



Office 365 Role-Specific Guide

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HOW TO USE THIS DOCUMENT

Driving adoption is always easier by starting with "user scenarios" vs. "product features". This document includes the Office 365 usage scenarios for 15 different roles: **Marketing, Global Executive, Regional Leader, Executive Assistant, IT Manager, Mobile Technician, Operations Manager, Manufacturing, Learning & Development** and **Design Engineer**.

The **intended audience** of this document are the **End Users** and **IT Consultants** who are using or planning to deploy Office 365. They can use this document as a reference to learn **Office 365 - When to Use What by Whom** and plan the adoption journey.

CORP COMMUNICATIONS



CORP COMMUNICATIONS CHALLENGES

- Difficult to reach all employees effectively.
- Getting messages and key communications out on time through all channels.
- Getting feedback to adjust messaging / improve communications.

DAY IN A LIFE

- Oversees Corporate Communications, both internally and externally.
- Interfaces with external groups to deliver communications and presentations on behalf of the company.
- Oversees the delivery of internal communication to employees of the company.
- Heavily relies on email & chat for communicating with Team members.
- Utilizes web conferencing and video broadcasts to deliver messages from Corporate across the enterprise.
- Requires an efficient way to deliver updates and communicate events across the organization.

Customer	Use play description	Workload REQUIRED
EXAMPLE		
	Executive Listening Groups: Broadcast meetings held on Skype for Business, real-time discussion in Microsoft Teams and private Yammer group. Can be viewed on any mobile device. Afterwards, edit the video into chunks, share on Office 365 Video, drive private discussions on Microsoft Teams with teams to respond and innovate.	SKYPE FOR BUSINESS, SPO, MICROSOFT TEAMS, YAMMER, O365 PROPLUS
	Improve speed of communication, effectiveness and satisfaction by using a single platform to communicate with team members either via chat, phone calls, or video conferences	MICROSOFT TEAMS, SKYPE FOR BUSINESS
	Securely deliver communication announcements and large files via Social collaboration tool to internal and external parties.	MICROSOFT TEAMS, YAMMER, SKYPE FOR BUSINESS
	Conduct large web conferences with integrated audio for Q&A in more cost-efficient way	MICROSOFT TEAMS, SKYPE FOR BUSINESS
	Conduct live video conferences with global employee via skype broadcasting	MICROSOFT TEAMS, SKYPE FOR BUSINESS
	Increase employee awareness using multiple communication channels to quickly and broadly distribute Press Releases, Executive Announcements, etc.	SKYPE FOR BUSINESS, MICROSOFT TEAMS, YAMMER, EXCHANGE ONLINE, SHAREPOINT ONLINE
	Manage communications to employees where they “subscribe” to updates.	MICROSOFT TEAMS, YAMMER

FINANCE



FINANCE CHALLENGES

- Assuming new responsibilities in fast-changing organizations
- Drive corporate performance, growth through collaboration
- Driving business agility
- Discovering insights from data

DAY IN A LIFE

- Staff Accountant located in Chicago.
- Responsible for divisional cost accounting.
- Heavy Excel spreadsheet user.
- Heavily relies on his Team to provide data to complete reports in a spreadsheet format.
- Provides weekly, monthly, and quarterly reports to his Manager who in turn pushes to Corporate Leadership.
- Often asked to attend meetings where he must share the latest cost information to peers across the Enterprise.
- Towards the end of each cost cutting cycle, urgent, ad-hoc reporting requests from members of Management are common.

Customer	Use play description	Workload REQUIRED
EXAMPLE		
eBay/PayPal (Internal reference only)	PowerBI to present financial update to executive	SHAREPOINT ONLINE
Great Western Bank	Achieve BASEL II compliance by improving BI to help meet required increases in capital holdings.	POWER BI PRO
Manhattan Associates	Improve collaboration between analysts at client sites	MICROSOFT TEAMS, YAMMER
	Improve ad-hoc reporting to Management and ability to share same information with secure anytime access to important financial documents/source files	SHAREPOINT ONLINE, ODFB
	Speed up the document, email review process during eDiscovery	EDISCOVERY
	Identify key trends in the financial team's engagement	MYANALYTICS
	Maintain control over your company's financial data with Customer Lockbox	LOCKBOX
	Self-service analytics on business performance & Financial insights from discovery of new data	POWER BI PRO
	Dashboards to manage risk, performance	POWER BI PRO

	Merger integration and effective onboarding of new employees	O365, MICROSOFT TEAMS, YAMMER
	Collaborating on market analysis	MICROSOFT TEAMS, SHAREPOINT ONLINE, ODFB
	More secure videoconferencing	SKYPE FOR BUSINESS

SALES



SALES CHALLENGES

- Engaging customers before they go through the buying process.
- Staying productive on the road.
- Enabling virtual teams.
- Minimizing administrative tasks.

DAY IN A LIFE

- Engages key resources across own BU to drive specific account results.
- Feels overburdened by administrative tasks.
- Struggles to find content and to share it with people outside the organization.
- Spends far too long finding internal expertise to help customers resolve their problems, negatively affecting customer satisfaction.
- Uses accurate sales and marketing BI to prioritize activities.
- Travels 85% of the time.
- Strives to meet specific metrics, including account penetration and expansion.

Customer	Use play description	Workload REQUIRED
EXAMPLE		
Hertz (Internal reference only)	Increase sales by visualizing and analyzing customer and sales data quickly ; Show how better data analysis with Power View, Power Maps and other BI can get superior insights into your car rental business - which cars were doing better by region	POWER BI PRO
Martin Aircraft	Connect a remote region/engineering team more effectively with customers and prospects around the globe	MICROSOFT TEAMS, SKYPE FOR BUSINESS MEETING, SHAREPOINT ONLINE
Nedbank	Video banking - remote advisor to reduce customer wait times and improve customer satisfaction.	SKYPE FOR BUSINESS
Trek	Share customer data with your 3rd party retailer network safe and secure; collaborate on product ideas/support;	O365 (SHAREPOINT ONLINE, EXCHANGE ONLINE, SKYPE FOR BUSINESS), MICROSOFT TEAMS, YAMMER, CRMOL
	Improved field comms via skype broadcasting (VP sales)	SKYPE FOR BUSINESS
	Collaboration between Corp and retail network (IM & Presence)	EXCHANGE ONLINE, PROPLUS

