endpoint devices and tools is not enough. The appropriate use cases and solutions that offer real added value in practice must be identified. There is much less experience with technology projects for Frontline Workers than for office staff. Frontline Workers need to be trained on how to use hardware and software efficiently. Furthermore, the high number of Frontline Workers working at different locations in many countries increases the complexity of the rollout.

Nevertheless, most companies have already taken the first step: accessing their own network. According to 88.8 percent of respondents, Frontline Workers use the same collaboration solutions and internal tools to access the network as employees with office workstations. In terms of endpoint devices, Frontline

Workers in around three-quarters of companies (72.9%) use company devices such as PCs, tablets or terminals for this purpose. The remaining quarter (25.6%) use private devices ("Bring Your Own Device" / BYOD). Only a very small share (1.5%) does not have access to the corporate network. Compared to the Social Collaboration Study mentioned earlier, it is clear how Frontline Workers' access to digital tools has improved in the last two years. The BYOD concept is also contributing to this.

On this basis, companies should gradually introduce the digital workplace for Frontline Workers via pilot projects and initial, simple use cases. The use cases can then be successively adapted and expanded. This enables companies to spread the effort and investment over longer periods of time, but still benefit from the advantages in important areas at an early stage.



2.2. These points need to be clarified

What can a step-by-step Digital Journey for Frontline Workers look like? Companies need to address the following issues as a first step to make the solution scalable and secure for all Frontline Workers:

- **Vision:** The journey to a digital workplace for all begins with a vision that includes a two- to three-year roadmap. It must be developed by the management level together with all relevant stakeholders such as IT, corporate communications, HR and the specialist departments. This establishes clarity and consensus regarding the target image at an early stage in order to uncover and resolve differing target ideas or even resistance. This helps to ensure that the vision is supported and communicated by everyone.
 - **Device Strategy:** Often, not all Frontline Workers can have their own devices due to the associated costs and deployment effort. Possible alternatives include shared devices, private devices within defined limits, virtual desktops or automated provisioning. A mixed device strategy includes different types of devices depending on the role and area of use. These range from normal smartphones to tablets, headsets, shock- and dust-proof devices, and special devices such as handheld scanners.
 - **Endpoint Management:** The devices must be registered and secured so that no sensitive data is at risk in the event of loss. IT can manage the devices centrally, install new apps and features, and reset them if necessary. BYOD is supported by Mobile Access Management. Here, IT only gains access to dedicated company apps such as Microsoft Teams, but not to private data and apps. This allows company data to be secured while maintaining privacy. More information on this can be found in Chapter 3.
 - **Scalable Provisioning:** Companies often need to equip several thousand or ten thousand employees with devices, identities, licenses and access. They assign personalized
- identities via an Identity Management System. Ideally, there should be an interface between the HR system and (Azure) Active Directory (AD/AAD). New Frontline Workers can then be automatically provisioned in AD/AAD. They receive the necessary licenses and are assigned to the right teams and channels in collaboration tools.
 - **Platform Selection:** There are several providers of Frontline Worker apps, including Microsoft Teams, Staffbase, Beekeeper or Workplace, for example. The applications can be installed quickly for testing. However, there is a risk that individual teams or locations will use different platforms that will have to be merged later. Therefore, the decision in favor of a platform that fits the business scenarios and the IT or DWP strategy of the company should be made early on.
 - **Identity/Security:** It doesn't take long to misplace an end-point device and for information to be leaked to unauthorized persons. Multi-factor authentication, one-time passwords and encrypted storage of files on end devices protect against this. Shared devices are automatically set to the clean state after logging out or after a certain period of inactivity. This means that the data is synchronized in the cloud profile and deleted from the device. Ideally, this is done as part of an overarching Zero Trust concept.
 - **Governance/Operation:** Companies must determine who will take care of support, updates, and issuing and returning devices during ongoing operations. In addition, the applicable standards and the interaction of central IT with decentralized IT colleagues in other countries and at other locations must be clarified.
 - **Releases:** Particularly in Germany, the approval of the works council needs to be obtained, and if necessary also from those responsible for IT security and data protection. Ideally, existing agreements on the Digital Workplace can be used.



2.3. Possible Use Case for Starting: Internal Communication

After these preparatory steps, it's time for implementation. Here, it is extremely important to take the Frontline Workers with you and show them the actual benefits of digitized processes for everyday life. The right use cases can quickly generate enthusiasm.

One common use case in the area of communications is the intranet. Through the digital workplace, news and general information can be played out in a personalized way. By using an employee app or the intranet, they can find out about new colleagues, events or successes already on their way to work. Due to high reach and impact with little effort, many companies are starting with this case.

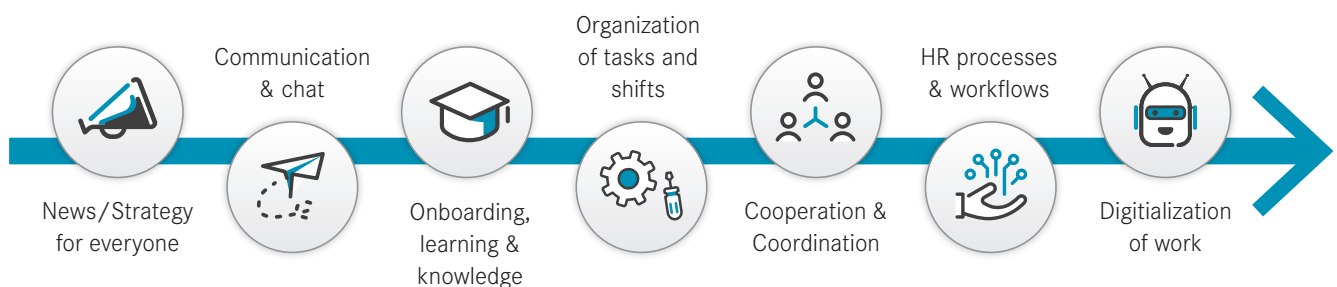
Internal chats for quick exchanges with one another are also quite popular – whether to ask questions about the daily work routine or to arrange lunch dates. In the past, Frontline Workers have often done this via the potentially insecure WhatsApp. An employee app, on the other hand, can provide company-owned structures and channels to communicate securely.

