

# Collaborate effectively with Microsoft Teams.

Campana & Schott successfully integrates Teams into their own digital workplace.

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E-mail, chat, phone, video conference: Today, the digital workplace provides employees with many solutions for internal and external communication. And yet: Previously, there was often a lack of integrated solutions, especially for the day-to-day cooperation with colleagues in projects or small teams. Microsoft Teams is a digital workstation module that precisely fills this specific gap. But there is a lot to consider during the introduction. Campana & Schott shows how this can be done successfully on the example of their own enterprise.

Close cooperation across different companies and locations-office, home office or on the go - is becoming increasingly important in everyday operations. This applies to all industries and staff, whether information workers or first-line workers. Companies must therefore ensure that appropriate tools are available that are efficient in practice and available for various application scenarios.

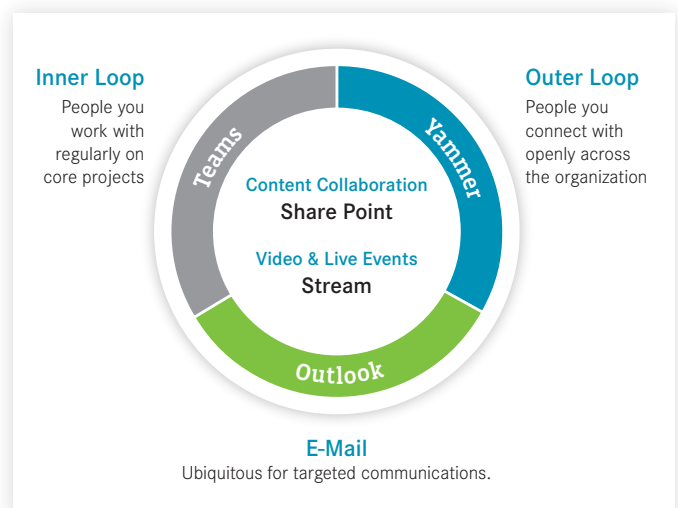
A consultant, for example, works with different people every day. This happens both within our own organization - with colleagues from different locations, among others - and across company lines, with our globally scattered customers or partners. For this highly virtualised way of working to succeed, a sophisticated and reliable digital workplace is an essential prerequisite. At Campana & Schott this is based on Microsoft 365.

The company made the leap into cloud-based working years ago and has developed the digital workplace into an integrated platform:

- The intranet was migrated to SharePoint Online and functions as the mouthpiece for corporate communications and the point of contact for various internal issues and process applications.
- Skype for Business previously offered the opportunity to exchange information quickly and easily with colleagues, but also to hold web conferences via voice and video calls.

- The company-wide, cross-departmental exchange - i.e. working in the context of the so-called „outer loop“ - uses the enterprise social network Yammer.
- E-mail remains a frequently used medium for direct, formal exchanges, especially with customers.

Now Campana & Schott has added a new module: Microsoft Teams.





## Why Microsoft Teams?

In consulting, project-based cooperation is the rule. In a small team—the so-called „inner loop“—intensive communication takes place, documents are processed collectively, appointments are scheduled and tasks are allocated. None of the previous components of the digital workstation was the optimal solution for this way of working. They were not smoothly integrated, led to media disruptions and were sometimes cumbersome and not intuitive to use. This is exactly where another service from the Microsoft 365 package comes into play: Microsoft Teams, which was introduced at Campana & Schott last summer.

Teams is a tool that fully supports the intense work in the „inner loop“: Employees can create their own teams at the push of a button and invite additional people to collaborate. Within a team, you can set up topic-specific channels, send direct messages, hold video conferences, make VoIP phone calls or organize meetings.

Teams is well integrated with the other services offered by Microsoft 365 and also allows the native integration of third-party products. For example, documents continue to be stored on SharePoint, task management takes place in Planner and notes are recorded in OneNote. In addition, mobile working is made much easier through intuitive apps. Another big advantage are the numerous self-service options. This allows consultants to spontaneously add their customers and partners as guests and immediately share documents.

## Introduction at Campana & Schott

But how exactly did the introduction unfold and what measures served to ensure high acceptance?