	Analyze and share sales and territory reports	SHAREPOINT ONLINE, ODBF, POWER BI
	Adjust sales plans based on product performance	POWER BI PRO
	Share sales best practices faster and more effectively	MICROSOFT TEAMS, YAMMER
	Rally team of experts around sales deals	MICROSOFT TEAMS, YAMMER
	Produce the best possible RFP	SHAREPOINT ONLINE, ODFB, MICROSOFT TEAMS, YAMMER
	Stay connected from the road	MOBILE
	Enable assisted selling – Identify and connect with subject-matter experts quickly	SKYPE FOR BUSINESS, SHAREPOINT ONLINE, MICROSOFT TEAMS, YAMMER
	Conduct more effective conference calls with prospects; video calls	PSTN CONF. PSTN CALLING, CLOUD PBX
	Identify hidden expertise/talent collective knowledge. Drive revenue by solving customer problems that involve highly skilled expertise and effectively leverage the collective knowledge of your organization.	MICROSOFT TEAMS, YAMMER, SHAREPOINT ONLINE, SKYPE MEETING BROADCAST

LEGAL & SECURITY



CHALLENGES

- Ensuring compliance.
- Keeping up with workloads.
- Storing data securely and affordably.
- Process for legal discovery.

DAY IN A LIFE

GENERAL COUNSEL:

- Communicates across the organization to keep employees informed of legal and security issues.
- Needs to provide employees with self-service tools to explore potential issues with their initiatives.
- Works collaboratively with co-authoring tools to review materials to keep stakeholders informed.

CISO:

- Build a data strategy that works for your organization.

Customer reference	Use play description	Workload REQUIRED
Brock & Scott	Lync videoconferencing and screen sharing help lawyers share best practices. Read customer post.	SKYPE FOR BUSINESS
Fortescue Metals	Met imminent security and privacy demands with Office 365	EXCHANGE ONLINE
RedSeal Networks	Provides complex enterprise security infrastructure Solutions to customers	EXCHANGE ONLINE
Lavipharm	Collaborate safely and securely in a highly-regulated industry on documents from any device Get more storage and prevent data loss in a secure cloud	MICROSOFT TEAMS, SHAREPOINT ONLINE
UL	Connect teams and customers across 100 countries securely and deliver extensive security test results	SHAREPOINT ONLINE
	Communicate employee and corporate policies efficiently around the world	SKYPE FOR BUSINESS
	Use maps of employee engagement to improve policies for better retention	MYANALYTICS
	Secure employee data , prevent leaks of sensitive employee or company data	CUSTOMER LOCKBOX ATP

HUMAN RESOURCES



HR CHALLENGES

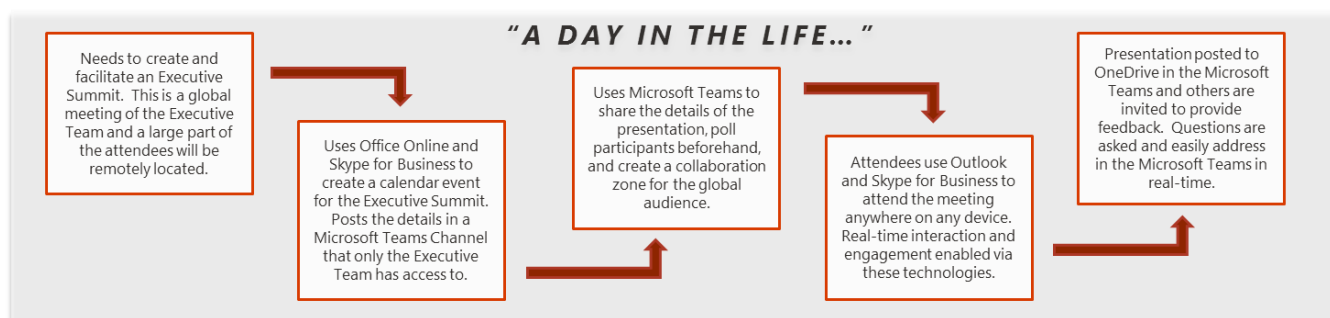
- Responding to demands for flexible work styles.
- Competing for top talent and using analytics to achieve better outcomes.
- Engaging employees across geographies.
- Improving productivity and collaboration to impact retention.

DAY IN A LIFE

- Works with many sites worldwide, success relies on being able to communicate and collaborate with everyone.
- Needs to share information and receive feedback 24 x 7.
- Needs to develop employees and provide succession planning.
- Limited travel due to budget, needs to conduct engaging leadership summits virtually and face-to-face by region.
- Collaborates within and across business units.
- Requires significant access to email and other collaboration tools from mobile devices, tablets, laptop, and workstations.

VALUE OF OFFICE 365

- Enhanced voice & video capabilities to interact with remote employees providing a better learning engagement worldwide.
- Collaborative technologies to give & receive feedback in real-time.
- Mobile capabilities that ability to respond immediately from a variety of mobile devices, tablets, laptops, and/or workstations.
- Improved talent management capabilities through social collaboration.
- Direct communication via postings to general audiences and specific targeted groups through social applications and solutions.
- Ability to tag posts and content with searchable terms for easy access to content for answering questions and problem resolution.



Customer reference	Use play description	Workload REQUIRED
Coles	Improve employee retention with a portal accessible to all employees across the grocery retail locations.	SHAREPOINT ONLINE
Dana Holdings	Connect the entire organization. Engage employees, share corporate culture. Company's 12,000 factory workers use Kiosk to access company info	MICROSOFT TEAMS, SHAREPOINT ONLINE
GameStop	Deliver real-time information in an employee portal and improve customer service, saving \$700k per year	SHAREPOINT ONLINE
United Breweries Limited's	Improve employee retention with listening channel. Allow HR to better understand employee sentiment and take the pulse of staff across geographies and divisions.	MICROSOFT TEAMS, YAMMER
	Build community with global meetings via Skype Broadcasting	SKYPE FOR BUSINESS
	Provide effective new employee onboarding (M&A) and on-the-job training; Deliver self-service training	SHAREPOINT ONLINE, SKYPE FOR BUSINESS, MICROSOFT TEAMS, YAMMER
	Interview job candidates remotely	SKYPE FOR BUSINESS
	Optimize workforce decisions with Power BI	O365 PROPLUS POWER BI
Microsoft	Global Town hall meetings build community	SKYPE FOR BUSINESS
	Communicate employee and corporate policies efficiently around the world	SKYPE FOR BUSINESS
	Use maps of employee engagement to improve policies for better retention	MYANALYTICS
	Secure employee data, prevent leaks of sensitive employee or company data	CUSTOOMER LOCKBOX ATP