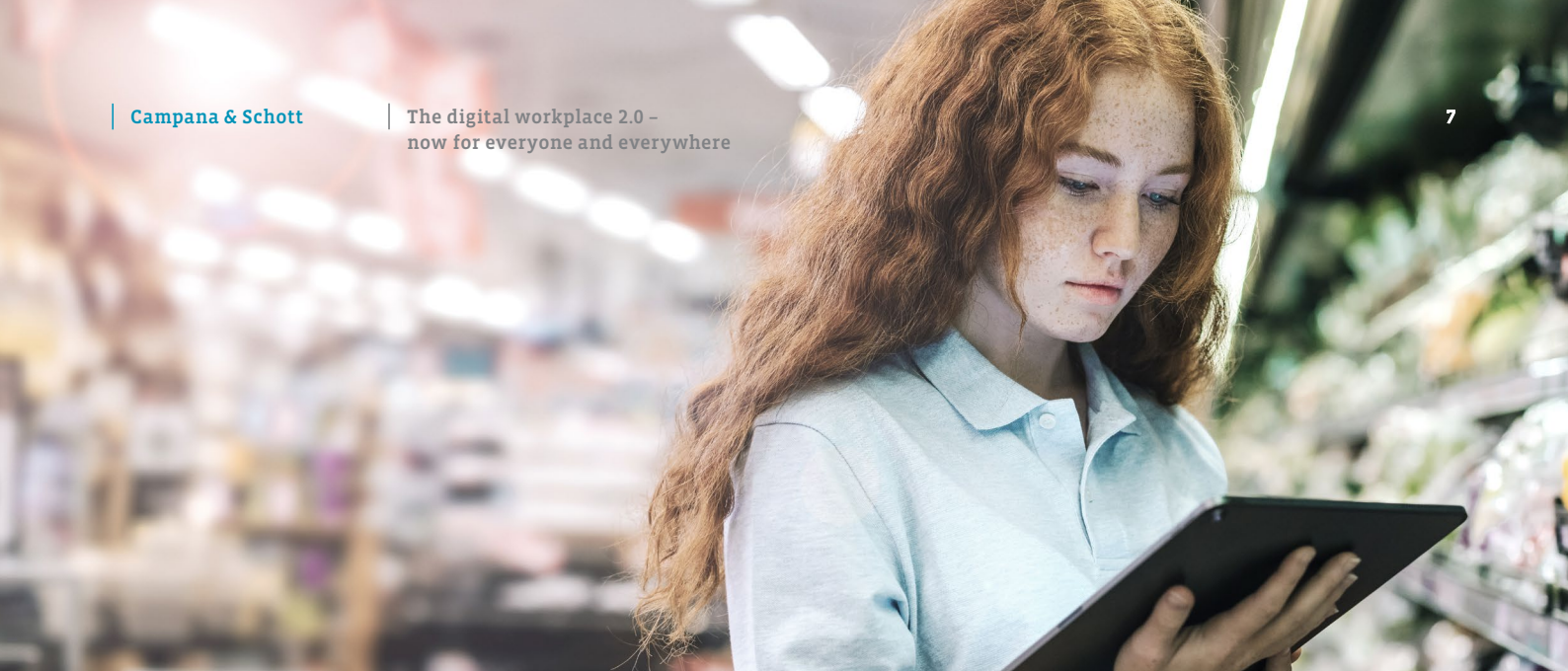
This opens up new possibilities, especially for communication and collaboration between headquarters, the site management and the teams on site. For example, documents about new product designs or promotions can be shared thematically and by role across teams and channels. This makes them available faster and easier. In addition, queries can be raised and clarified via chat.

Traditional channels are still used today, especially for internal communication. According to the survey conducted by techconsult, 68 percent of managers use e-mail and 60 percent use telephone to reach Frontline Workers (multiple answers possible). This puts them well ahead of intranets (41.3%), face-to-face meetings (32.7%), collaboration tools (29.7%) and employee apps (24.7%). Apparently, the majority of respondents still do not use modern collaboration tools. However, potential benefits cannot be achieved in this way, or not to the desired extent.

Best Practice

For example, METRO, a leading global wholesaler of food and non-food products, equipped its Frontline Workers with **modern devices and technologies** to improve individual communication. Working with Microsoft partner Campana & Schott, METRO analyzed its store processes and developed use cases for test runs in its stores. Some use cases included chats and virtual meetings, information sharing, task management and teams walkie-talkie. Over 80 percent of employees gave excellent feedback after the pilot phase.





2.4. Industry-Specific Deployment Scenarios: Specialist Apps Increase Productivity

In addition to communication, there are many other use cases for specialist applications that bring concrete benefits. Apps can relieve Frontline Workers in their daily work, through automatic data entry and transfer, for example. Information on machines and products is provided directly on the endpoint device. Processes can be started remotely whenever necessary. In addition, Frontline Workers can use simple digital forms to report faults, process orders or report status more quickly.

