

'Why, How & What' Digital Workplace

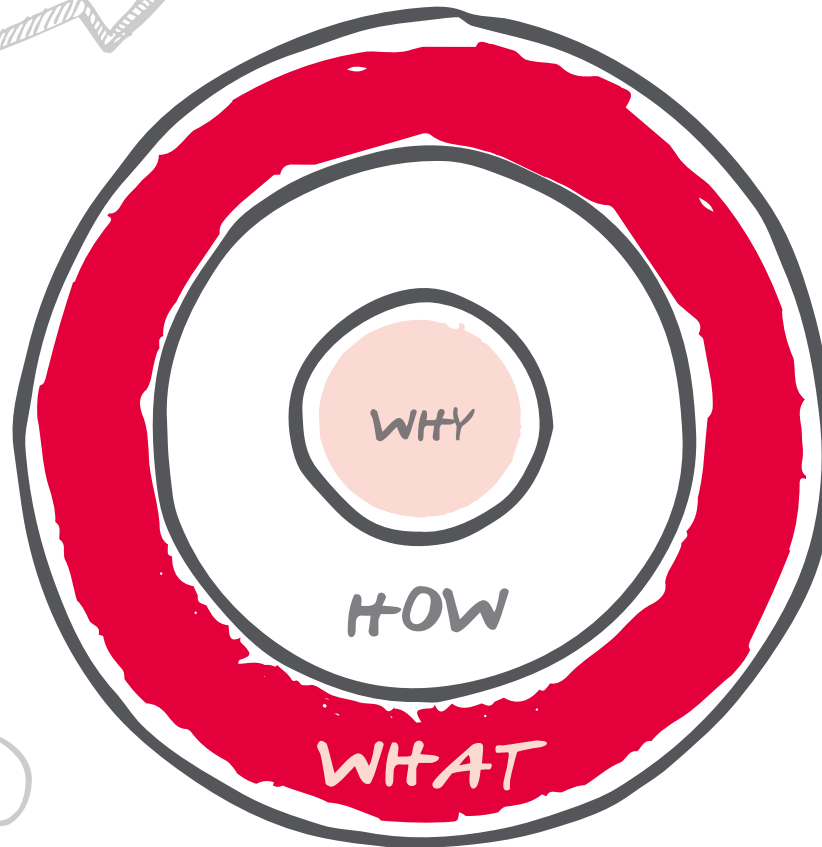


an NTT Communications Company

The Digital Workplace is the freedom to work as individuals and teams Anytime, Anyway, Anywhere



INSPIRED BY SIMON SINEK



GOLDEN
CIRCLE



Why commit to Digital Workplace transformation?

Your digital workplace vision:

- To transform how you do business
- Improve agility and performance
- Enhance collaboration
- Support new ways of working
- Deliver more value for less



How will you get to your goals?

Arkadin's digital workplace principles:

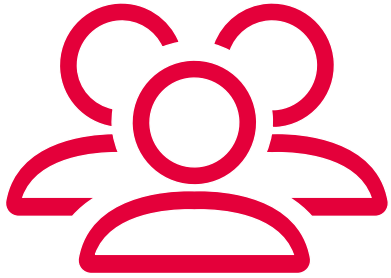
- Your vision; your pace
- Balance present & future state
- It's all about the user
- Be modular, incremental and measurable
- Be digital from the inside out



What can you achieve with Arkadin?

Your digital workplace goals:

- Engaged end-users
- Stakeholder buy-in
- Seamless UC adoption
- Competitive technology
- Clear ROI



Your Digital Workplace - Standing out from the pack

Arkadin know's why clients embark on their Digital Workplace transformation journeys.

Productivity, agility, and efficiency are the touchstones, with Unified Communications being used to transform how people work, collaborate, and do business with clients.

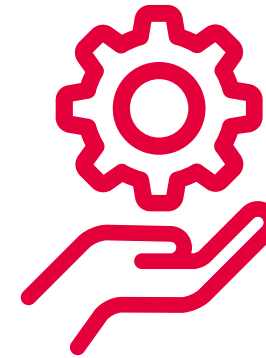
But what separates the best, from the rest, in terms of digital transformation success?

It comes down to how successfully businesses focus on the 'Why' (vision) and the 'How' (culture change) of the digital workplace, rather than getting stuck in the 'What' (technology and tools).

The technology is the servant, not the master of successful digital workplace transformations.



Taking an organisation on a successful journey to a digital workplace requires change - are you ready?



From 'Why' to 'How': Diagnostic to Delivery

At Arkadin we work with our clients to make sure their digital workplace journey has a compelling 'why' at its heart - a vision of change and success which delivers transformation, from the boardroom to the post room.

From our client experience we know that the best digital workplace visions address a clear business need - for example, mobile and multi-channel working; or the drive for more flexibility.