MARKETING



MARKETING CHALLENGES

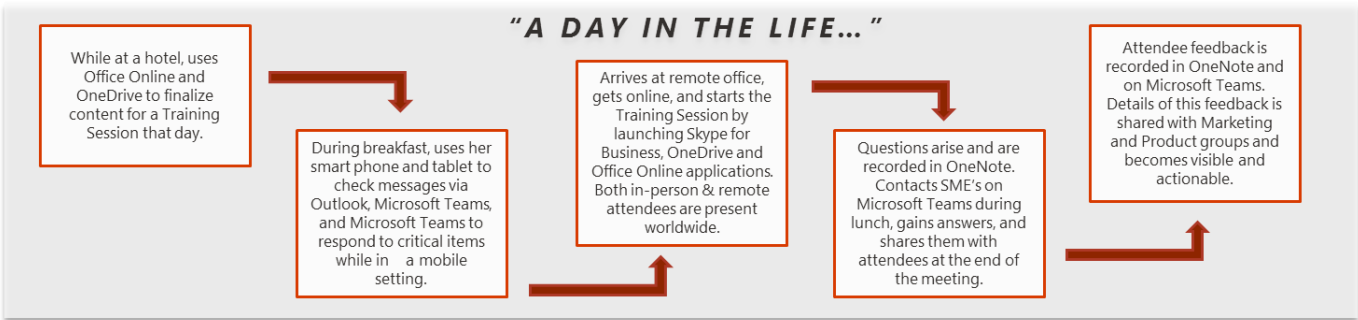
- Collaborating on campaigns.
- Executing campaigns cohesively across markets.
- Discovering insights from data.
- Keeping up with innovation.

DAY IN A LIFE

- As a Technical Marketing expert, supports the sale of products to both consumer & commercial businesses.
- Sales Representatives require very complex and technical sales training on the latest technology, features/benefits, value propositions, sale positioning, competitive landscape, etc.
- Frequent worldwide travel in North America, Europe, Japan, Africa, South America and China.
- Facilitates Technical Training classes (in-person & remote) that last from hours to multiple days.
- Constantly reviewing content for accuracy, distributes content to the Field frequently, provides messaging internally & externally.

VALUE OF OFFICE 365

- Ease to use collaboration solutions that are available in a mobile fashion.
- Robust functionality that works easily on tablets or smart phones, available 24 hours 7 days a week.
- Ease to use mobile phone and text messaging solutions to communicate in real-time while traveling.
- Full-bodied presentation applications that deliver professional looking sales and marketing materials for internal and external consumption.
- Ability to easily review content for accuracy & share it with the organization.
- Ability to prioritize the most important messages.
- Multilingual capabilities, availability in all countries.



Customer	Use play description	Workload REQUIRED
EXAMPLE		

Pier 1	Campaign planning - creative development, media planning and project management with internal / external resources and agencies	SKYPE FOR BUSINESS, MICROSOFT TEAMS, YAMMER, SHAREPOINT ONLINE
Tangerine's	Self-service BI is used by Marketing to react faster to customer demand and launch new services.	POWER BI PRO
	Visualize, analyze campaign data effectively	POWER BI PRO
	Access the right marketing data via self-service	POWER BI PRO
	Use social monitoring to drive demand	MICROSOFT TEAMS, YAMMER
	Enable marketing impact from anywhere	MOBILE
	Track campaigns from start to finish	POWER BI PRO
	Express marketing ideas in new, creative ways	SWAY
	Collaborate with campaign partners and Share best practices and product info	SKYPE FOR BUSINESS, SHAREPOINT ONLINE, MICROSOFT TEAMS, YAMMER
	Consistent campaign execution across the globe ; real time feedback and reaction to campaign execution	SKYPE FOR BUSINESS, MICROSOFT TEAMS, YAMMER, SHAREPOINT ONLINE
	Run a Skype Meeting Broadcast event with your customers ; Communicate product launches to thousands virtually, across the globe	SKYPE MEETING BROADCAST

GLOBAL EXECUTIVE

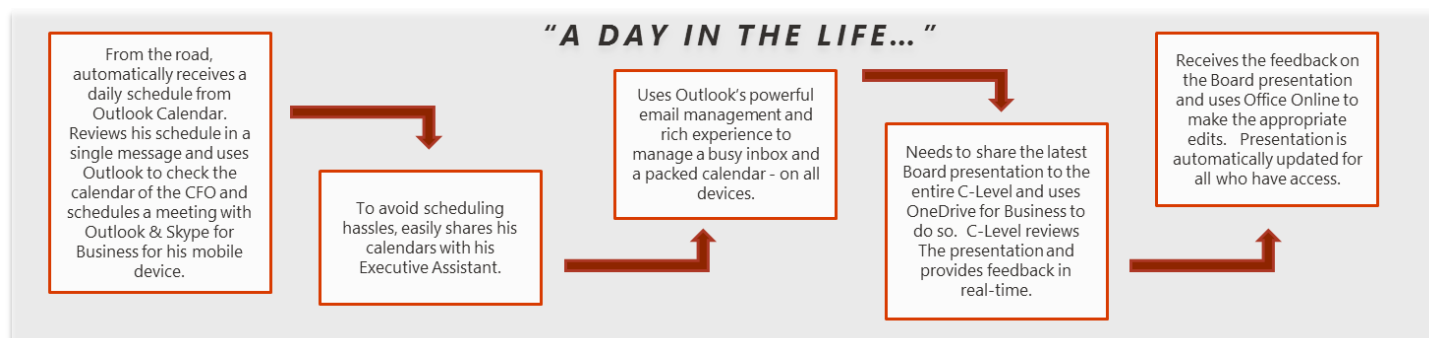


DAY IN A LIFE

- Makes difficult decisions that have direct impact on the larger organization and carry long-term consequences.
- Oversees people, projects and budgets, prioritizing carefully to keep up with the workload.
- Highly visible, accountable and responsible.
- Faces intense scheduling pressures, with frequent travel (over 70%) and each day packed with meetings.
- Collaborates across business units at the executive peer level.
- Focused on reducing non-value-added activities.
- 90% of work categorized in the Information Worker domain.