The following four industry examples illustrate the diverse use scenarios of the digital workplace for Frontline Workers:

- **Retail:** A digital app for employees on the shop floor makes it easier to restock shelves. This calls for the most important tasks to be prioritized and displayed on the employee's smartphone. They then end up in a checklist that employees can tick off by touching it and attach photos as proof if necessary. In addition, employees on the sales floor can access current information on the product and offers directly via their mobile device.
- **Manufacturing:** For maintenance and repairs on production equipment, live data from the machines is displayed on the device. With Remote Monitoring and Remote Operations, technicians no longer even have to stand near the machine, but can monitor and operate it remotely. Especially in the wake of the COVID 19 pandemic, these types of solutions are becoming increasingly important. Shift planning can also be digitized. Integration in Microsoft Teams enables production employees to sign up for shifts or offer shifts for exchange.
- **Healthcare:** In nursing and caring for senior citizens, assistance systems can use the new True Presence technology to report unusual behavior by patients or residents to staff. Deviations that indicate possible emergencies or illnesses generate an alarm via chatbot or on the endpoint device in the ward room. To ensure privacy and data protection, it is impossible to identify the person. However, it is possible to tell if they are barely moving – if they have fallen in the bathroom, for example.
- **Pharma:** Frontline Workers in research and production can view and schedule the necessary safety training and checks directly on their mobile devices, which means that these no longer need to be organized by supervisors. Proof that all safety checks have been carried out and successfully completed can be digitally mapped. In addition, technicians can use their end devices to carry out maintenance documentation directly and report irregularities. This includes disruptions in the production process, for example.

In order to achieve the envisioned goals in a wide variety of industries, the apps must provide concrete relief in everyday life. Only then will employees start using the digital workplace immediately. Companies should therefore look specifically for scenarios that take up a lot of time today and require urgent relief.

However, new hurdles must be avoided by all means. For example, apps must be accessible as easily as possible via a single platform and portal for Frontline Workers. Microsoft Teams lends itself here as a central platform, as it can be extended with its own apps for any types of processes. Companies thus benefit from higher productivity and employees have less stress. This increases their satisfaction and acceptance of the new systems.



2.5. Adoption & Change Management

In order for Frontline Workers to be able to use the new solutions efficiently, digital competence must be strengthened in the company and with each individual. This is the only way to tap the full potential of new technologies and ways of working. For this purpose, Campana & Schott has developed a comprehensive approach to Adoption & Change Management.

The first step is to consider the possible measures in the context of business goals, corporate culture and stakeholders. Based on this, companies are advised to plan a tailor-made concept for Adoption & Change Management. It contains the basic adoption strategy, persons and their use cases, communication, training and anchoring plans, and success indicators. This concept is then to be provided centrally and adapted and implemented locally to meet specific needs.

This includes the establishment and support of multiplier communities, the creation of concise content, the implementation of communication campaigns, training of employees and the

measurement of success. To ensure that the measures are successful in the long term, the change teams must be trained, “evergreen” reviews must be conducted and updated, and Adoption & Change Management measures must be supplemented as needed.

Best Practice

The pharmaceutical company [Boehringer Ingelheim](#) shows how this works successfully: “In 2020, more than 20,000 colleagues were trained,” explains Uli Schröder, Head of IT Infrastructure Transformation. “More than 800 champions from 66 countries are committed to the Digital Workplace. 400 multilingual digital learning sessions were conducted to accompany the transition to remote working. Now we are equipped not only for current requirements, but also for future topics such as the New Normal and automation of processes.”

2.6. On the way to an Employee Experience Platform

After the technological introduction of the digital workplace for Frontline Workers, the digital journey continues, however. Even after the rollout, processes and solutions have to be permanently adapted to new requirements, use cases, best practices and technologies. In addition, companies must take measures not only to attract motivated employees, but especially to retain them. This is because the competition for temporary and skilled workers is increasingly extending to Frontline Workers.

Effective employee retention can be achieved with the help of a comprehensive employee experience platform such as Microsoft Viva. For example, solutions for digital onboarding and digital training are increasingly in demand with a view to remote

work. For example, new employees receive their account before their first day of work so that they can find out about the first steps, to-dos and processes in advance or get to know their colleagues via an app or website. Training and continuing education measures are also possible via Microsoft Viva. Of course, this doesn’t replace face-to-face meetings, but it reduces contacts in times of the pandemic and strengthens the sense of togetherness despite remote work.

When analyzing and planning a digital workplace for Frontline Workers, a reliable, experienced partner like Campana & Schott helps define the right use cases, persons and “A Day in the Life of ...” models. These are used to determine the concrete benefits in the individual daily work routine. This makes it possible to understand employees as a link in the value chain and to place them at the center of entrepreneurial actions.

3. Endpoint Management: Unified Management for All Endpoint Devices.

Applications form the basis for the digital workplace. However, companies should also consider the hardware used for this purpose. Information Workers, and Frontline Workers, in particular, use many different types of devices: from traditional PCs to laptops, tablets, cell phones, and handheld devices. Managing them has been quite complex until now. Mobile Device Management (MDM), Enterprise Mobility Management (EMM) or Client Management solutions were usually used for this purpose.

To reduce this complexity, there is now a new approach called Unified Endpoint Management (UEM). It develops the existing concepts further by enabling the administration and IT-side protection of all endpoint devices via a central platform. This includes all common devices such as PCs, virtual desktops, notebooks, smartphones or tablets – regardless of whether they belong to the company or to employees. This solves the current challenges of Endpoint Management and the security of endpoint devices.