Whether the vision is big or small the key to digital transformation lies in the 'How.'

The 'How' of bringing that vision to life so that user adoption and business benefits are quickly secured and realised.

Arkadin's tried and tested Digital Workplace principles power the 'how' of successful Digital Workplace transformations.

Over the past five years, Unified Communications (UC) and digital tools have become key enablers of change and transformations for businesses.

Arkadin has learnt through supporting our clients that whilst their UC journeys are often different, successful digital workplace transformations share common features on the 'How' - what we call the digital workplace principles that deliver UC excellence.

It's the shared clarity on the 'How' - the overall approach - that enables Arkadin to craft a service delivery process that delivers on the 'What' our client's value most.

So how can you break away from the digital workplace pack?

All too often industry providers talk about the importance of digital readiness, maturity and leadership yet fail to provide clients with a framework or methodology on how to navigate their journey.



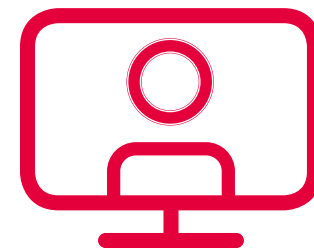
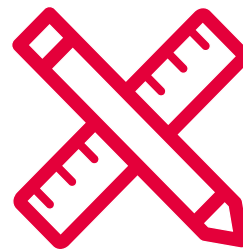
Successful digital workplace transformations don't get stuck on processes and systems, but successfully engage employees with change

Sarah McGovern,
Organisational Change Management
Arkadin an NTT Communications Company

80% of any successful UC deployment is a cultural/people challenge, and 20% the technology

(PROSCI, 2016)

Digital Workplace - Five Key Principles





1 Your Vision; Your Pace

Expansive and successful digital workplace visions usually start with small steps. Those small steps are always in response to a clear business requirement or need.

We encourage our clients to be confident enough to start small, and to go at their own pace in order to achieve their visions and goals. The most vital work happens pre-deployment - the more planning, proof of concept work and preparation you do, the better.

From readiness assessments, proof of concept ideas, to engaging user pilots, Arkadin help you shape and manage your Digital Workplace initiative, learn from the results, and drive adoption and benefits.

You don't have to break the speed limit to make it work.



Start small, prove the technology, and ensure the user experience is strong. This type of pre-deployment approach delivers powerful transformations

Alan Baldwin
Managing Director,
Applicable an Arkadin Company

2 Balance Present & Future State

Arkadin are experts at moving you from digital readiness to digital deployment.

The assessment of your current state should include identification of how your users work today, your organisation's readiness for change and potential areas of resistance. Coupled with these are rigorous assessment of the existing technology estate as an input into the strategic design phase.

How can you know where you are going and whether you've arrived if you don't know where you are in the first place?

A critical dependency is the suitability of your existing network - as a real time application the network must be fit for purpose.

Your future state clearly identifies your business drivers for change and how you will evaluate success. There will be expected and unexpected benefits.

Organisations often see a reduction in their employee attrition as the result of a successful digital journey but this may not have been an objective at the outset.

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Arkadin planned the project from day one, discussing all the dependencies, flagging things up with our IT managers and directors. It was good for them to get this done before the actual move into our new building as that made things much easier

Jürgen Harter,
Vice President of Information Systems,
Horizon Discovery

3 It's All About The User

Successful digital workplace implementation is all about the user. The best transformations recognise the barriers and benefits in digital workplace journeys are not related to technology, but to workplace culture.

You need to actively engage your user communities at every step of your digital journey, providing support and inspiration.

From user profiling, persona development, and user scenario development in the service offer, Arkadin supports you to place user needs at the heart of your deployment, building stakeholder support and ensuring a high quality of service (and therefore adoption) throughout the process.

Who are the key allies to drive change? How do you select the right internal champions? How do you share momentum and insights to help incentivise adoption across all employees?

These are the implementation questions we help all our clients with to answer effectively to ensure successful change. Building the digital workplace is something you do 'with' an organisation, not 'to' it. Engage users and bring them on the journey.

Spend a lot less time on technology. Spend a lot more time on people. Earnestly engage and involve them. If they feel like they are part of the solution or part of the answer, they seem to produce. They're happier and it all falls into place

Kurt Thaus,
Senior Vice President and CIO,
Telephone & Data Systems, Inc.

4 Be Modular, Incremental & Measurable

'Your vision; your pace', demands a structured and modular approach to delivery. If you don't plan your project correctly the benefits realised would be reduced and timescales prolonged - however the robust the technology platform is.

Methodologies for the digital journey are defined with clear steps and outputs identified for each phase. These range from assessing your digital readiness, to documenting your voice strategy to monitoring a full suite of in-life managed service metrics.

Planning is taken very seriously - by us and by you.