VALUE OF OFFICE 365

- Connectivity with all employees across the world on any device on internal or external connectivity (i.e. VPN, thin client, external Wi-Fi).
- Ability to enable Ad-Hoc communications on multiple devices to make executive decisions immediately.
- Access to important documents even when disconnected.
- Mobile access to information anytime, anywhere.
- Ability to create effective Meetings and foster Team collaboration instantly.
- Access to real-time data via Dashboards & Analytics to support Executive decisions.



REGIONAL LEADER

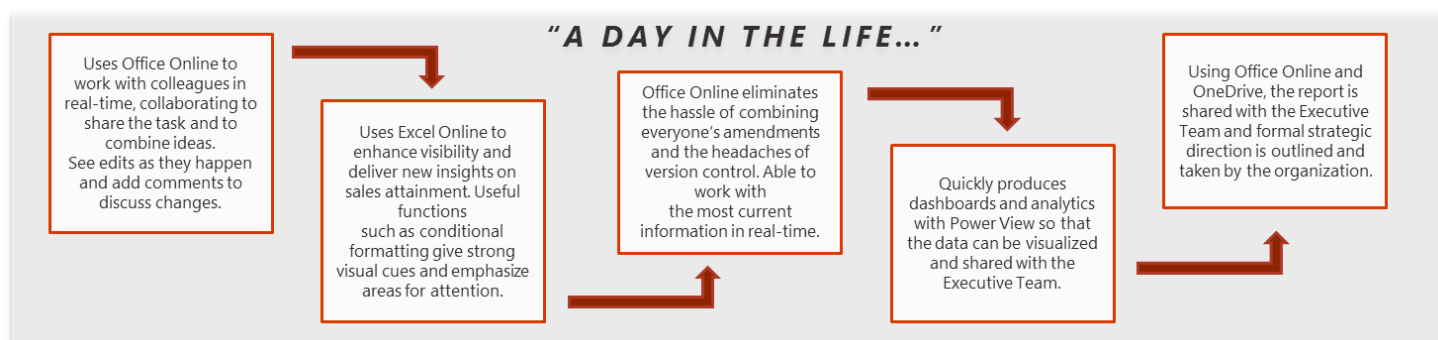


DAY IN A LIFE

- Manages Regional Teams, helping them meet key role-specific performance metrics.
- Prioritizes activities and initiatives for addressing both internal and customer-facing issues.
- Drives employee and leader development in the region.
- Manages many concurrent projects, driving results through both oversight and direct engagement.
- Interacts with other leaders to attain regional and BU consistency.
- Travels 35% of the time – mostly within region but also some global HQ trips.

VALUE OF OFFICE 365

- Robust Ad-Hoc Communication avenues (Mobile, Cloud Based).
- Ability to easily meet in a virtual setting (Screen Sharing/Audio/Video) to collaborate with Account Teams.
- Connectivity – Through integrated solutions which are available in a mobile fashion.
- Ability to have dashboard and analytics which can present data to make decisions and improve overall productivity.
- Mobile access to information anytime, anywhere, including sales forecasting data in real-time.
- Ability to use communication tools that work in all countries.



EXECUTIVE ASSISTANT

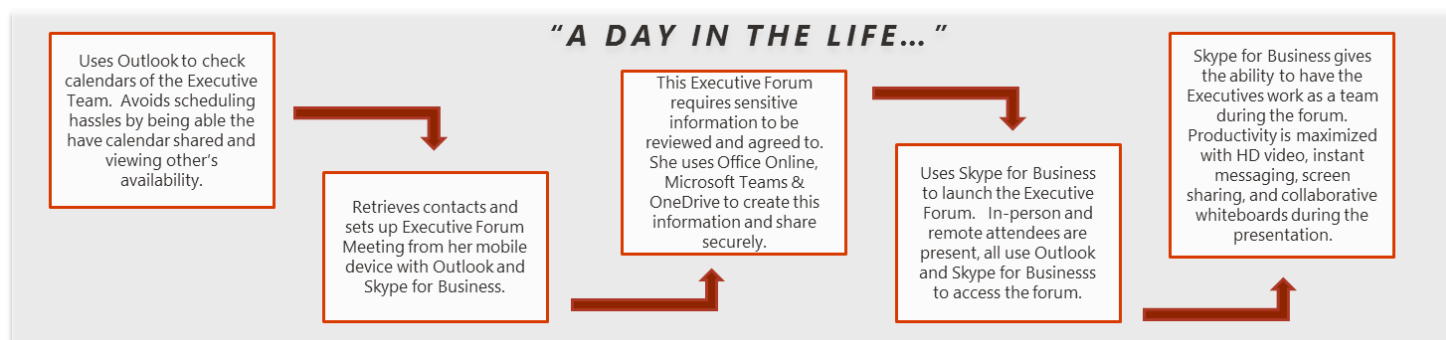


DAY IN A LIFE

- Effectively managing delegated calendaring and meeting coordination.
- Meeting administration, building agendas and taking minutes.
- Prioritizing multiple activities and initiatives.
- Creating and maintaining content.
- Managing confidential tasks and documents are a high priority.
- Effective knowledge of processes and procedures.

VALUE OF OFFICE 365

- Real-time calendaring and meeting capabilities that can be delegated.
- Ability to take minutes and notes in real-time.
- Capability to distribute details and tasks associated with meetings.
- Ability to prioritize activities and initiatives and tie them to actual programs and teams.
- Ability to create, maintain, and distribute content to Teams worldwide.
- Content created quickly and securely without compromising confidentiality.