3.1. Minimize Risks and Effort

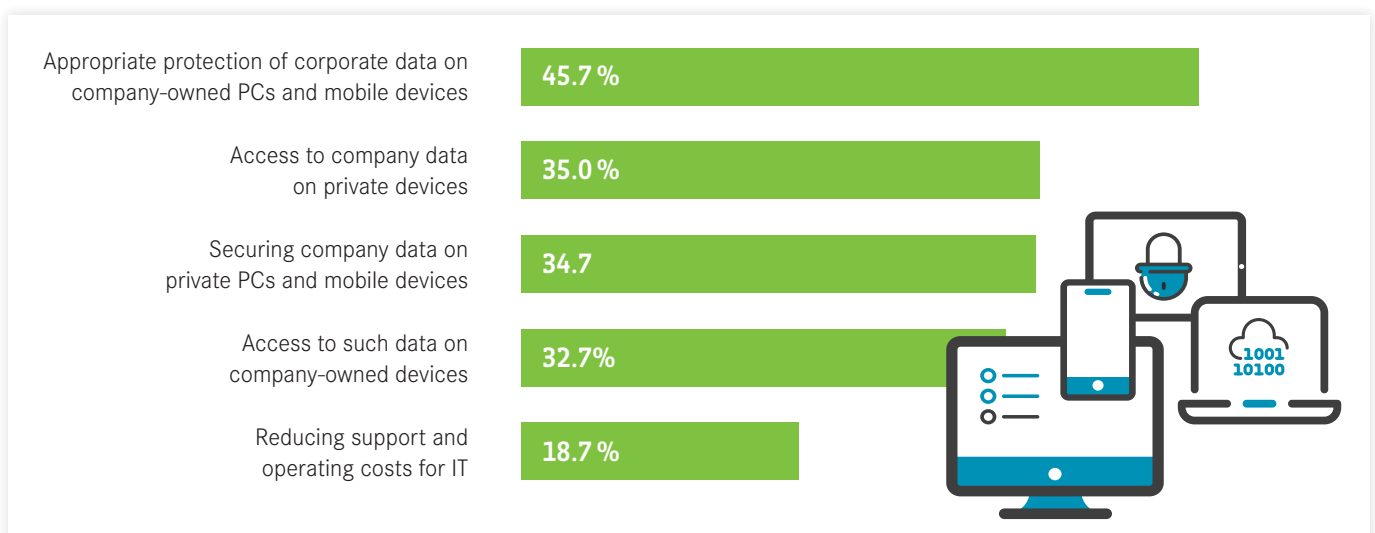
Traditional delivery models are being pushed to their limits by new requirements such as location-independent use. The pandemic has further intensified the pressure to act:

- The number of different device classes and devices themselves is growing explosively, in company-owned and private devices
- Devices are increasingly being used both at the fixed workplace and in the home office, at the customer's premises and on the move
- Employees are limited in their ability to act outside the company premises due to strict security measures for remote work
- Conversely, inadequate security mechanisms can lead to data loss
- IT administration and support are often stretched to the limit

These points are backed up by the survey by techconsult. According to the findings, companies see the greatest need for improvement in the area of Endpoint Management in the appropriate protection of corporate data on company-owned PCs

and mobile devices (45.7%, multiple answers possible). This is followed by access to company data on private devices (35.0%), securing company data on private PCs and mobile devices (34.7%) and access to such data on company-owned devices (32.7%). Just under one-fifth also cite reducing support and operating costs for IT (18.7%).

Unified Endpoint Management can achieve greater security without restrictions on use and with less management effort despite the increasing diversity of endpoint devices. For example, the leading international dental company Kulzer, together with Campana & Schott, has [introduced a system](#) that enables the rollout of endpoint devices remotely via the cloud in a secure manner. The automated initial installation thus only takes around 45 minutes. Thanks to this fully automated, location-independent software deployment, employees have permanent access to the IT backend to receive important updates. In addition, in the event of problems, the notebook can be completely reset and reinstalled without having to return to the fixed workstation in the company. Security has also been significantly optimized, as the platform can exchange data with other systems, such as e-mail or Identity Management, to detect risks.





Traditional Device Management versus Unified Endpoint Management

But how does traditional device management actually differ from current Unified Endpoint Management?

Reactive support dominates in traditional device management. It is initiated by the user who notices a problem. Often, different tools are used to solve the problem. This creates enormous complexity in support. Tickets have to be assigned to the right categories before they can be processed efficiently. In practice, this usually fails and leads to long processing times and a high level of dissatisfaction

among the employees concerned. In addition, isolated solutions make it difficult to gain an overall view.

However, modern UEMs such as Microsoft Endpoint Manager offer a central management console with live information. All relevant data on current users with all endpoint devices is available immediately. Reporting and live data enable proactive action. This enables IT to identify errors before users notice them. Common problems can be prevented through appropriate measures, such as FAQs and changes to settings or processes. Users can correct simple errors themselves. This significantly reduces the workload of support staff and increases employee satisfaction.



3.2. Unified Endpoint Management Facilitates Remote and Hybrid Work

UEM offers enormous added value for companies, especially in the pandemic and future scenarios involving remote and hybrid work. This includes simplifying the rollout, hardware procurement and Endpoint Management.



Rollout:

For remote and hybrid work, Frontline Workers need mobile devices such as laptops, tablets or mobile thin clients. The previous, largely manual initial configuration is extremely complex with different device specifics such as drivers or deployment scenarios of office, admin and developer clients. In addition, updating and testing these images requires an enormous amount of time and effort.

Modern UEMs, on the other hand, rely on the "Zero Touch" concept for client deployment. It even allows self-service installation by Frontline Workers or Information Workers. When the PC is first deployed, employees are guided through a simple installation process, including company-specific settings. Thanks to cloud-based mechanisms, no classic VPN connection to the company network is required for this.