### Preparation:

It is not an effective approach to just make a technology available. Employees want to understand how they and their organization can benefit from the new opportunities. After all, new technologies lead to new ways of working – and many people shy away from change. Management must therefore understand how the new technology supports business objectives and what a medium-term road map looks like. At Campana & Schott, this business alignment and the integration of the new technologies into the IT development plan and the IT service portfolio were the initial stages of the implementation project. The actual implementation was preceded by a pilot stage. Both abstract goals such as „agile, network-like organization“ and tangible, individual benefits such as „fewer e-mails“ could be combined with the introduction of Microsoft Teams.

All these services can be accessed within one user interface – the Team Client. In addition, Teams supplements the digital workstation with new functionalities:

- A persistent chat allows topics to be discussed openly and comprehensibly for all team members. It thus contributes to considerably reducing the usual flood of e-mails.
- Teams offers additional call and meeting functions such as video chats, calls or broadcasting for a larger audience. They can be used within a project team, but are also available outside such a circle of users.
- Teams is enhanced in many areas by AI. Recordings or spoken text can be searched for keywords. Live translation into over 60 foreign languages is also possible on request.

At Campana & Schott, Teams is not only gradually replacing Skype for Business as the standard communication application, but are also offering additional functionalities that go far beyond it. These have already become indispensable shortly after their introduction to international management and technology consulting. In addition, the solution avoids shadow IT and increases security and compliance because employees no longer have to use independent solutions such as WhatsApp or Dropbox for professional collaboration.

### Use Cases & Benefits:

No module of the digital workplace serves an end in itself, but must fulfill a clearly defined purpose. On the basis of the persona method from the toolbox of design thinking, typical use cases of everyday consulting work were determined in cooperation with several consultants and office staff – and ways of improving them in the future were explored. These ranged from internal communication of the different company locations to the project-related cooperation with customers. In the end, this provided an overall picture of everyday business. This clarifies when which tools are to be used – and how individuals and the company both benefit from it.

### Change Management:

Microsoft Teams is changing the way people work – so it's even more important to take employees into account during the implementation stage.

- Effective change management starts right at the beginning of the project: The involvement of employees in use case development and the communication of the meaning and purpose was a central theme throughout and not only within the scope of the go-live, but also at an early stage, both at management and at employee level.
- During a town hall meeting, the company-wide go-live of Microsoft Teams was launched – supported by a comprehensive mix of measures to familiarize employees with use cases and technologies.
- More in-depth information was provided on the intranet and important data was communicated via newsletter – for example for multiple training courses that prepared users for the new tool through use cases.
- A corresponding streaming option (based on Microsoft Stream) ensured that employees who were traveling for project-related reasons could also take part in these trainings.
- Dedicated groups in Yammer made it possible to exchange information directly with those responsible as well as with other users.

- New Work Champions encouraged their colleagues in the projects and at their locations to adopt state-of-the-art working methods.
- Feedback discussions and company-wide surveys rounded off the numerous change management measures and allowed their constant refinement.

### Governance:

Microsoft Teams should be available as a self-service for all employees to avoid any hurdles. Using a dedicated provisioning solution, Microsoft Teams was integrated directly into the intranet and equipped with dedicated templates including relevant settings for the various use cases (e.g. temporary team, customer project with external involvement). Since then every employee can create his own team at the click of a button. In this day and age, it is no longer adequate to leave compliance with governance requirements (e.g. authorizations, external access, content lifecycle management) to the end user. In this way, relevant governance requirements are delivered directly using structures such as channels or SharePoint Team sites.

## Conclusion

With Microsoft Teams, Microsoft 365 offers another powerful module for the digital workplace. Its added value is considerable, especially in consulting, which is characterized by project work and virtual teams. The high integrability of Microsoft Teams with other services from Microsoft 365 requires a clear road map for future use during the implementation stage – both from a technical and from a business perspective.

At Campana & Schott, Microsoft Teams developed into an integral part of the digital workplace after only a short time thanks to adequate use cases and a well-structured approach to implementation. Consulting teams now cooperate more directly and transparently. For example, the e-mail volume has greatly decreased by moving from asynchronous discussions via e-mail to Team Chats.

### Campana & Schott

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

For more than 25 years, we have been passionately assisting companies in managing complex change processes – with proven methods, technologies or simply the right people.

The passion for all facets of human collaboration in organizations and projects has driven us since the beginning.

Further information:  
[www.campana-schott.com](http://www.campana-schott.com)