IT MANAGER

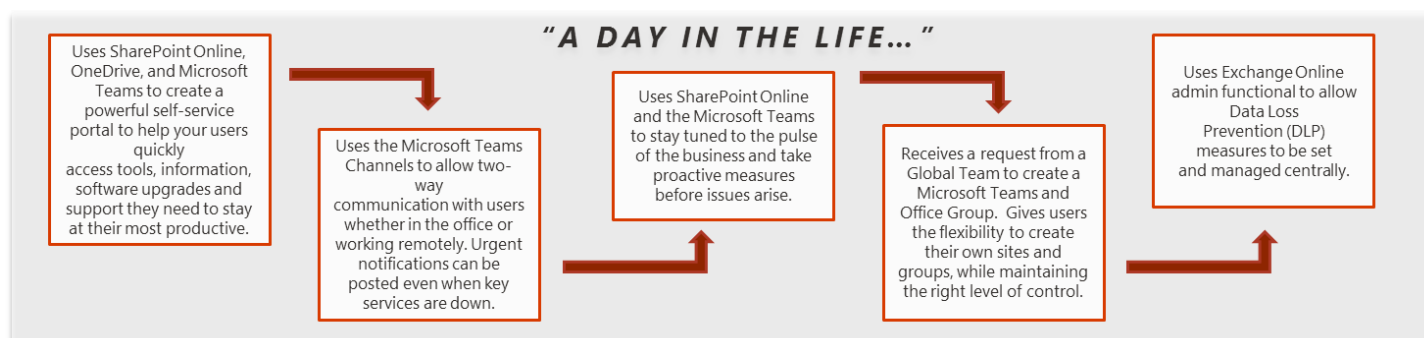


DAY IN A LIFE

- As an IT Manager, needs to effectively balance the IT and business needs of the organization.
- Needs to provide IT support beyond the telephone - via virtual helpdesks.
- Must provide quick answers to common problems, enable better system maintenance with regular health checks, and faster, more focused conversations between people and IT.
- Requires 24 x 7 access to information and systems in both an office and mobile setting.
- Must have access to email and other collaboration tools from mobile devices, tablets, laptops, and workstations.

VALUE OF OFFICE 365

- Ability to provide IT Support via multiple avenues, including, productivity and collaboration tools, voice, video, social communities and forums.
- A platform that allows the creation of virtual helpdesks that enable a high-level of employee self-service when it comes to support.
- Social capabilities to provide quick answers to common problems, reusable content, and real-time bi-directional conversations between employees and IT.
- 24 x 7 access to productivity and collaboration solutions in the office and remotely.
- Available anywhere, anytime on any mobile device including smart phones, tablets, laptops, and workstations.



MOBILE TECHNICIAN

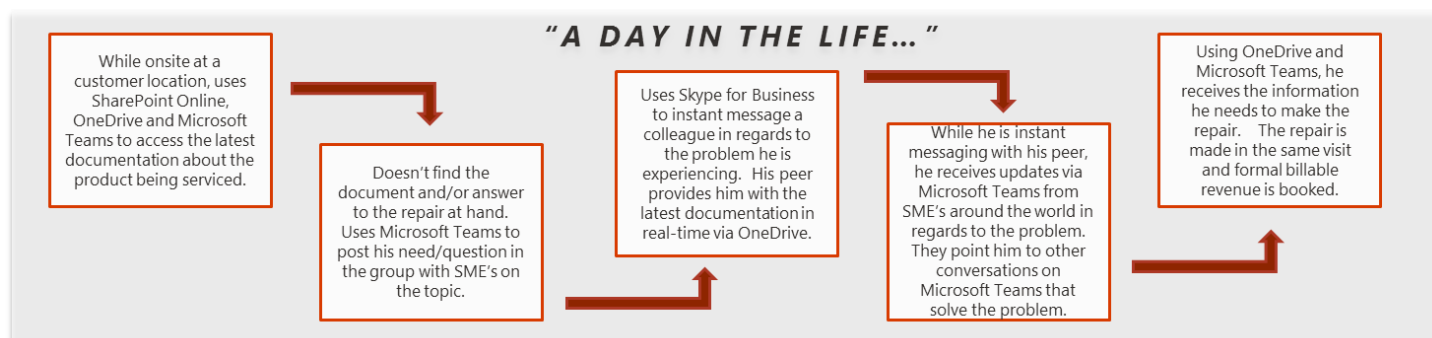


DAY IN A LIFE

- Spends most of time at customer sites and is a formal billable resource for the organization.
- Struggles to have the latest information about the customer and/or products which are being serviced.
- Provides problem solving expertise for customer-facing issues in real-time situations.
- Balances workload with maintaining technical skills of entire product line and overall role readiness.
- Uses technology in a mobile fashion to close revenue generating transactions, part orders and repair statuses, and schedule customer visits.

VALUE OF OFFICE 365

- Mobile capabilities that support interaction with global systems for billing and customer support.
- Access to real-time data that provides the latest information on products and services.
- Ability to collaborate with Third-Parties in real-time to drive billable revenue and customer support motions.
- Collaborative ideation amongst team members a global community.
- Mobile access to information and systems anytime, anywhere; including quoting, sales, part order, repair and scheduling systems.



OPERATIONS MANAGER

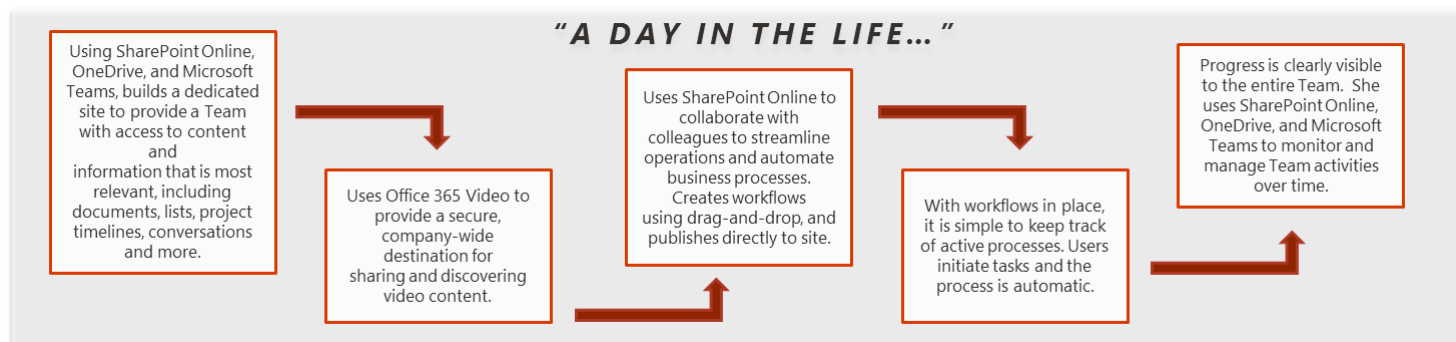


DAY IN A LIFE

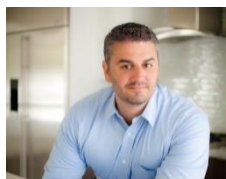
- Manages Operational Teams, helping them meet key role-specific performance metrics.
- Prioritizes activities and initiatives targeting operational and quality improvement.
- Manages the performance and development needs of a large workforce.
- Communicates changes in policies and procedures.
- Interacts with other operational leaders within own BU.
- Travels 20% of the time, mostly for training and BU meetings.
- Focused on reducing operational cost and maintaining product quality.