Hardware Procurement:

The procurement of new hardware often leads to high costs, too. Up to now, this has been mitigated by virtual desktops or terminal servers. But these solutions are not scalable ad hoc because they require server capacity in the company's own data center. In addition, network usage increases significantly when the majority of employees are working from home.

Such costly hardware procurement can be avoided with Windows 365. Here, employees only need a personal device with which they access the virtual company computer. For example, Windows 365 and Microsoft Endpoint Management allow

personal, virtualized environments to be created as needed, without quantity limits or additional strain on the company's own data center and network. The design in terms of performance (RAM, CPU, storage) and configuration (software and settings) corresponds to the user groups in the company. A clear cost structure is provided by a fixed price per virtual machine, instead of billing according to resource consumption in standard cloud models.



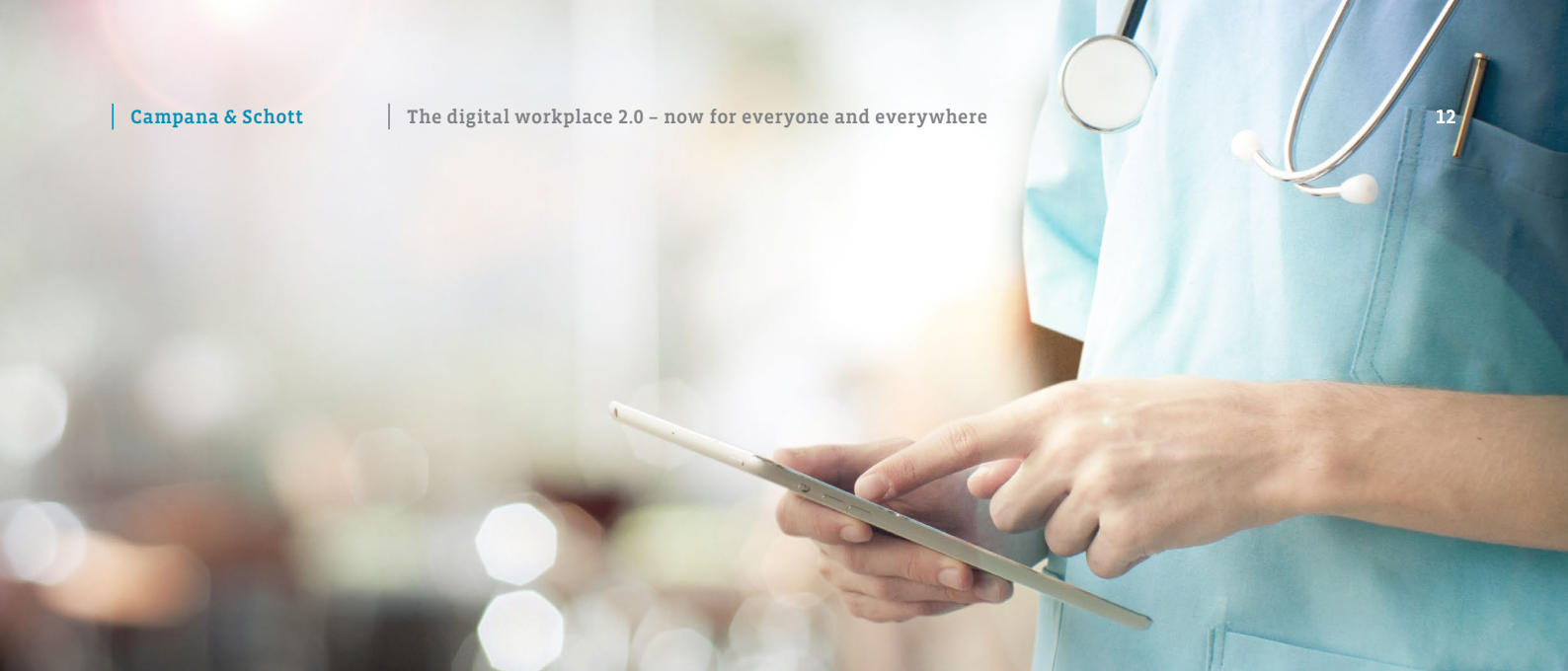
Endpoint Management:

With Unified Endpoint Management, companies can also manage virtual PCs quickly and easily from a single source. There are no restrictions in terms of company-specific settings and software distribution. Access is possible from any standard PC with an Internet connection.

3.3. BYOD as a Success Factor

Experience shows that many employees would like to be able to use their private devices for business purposes as well. They match their personal preferences and needs. Furthermore, they only have to use one device in this case. For companies, this usually results in a clear cost advantage, since not all employees need one – or even various – company devices anymore. Until now, the management of non-company devices was only possible with great restrictions.

UEM solutions can now provide BYOD users with the necessary services while covering all security-related aspects, including data loss prevention. Frontline Workers then log on to their endpoint devices with their professional account for a secure connection to company data. Then, the security measures defined by the company are implemented automatically within the application to be used, such as Microsoft Teams. For example, company data is stored in a separate, encrypted area on the cell phone. Only the data permitted by the company can be copied out of this container. Otherwise, there are no further restrictions on the use of the apps.



3.4. Security without Network Boundaries

Hybrid work and flexible workplace models also present companies with major challenges in the area of IT security. This is because traditional perimeter security approaches are difficult to reconcile with cloud services and remote work.

