



A world leader chooses Microsoft Office 365 platform for a creative environment built on Macs. Teams is used as a spearhead to drive the adoption of the platform.

One of the world's top advertising and marketing organisations wanted to work collaboratively as one networked agency across the globe and protect themselves from cyber-attacks that had affected sister agencies. They invested in O365 and other bespoke technologies to make this a reality. The ask was a sunrise-to-sunset process, enabled by MS Teams, SharePoint and OneDrive, and supported by their bespoke technologies. Given our experience with Agile enterprise change management, the creative industry and O365, our multi-lingual team was tasked with delivering the engagement and adoption of these collaborative tools globally.

With a broad directive, global scope, and the nature of the business, Agile change management was the best fit to deliver the technology and ensure iterative adoption. An evangelical champions network was the first phase. They were beta-testers, helping to build use cases, templating processes, and giving feedback on the O365 Learning Hub (a SharePoint Comms site). Company branded materials were built and disseminated in multiple major languages per region, catchily branded per phase and audience. Different areas of the business (such as HR and IT) were targeted to be strategic partners for the adoption program, and the 'first touch' for any new hire.

Despite being a small team, our successful relationships with strategic partners and the champions network enabled us to successfully install and deploy OneDrive, Teams and SharePoint in targeted regions across the globe. Building on our relationship with the PMO, we aligned with data migrations from local servers to SharePoint and Teams, to further embed the new way of working, and re-wire workflows. However, the desired adoption of Teams and SharePoint was not fully achieved, because an alternative cloud solution had to be deployed for creative teams to store Adobe Creative Suite files.

What we learned was that Teams and SharePoint are best for finished Adobe Creative Suite files, not works in progress. Adobe CC files cannot be edited live in Teams or SharePoint and must be downloaded and then opened in the native apps. For a creative teams, this is a serious limitation.