VALUE OF OFFICE 365

- Multiple Communication paths to communicate changes in policies and procedures within and outside of the organization.
- Securely share and collaborate with others via online files/documents and share changes in policies and procedures in real-time.
- Connectivity through integrated solutions which are available in a mobile fashion.
- Real-time reporting and analytics to identify areas where operational costs can be reduced, and product quality can be maintained.
- Ability to have dashboard and analytics to have visibility into key role-based performance metrics.



MANUFACTURING

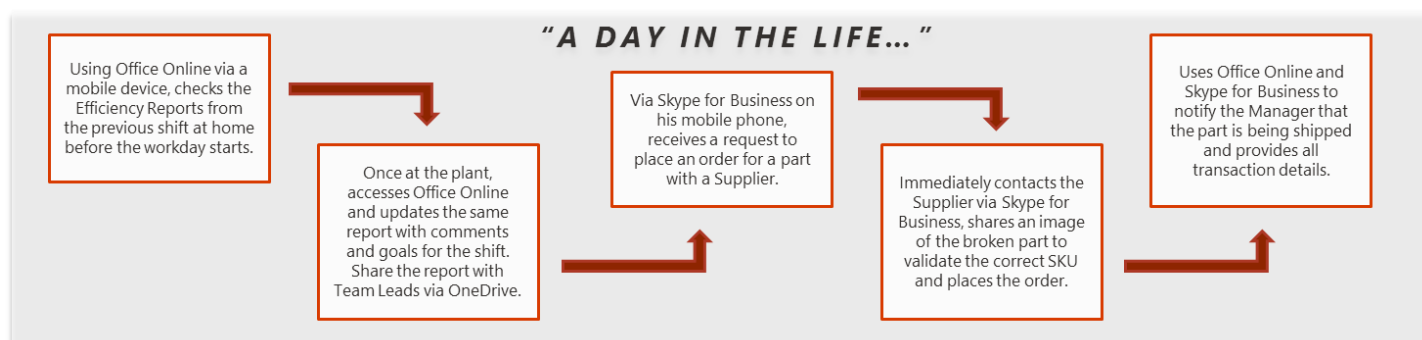


DAY IN A LIFE

- First Shift Plant Supervisor at the Chicago manufacturing facility.
- Responsible for managing three assembly lines. Ensures productivity, quality, & safety requirements are followed.
- Shares information and collaborates with other Plant Managers across the globe daily.
- In charge of monitoring and updating the dashboards that analyze the productivity of each assembly line managed.
- Needs immediate updates on issues/changes to the assembly line and requires real-time contact with the Line Team Lead.
- Works on the manufacturing floor and does not have a desk/office., uses mobile devices for work communication & collaboration.

VALUE OF OFFICE 365

- One Productivity platform to instantly communicate and collaborate with others anywhere, anytime, on any device.
- Fully integrated, seamless Productivity solution that allows users to securely share and collaborate with others via online files/documents.
- Ability to communicate in real-time via instant messaging and conduct web conferences with integrated audio and video.
- Publish reporting and analytic dashboards to make decisions and display data on electronic bulletin boards.
- Send real-time data to Team members so they can immediately see and act on the data provided.



LEARNING & DEVELOPMENT

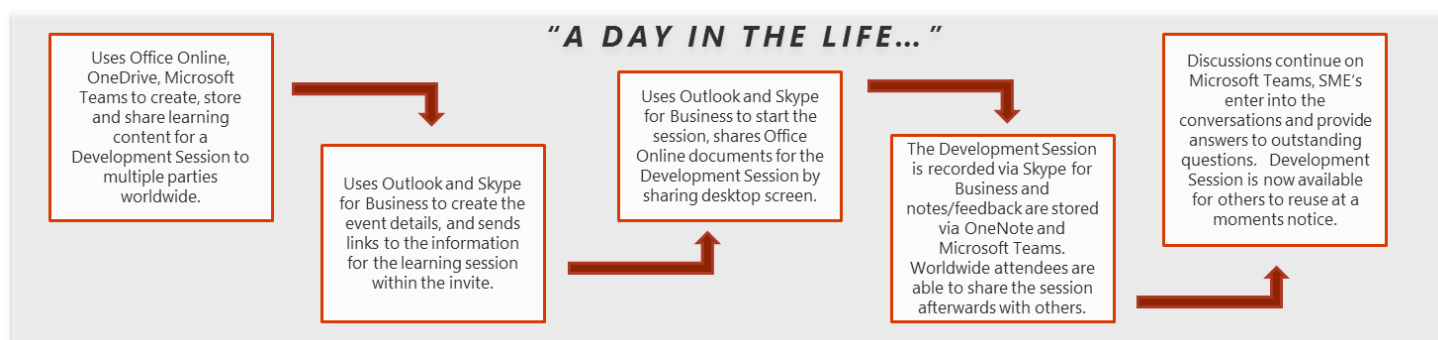


DAY IN A LIFE

- As a Learning & Development Lead, is responsible for creating a culture of learning & development across the organization.
- Needs to work collaboratively with a Global Team, responsible for promotion and managing all aspects of learning and development.
- A large percentage of the learning courses are self-paced and computer-based. Needs the ability to provide virtual learning courses in a real-time fashion.
- Uses social technologies to create and monitor company postings that discuss learning & development while providing answers.
- Requires constant access (in-office and mobile) to productivity and collaboration solutions.

VALUE OF OFFICE 365

- Robust voice and video capabilities to reach employees worldwide and provide real-time learning and development activities.
- Collaborative applications that enable working in global Teams, ability to provide messaging on learning and development in multiple ways.
- Ability to distribute information through social on learning & development through social applications both internally and externally.
- Create and direct social postings to both general communities and to specific SME groups to facilitate learning and development.
- Easily tag posts and content with searchable terms for easy access to information later.
- Use dashboards and analytics to monitor use of content.