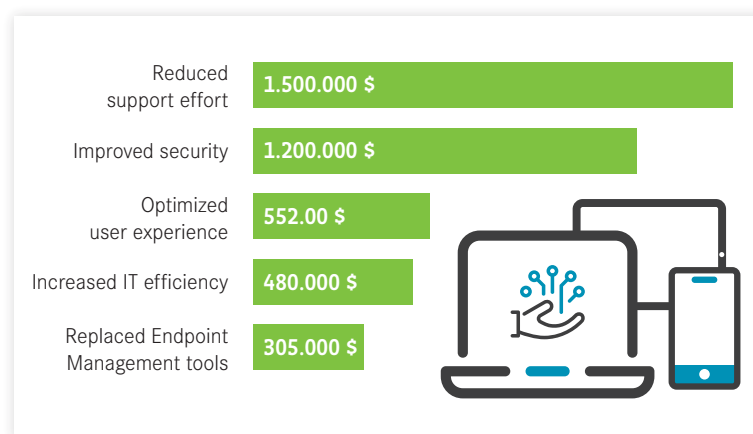
With a UEM solution, companies can realize direct access to cloud services without detours via VPN or proxy solutions. At the same time, they do not have to compromise on the level of security. At the same time, UEM provides new possibilities in terms of monitoring and automated risk reduction on endpoint devices.

For example, compliance policies can be drawn up for all device types that proactively prevent access to company data in the event of security incidents – if a cell phone is jailbroken or security updates are missing, for example. In addition, these events are recorded in a central cockpit without any necessary user interaction. This enables rapid resolution by IT.

3.5. Saving Costs through Modern Endpoint Device Management

Thus, UEM offers many advantages that can also be quantified. A [study by Forrester](#), commissioned by Microsoft, calculated a business case for a theoretical standard company from the manufacturing industry with 20,000 employees. It managed to save around \$4 million over three years by replacing traditional tools with Microsoft Endpoint Manager.

The total is made up of the following individual savings:



The Return on Investment is 278 percent with a payback period of six months. Compared to traditional device management, not only the modern efficient functions, but also the financial advantage through UEM are thus convincing.

These advantages can only be achieved quickly and reliably with an experienced partner like Campana & Schott. This is because the latter knows current best practices on the basis of previous projects and can adapt them to individual needs. The starting point here is usually a state analysis and an analysis of needs. The optimal solution is then jointly determined and a roadmap for its introduction is defined. The goal is to consolidate the systems in the direction of Unified Endpoint Management in order to save costs and effort and to obtain an efficient, flexible and future-proof solution.

4. Telephony: Underestimated Hurdle in the Digital Workplace.

When it comes to end devices, the rather obvious is completely underestimated: the telephone. The good old PBX systems based on PSTN have presented companies with unexpected challenges in times of the pandemic. This is because employees outside the company's boundaries can hardly be provided with telephony via this system. This is especially true if softphone clients have not yet been established.

Yet telephony in the classic sense is still undisputedly important today. The survey by techconsult shows that managers continue to use telephony intensively for internal communication with

their Frontline Workers. Considering hybrid work and digital processes, telephony should therefore be flexibly adaptable to the requirements of companies and employees. This needs to be independent of the type of connection or the physical end-point devices used. For example, telephony within the company usually runs via soft clients and external telephony via soft clients by connecting to the public telephone network. Together with Campana & Schott, companies can identify the right use cases for their employees, learn about effective solutions and, above all, reduce the burden on IT.

4.1. Trend towards Cloud and Managed Services

However, telecommunications technology in many companies isn't exactly state of the art and often does not meet current needs. This may be because of the high investment required for a new PBX. In addition, many manufacturers have charged relatively high prices for converting existing analog PBXs to SIP in the past, without delivering any noticeable added value for users.

Accordingly, there is a clear trend towards relying on services from the cloud and Managed Services here as well in order to shift capital costs in the direction of operating costs. In this context, earlier concerns that traditional PBX systems cannot be replaced by cloud-supported solutions to the necessary extent of functionality have proven unfounded in practice.

Companies often do not take a single step toward a Managed Service, but first take advantage of a hybrid TC infrastructure. In this case, calls continue to be terminated within the company on special hardware (so-called session border controllers). These also perform initial call distribution in the direction of analog devices and enable the use of existing telephony contracts (e.g., Telekom, Colt, Vodafone). All modern PBX functions except call distribution and support for analog devices then come from the cloud-based Managed Service.

4.2. Possible Use Cases

Traditional PBXs will have to be replaced at some point. However, PBXs with external telephony are not always necessary for use cases up to now. If DECT is only used to make internal company calls, in a warehouse, for example, a replacement with pure P2P/VoIP telephony could be sufficient, i.e., only a soft client without external telephony.

For Frontline Workers, a key benefit of replacing DECT systems with cloud-based solutions such as Microsoft Teams is that only one device is needed "for everything." Frontline Workers then no longer need a separate device to make calls. The Teams/Voice-enabled smartphone or a rugged device replaces the DECT phone or radio transmitter. In this case, it has the goods scanner integrated and provides access to apps and information at the same time. Alternatively, private mobile devices (BYOD) can also be used. For all solutions, however, it must be remembered that sufficient WLAN coverage is necessary.

One possible use case for cloud PBX systems is communication in retail, in a store, for example. Telephone inquiries from customers or internal calls from colleagues, regarding the stock level of a product, for example, can be answered immediately with the help of Microsoft Teams. With a DECT system, the Frontline Worker has to record the inquiry in the traditional way by telephone and transfer it to the merchandise system in an extra step. With Microsoft Teams, on the other hand, he can use an integrated device in the form of a handheld computer (e.g. a device from Zebra) that allows him to take the call and answer the questions at the same time.