DESIGN ENGINEER

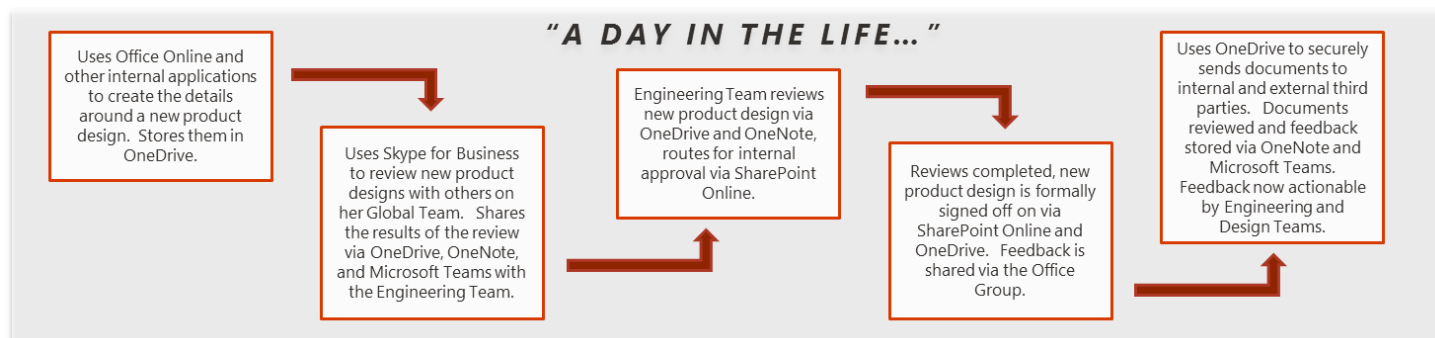


DAY IN A LIFE

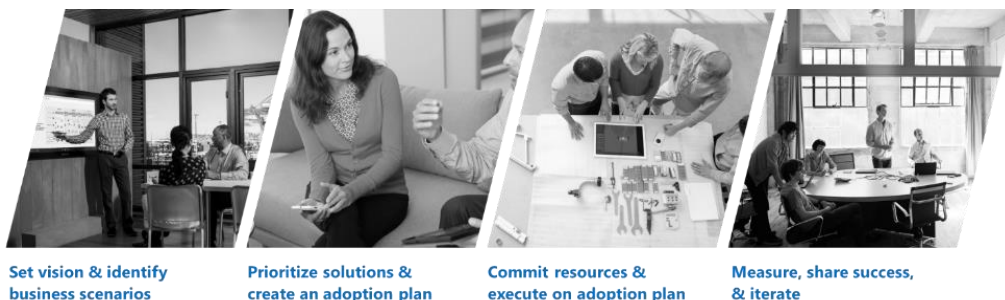
- Designs new products, components and systems for integration into the organizations product line.
- Maintains and updates all current product documentation, needs to be available online for internal and external consumption.
- Works with multiple Global Teams, needs to coordinate product development, design, and launches in real-time.
- Constantly works with global suppliers and other third parties tied to the design and development of the product lines.
- Needs access to information in a mobile setting, and the ability to use multiple devices (smart phone, tablet, laptop, workstation) to get work done.

VALUE OF OFFICE 365

- Easily maintain and update all current product documentation in a Cloud based solution for easy access and distribution to Global Teams.
- Ease to use collaboration applications that allows users to with multiple Global Teams, ability to coordinate product development, design, and launches of new products in a real-time setting.
- Private and secure file sharing for internal and external audiences with history and controls.
- Robust voice and video capabilities for screen sharing and teleconferences with global employees and third parties.
- Easy access to information via mobile devices including smart phones, tablets, laptops, and workstations.



APPENDIX : DRIVING OFFICE 365 ADOPTION



There are multiple strategies and possible paths to achieve a wide and impactful adoption of Office 365. Every Organization is unique so plan, try out, learn and innovate as you go along.

- 1) **Structured adoption process.** Go to [Four steps towards successful adoption](#) section
- 2) **Get quick wins.** Go to [Getting Started Scenarios](#) section
- 3) **Discover possibilities and get inspired.** Go to [Productivity library](#) section
- 4) **Think end-to-end transformation.**

Four Steps Towards Successful Adoption

A successful Office 365 rollout focuses **on driving adoption and helping everyone understand the benefits of working in a new way.**

Driving adoption is about understanding the business challenges that you will address with solutions based out of Office 365. It is about ensuring that people across your organization understand the benefits and embrace the solutions you provide.

That's why we've created a four-step approach to help you successfully drive Office 365 adoption.

1) Define a vision and identify business scenarios

One of the most important factors in driving Office 365 adoption is to define a clear, concise, and comprehensive vision and outline your desired business scenarios. A well-defined business vision and list of targeted business objectives will serve as your guiding light throughout your launch and rollout planning, and help secure buy-in across your organization.

2) Prioritize solutions and create an adoption plan

Once you've established your vision and have assessed your business challenges and opportunities, the next step is all about mapping the Office 365 capabilities to your targeted business goals and prioritizing the workloads that will help you get there.

3) Commit resources and execute an adoption plan

Raising awareness is an essential step to driving Office 365 adoption as it informs, involves, and inspires your users about the business value that Office 365 can bring to their day-to-day. As you go about launching your messaging and events, remember to highlight the vision and business scenarios that you identified in the previous adoption stages, so you can easily convey the "What's in it for me?"

4) Measure, share success, and iterate

As you move through your adoption journey, it's important to continuously consolidate feedback, assess levels of success, and iterate on your approach through identifying new business scenarios, use cases, and audiences. After your organization-wide launch, measure how well Office 365 has been received and how usage relates back to the success criteria you established early on.

Complete visioning exercise

Host a meeting with executives, key department stakeholders, project managers, and champions who understand overarching company goals.

Discuss the challenges and barriers that may be affecting workflows, and start to identify how new ways of working could make an impact.

Consider these questions to drive the conversation:

- What are the current collaboration and communications challenges within the organization?
- Why is the organization changing the way we work now?
- How does working in a new way support the organization's overarching mission, vision, and strategy?
- How will a more social and open way of working benefit the overall organization and employees personally?
- What does success look like following the adoption of this new way of working?

Define your scenarios

Host a meeting to delve deeper into current challenges, strategies, and goals.

Identify the important business objectives and challenges, and start to recognize areas of opportunity to improve work processes.

Consider these questions to drive the conversation:

- What are some of the organization's challenges or pain points related to communication and collaboration?
- What are the main areas in which your organization would like to see improvement?
- What methods of communication and collaboration are typically better received by your organization than others?
- What is the process for drafting, distributing and sharing information?
- What are some of the factors that would help drive the business scenario forward?