For Information Workers, on the other hand, the decoupling of the workplace and telephony is often at the heart of modernizing the telecommunications infrastructure. In the course of hybrid work, the permanently installed office telephone is increasingly becoming obsolete and needs to be replaced by mobile enterprise solutions so that employees can be reached under their office number regardless of location. This applies to all use cases: from internal calls to collective numbers and complex call flows with Interactive voice routing and time-dependent call transfers

4.3. Numerous Advantages for IT

Depending on the use case, the introduction of cloud-supported solutions for telephony brings many advantages not only for employees, but especially for the IT department. Thanks to the outsourcing of the infrastructure through Managed Services, complexity is significantly reduced. In addition, replacing the partly outdated PBX systems with modern solutions offers more efficient operational approaches and significant cost reduction potentials.

Companies should take this into account when deciding whether to make a cost-intensive modernization of existing PBXs when switching from analog (PSTN) to digital telephony (SIP) or to make a switch to cloud-based PBXs.

IT achieves the highest degree of optimization by integrating telephony into cloud solutions that are already established in the company, such as Microsoft 365. This saves costs for support, operation and licenses. If cloud-based PBXs are used as central platforms, this leads to consolidation of know-how and simplification of processes in support and operation. A special situation can be observed with Microsoft 365: Depending on the license bundle already in place, for some companies the function for cloud PBXs is already included but not used. This makes migration to cloud PBX even more attractive.

By switching to cloud solutions, PBXs spanning several rooms can often be reduced to the size of a few blade servers. Availability is improved too because, in the event of a fault, the causes can be found more quickly and, if necessary, components can be replaced completely. In addition, companies benefit from a significant reduction in costs for maintenance contracts and PBXs.

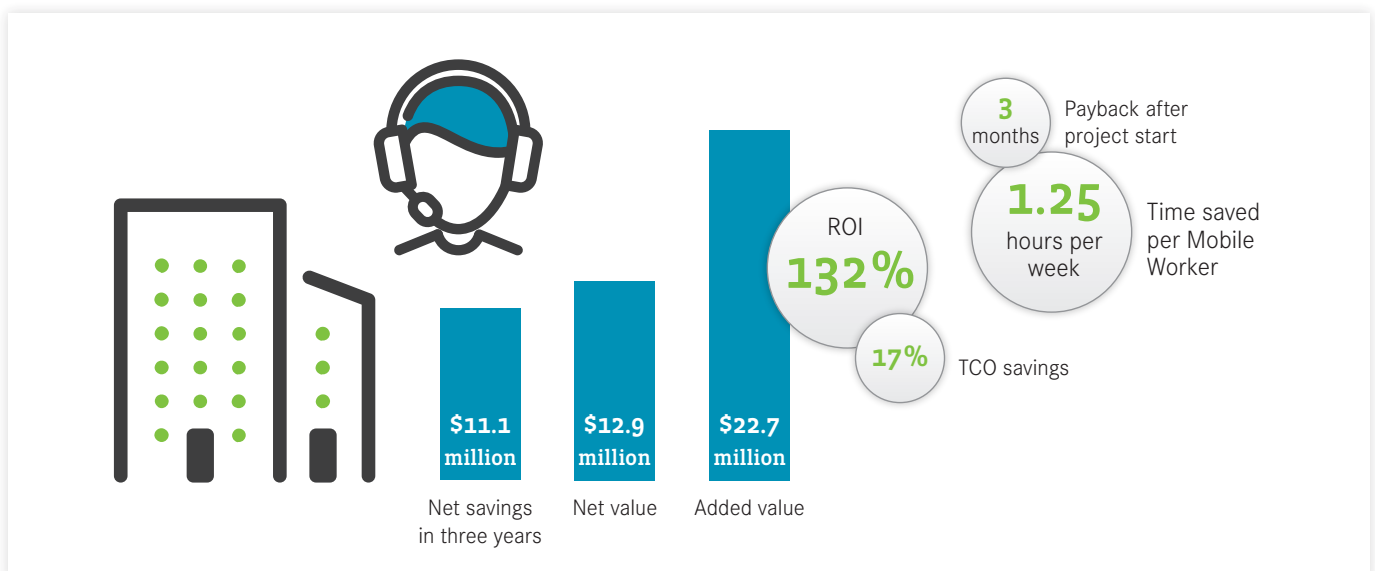
These factors are measurable and can be presented individually in a business case for each company. For example, [according to Forrester](#), an average company with 10,000 employees benefits from the following through the introduction of Microsoft Teams Phone:

The figures clearly show, especially in terms of Return on Investment, that the replacement of a classic PBX is advantageous. Companies obtain certainty about the advantages of a cloud telecommunications solution through an individual business case, which Campana & Schott supports from the description of the current status to the desired goals and business requirements to the comparison of possible solution approaches.

4.4. Partner for Telephony

Campana & Schott supports companies holistically in the modernization of their telephony solutions. Using modern methods from requirements engineering, customers receive customized solutions based on individual persons and region-specific requirements. The services include:

- **Phase 1 – Strategy.** Campana & Schott works together with customers to develop the appropriate strategy, including a business case and roadmap for future telephony. The focus is always on the individual requirements of the end users as well as use cases, without disregarding economic efficiency.
- **Phase 2 – Implementation.** Based on many years of experience, Campana & Schott converts the customers' fixed network telephony to Microsoft Teams or updates the existing cloud-based solution. The services include all relevant aspects such as gateway, call routing or end devices such as telephones and video conferencing systems. During implementation, the service provider also always keeps an eye on the end users via appropriate change management measures.
- **Phase 3 – Operation.** Campana & Schott takes over the operation of the customer's Microsoft 365 environment with modern services – from service management to tools. With the Evergreen Managed Service, companies always keep an eye on the changes and avoid surprises.