Top tasks and needs differ by Functions

Engineering, Research & Development	Share best practices across geographies
Operations, Logistics & Manufacturing	Improve and monitor business processes
Sales, Marketing, PR	Align Sales and Marketing

& Communications	teams
HR & Legal Services	Gather and process forms from employees
Accounting, Finance & Procurement	Pull data and build financial reports
Administration	Organize teams and manage calendars

Prioritize solutions

It's important to start small and demonstrate quick value, so that you don't overwhelm your teams. We encourage you to take the following four parameters into consideration as you work to prioritize the solutions and define your step-by-step approach.

- **Complexity:** How complex or difficult is it to put the solution into place? Complexity could be due to technical, organizational, or cultural challenges.
- **Added Value:** How much value will this usage scenario deliver to employees?
- **Impact:** Will the usage scenario impact employees across the whole company or is it specific to a team or department?
- **Leadership Involvement:** For each usage scenario, estimate the amount of leadership support you are likely to receive.

Drive awareness & excitement

"If people understand how it's going to help them they will be more motivated to learn it."

To maximize results, use a variety of tactics:

- **Communications:** including internal announcements or newsletters, is critical to driving adoption, as it informs and inspires users about the new technology and helps create a natural "buzz" or excitement.
- **Engagement events:** such as parties, town hall meetings, contests, and giveaways, can help further momentum and encourage employees to start interacting with the new tools. Events should require users to interact with Office 365, so that they can experience the value first hand.
- **Training:** which can vary from classroom-style sessions to self-help getting started guides, is essential to ensure that employees understand how to use the new technologies to get their work done.

Keep in mind that the more communications, events and training sessions that you organize, the more likely your colleagues will engage with Office 365.

Resources

[FastTrack includes resources, tools, and experts to make your rollout of Office 365 a success. A successful Office 365 rollout focuses on driving adoption and helping everyone understand the benefits of working in a new way.](#)

For an **end-to-end view of building and implementing a successful Office 365 rollout**, review the [Office 365 Adoption Guide](#).

Getting Started Scenarios

Once you've established your vision and have assessed your business challenges and opportunities, the next step is all about mapping the Office 365 capabilities to your targeted business goals and prioritizing the workloads that will help you get there. Refer to: [Identify Scenarios](#), [Office 365 Catalog](#), [Identify scenario templates](#) and [Office 365 productivity training](#).

Select from the following key scenarios or build your own using the [Productivity Library](#).

Get it done from anywhere



People need consistent, fast experiences, regardless of their device. Find out how Office 365 enables you to get the job done from anywhere.

Me and my documents. With familiar Office experiences on the devices you use most, you can create with confidence, stay productive, and act on inspiration anywhere, anytime. [Video tutorial](#)

Work together seamlessly. Do your best work together with Office 365—wherever you like to work. [Video tutorial](#)

Email and calendar on the go



Office 365 makes it easier than ever to manage your inbox. Coordinate meetings. Access synchronized contacts. Check your task list. And tackle your busy calendar. All so you can quickly deal with important matters on the go.

Unite your group. With Outlook Groups, groups can work together using the rich capabilities of email without the fear of overloading their inboxes. Each Outlook Group is a dedicated workspace that contains the full history of conversations, files, and meetings accessible to all members. [Video tutorial](#)

Collaborate on Content



Access the documents and information you need when you need them. SharePoint Online and OneDrive for Business empower teams to collaborate on documents, share reports with partners, and connect with colleagues and customers—from virtually any device.

Anywhere access and sharing for your files. OneDrive for Business makes it easy to access your files—and share them with colleagues—online and offline, at your desk or on the go. [Video tutorial](#)

Collaborate and publish team and project information. Create SharePoint team sites to help people work together better, keep them

connected to the information they need, and provide rich destinations that promote their work across the organization. [Video tutorial](#)

Make meetings matter



Getting the right people working together can be a challenge in our on-the-go world. Skype for Business makes it easier for people to meet and connect online, across locations and devices.

Communicate your way. Get input without leaving your Office app. With Skype for Business integration, you can IM, screen-share, talk, or video-chat right from your document. Easily bring others into a conversation and share your desktop so you can make decisions in real time. [Video tutorial](#)

Complete meeting solution. Skype for Business helps your team work together from any location, on virtually any devices—as if you were all in one room. Share your desktop, annotate your presentations with feedback, record a meeting for future reference, and capture it all with OneNote for reference after the meeting. [Video tutorial](#)

Bring your organization together



Yammer helps your organization listen, adapt, and grow in new ways by working like a network. Its open community feed helps employees get answers to their questions faster. Perhaps most important, Yammer can inspire unity and innovation by enabling people to learn from each other, share ideas and feedback, and be heard across your organization

Launch your Yammer network. Using Yammer enables people to easily share ideas and work together across geographies, cultures, and functional groups. Yammer brings groups across a company together, making it possible to tap into the knowledge that exists within their organization and build on the work of others. [Video tutorial](#)

Provide a chat-centered workspace



Workplace dynamics are changing, and team collaboration has become a key part of getting work done. Today, employees work on two times more teams than they did just five years ago. Microsoft Teams is integrated with Office 365, so it gives the team a hub that brings together all their chats, content, people, and tools.

Achieve more together. Teams can be more effective when all the conversations, content, people, and tools live in just one hub. Plus, team chats, files, and notes are available to the entire team and can be referenced at any time, so everyone's up to speed. [Video tutorial \[en-US\]](#)

Connect your team. Teams can communicate in whatever way works best in the moment: private chat with one or a group of people, chat with the entire team to tap into the group knowledge, or a call or video call for real-time collaboration. [Video tutorial \[en-US\]](#)

Drive Value. Make sure everyone gets the most out of your investment in Office 365. FastTrack resources can help you increase adoption by raising awareness about the value Office 365 can bring to people's day-to-day activities.

Talk to your **FastTrack Engineer** and refer to online resources here: FastTrack > [Drive Value](#).

Productivity Library

You can build your own scenarios using the [Productivity Library](#) available in FastTrack site. You can filter the scenarios by Roles, Industry and/or Products. To view a scenario, click on it.

Sample scenario ...

[Educate distributed sales representatives from anywhere](#). Provide a way for distributed sales staff to attend training workshops and access product documentation from anywhere and on any device.

Get started

1. Easily schedule meetings accommodating multiple calendars
2. Make large group training virtual
3. Share training resources from a central location
4. Build a digital employee handbook
5. Engage in conversation with colleagues

Case studies

[Telefonica calls on Office 365 and Yammer to power global workforce collaboration](#).