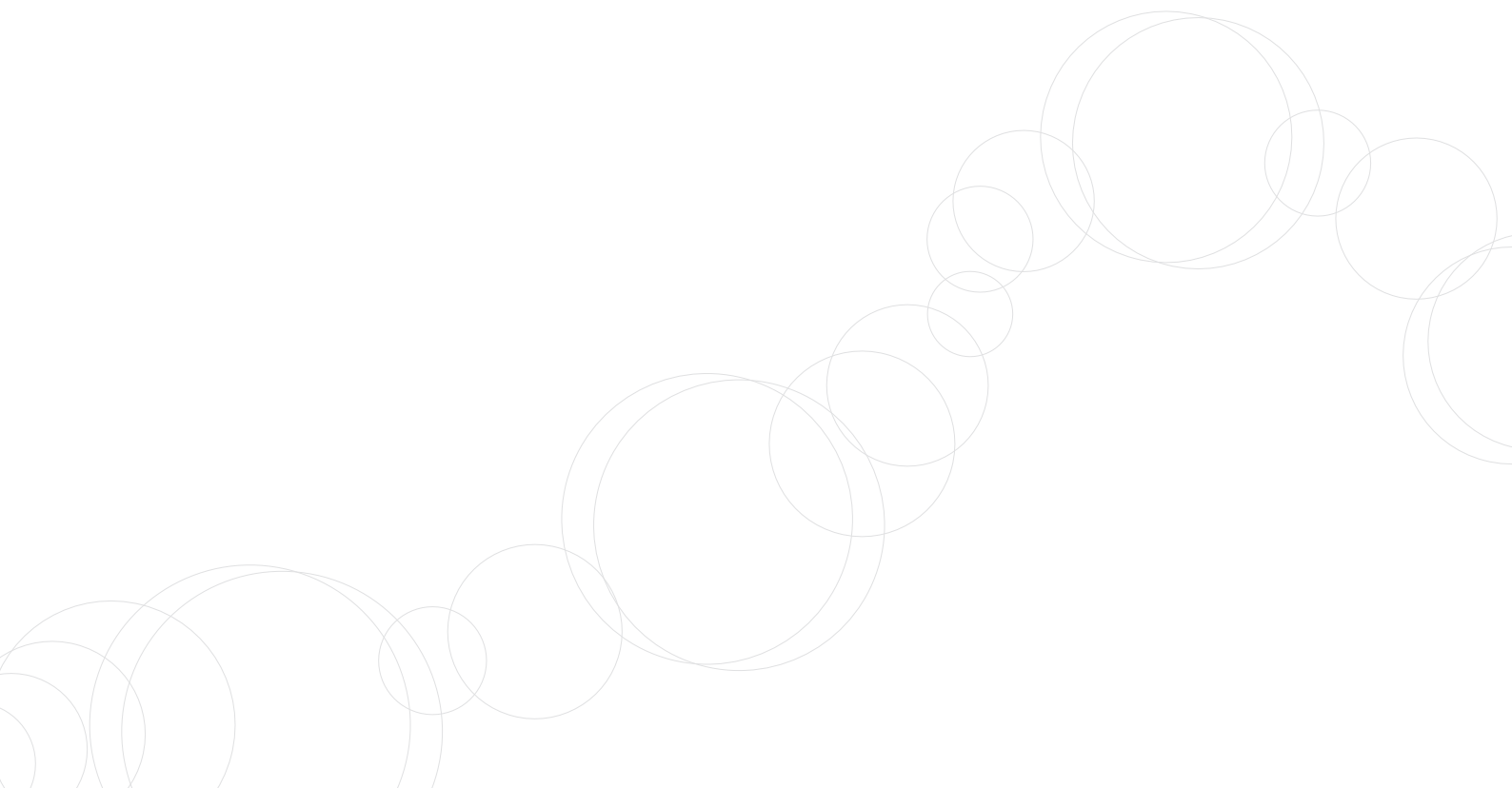


5. Conclusion.

When introducing a digital workplace for all employees, companies face numerous challenges. This applies in particular to the integration of Frontline Workers, unified Endpoint Management and the migration of telephony from the traditional PBX to modern cloud-based solutions. At the same time, the pandemic has significantly increased the pressure to act, as previous infrastructures do not function with hybrid work or digitized processes.

The good news, however, is that proven and efficient solutions are now available. With the proper planning, they can be introduced quickly and with high added value. Many of them are based on the cloud and Managed Services. This avoids high investment costs and implementation effort. In addition, they can often be adapted to individual needs.

However, companies should work with an experienced consultant and solution partner here, who can arrive at the right results in a targeted manner based on numerous projects. Campana & Schott has already repeatedly proven its expertise in all areas. Together with the customer, Campana & Schott determines the status quo, the needs, the use cases, the optimal solution and the best way to get there. In addition, the customer is accompanied during change management, the rollout and further adjustments. After all, one thing is clear: companies only benefit from the digital workplace if all employees accept it and use it efficiently for their daily tasks.



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Campana & Schott is an international management and technology consultancy with more than 400 employees at locations in Europe and the US.

We shape the digital future of our customers and for more than 25 years have ensured the success of technological, organizational and entrepreneurial transformation projects – using an integrated and passionate approach.

The passion for all facets of collaboration between people in organizations and projects has always driven us.

Campana & Schott received the Microsoft Partner of the Year 2021 Award in the category “Modern Workplace for Frontline Workers” for its outstanding achievements in the area of innovation and implementation of customer solutions.

Further information:
www.campana-schott.com