The creation of a business case with measurable milestones allows reporting of success along the way. With a modular approach there are opportunities to continuously improve the plan based on regular feedback.

Our clients want to know that we understand the journey, that we have travelled it before and that we jointly understand the importance of measuring success.

Do not treat a Digital Workplace initiative as one big single project. Instead, develop a Digital Workplace programme with an implementation strategy that meets the specific needs of your organisation. IT leaders must not be fixated about rapidly advancing to the next level

Tay et al ('Maturity Model for Digital Workplace Programs'), Gartner (2016)

5 Be Digital From The Inside Out

Truly digital workplaces are easy to spot once you've worked in them. Tools that make working anywhere as easy as working at an office, with employees seamlessly integrating voice, video, messaging and face-to-face modes of communicating and collaborating help to maintain productivity.

At Arkadin, we support our clients to nurture the breakthrough behaviours that create successful digital workplaces.

It's important to ensure that key groups are engaged and are involving and empowering your 'digital natives' to adopt new ways of working. They, in short will become digital from the inside out, with everyone understanding how digital enhances their role.

Your vision, user led engagement, a rigorous step by step plan, and our business led transformation approach allows Arkadin to build solutions tailored specifically to your needs and explicitly designed to unlock the breakthrough behaviours that create enhanced organisational agility and performance.

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The Digital Workplace isn't 'a thing' - it's a set of tools and everyday digital behaviours that create faster, smarter and engaged workplaces - the tools disappear as your employees become engaged adept users

Helen Lancaster
Head of Marketing, Northern Europe,
Arkadin an NTT Communications Company



Digital Workplace Principles Interlock Seamless End-to-End Delivery

We use our digital workplace principles to help you plan and create a road map to transform the culture and technology within your organisation, helping you reap the benefits of a digital workplace.

The principles are the foundations of agile solutions and processes. Whole organisational engagement and ownership are vital to vibrant digital workplaces.

These services are carried out through a series of workshops, each with clear objectives and outcomes; readiness reports, roadmaps, strategy documentation and client transformation plans.

From diagnostic to delivery, through digital readiness assessment to implementation - Arkadin supports you every step of the way.

Our can-do attitude and listening approach gives our clients confidence in the roll-out of their large UC deployments.



Arkadin were listening to us and understood what we wanted to achieve and built a system around it

Owen Davies,
Project Manager,
Catalyst

Arkadin's team of experts are ready to support your business...

With over 400,000 users deployed and counting we have an enterprise ready experienced team of experts to help you deliver a seamless end-to-end transformation

Organisational Change Management (OCM)

Arkadin's Organisational Change Management approach is a dedicated service which is focused on delivering a premium end user journey through the on-boarding and adoption of new technologies into work processes'. Delivered through multiple channels (Communications, Training & Coaching, Stakeholder Engagement and Human Resource Management), Arkadin works to ensure well rounded success by working hand in hand with our clients to minimise resistance with the end users and address known pain points, while maximising acceptance and adoption.

Solutions Architect

Our architecture practice brings experienced technical specialists in Skype for Business, Contact Center, Video systems, and telephony together to design and deploy collaboration solutions for your digital workplace. Depending on your organisational needs we can

integrate your existing phone system, Active Directory, and Office 365 services, with cloud communications from Arkadin, and use our load-testing and analysis tools to make sure your network will support these new services efficiently.

Project Management

Work with a team of qualified Project Managers who have a wealth of knowledge and experience in deploying cloud based conferencing and communications solutions. To simplify and help effectiveness we assign a single point of contact throughout the duration of any project, who will work with you to deliver communications solutions to help transform your business. No matter the product you are looking to launch within your workplace, you will be able to consult with our experts in the field who will provide guidance and support to advise on the best way in which to deploy a product/solution as seamlessly and efficiently as possible.

Digital Workplace - Five Key Principles



Digital Readiness Assessment

Evaluation of the overall business readiness to be able to successfully onboard new technologies and maximise user acceptance and adoption.

Network Assessment

The network is a critical dependency. Simulate voice and video calls across the network, and analyse and document the ability of the existing infrastructure to support a real-time UC implementation.

UC Discovery Workshop

Define the technical roadmap and document the UC strategy. Identify the existing voice, video, and IT estate and understand the scope of the UC transformation.

Design Workshop

Define the global voice strategy, and document the site transformation plan. Identify the integration points with existing telephony, IT and collaboration systems.

Proof of Concept & Pilot

Deploy the service to a test group of users. Collect feedback and usage information, and incorporate the findings in planning the full deployment.

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Be Digital From The Inside Out



Deployment Managed Service

Industrialized global platform in place to deliver great user experience and enable anywhere - any device communication across the whole organization from a single interface

ROI = Agile & Adaptive Business

Using the global unified experience to promote agility and drive out the use of legacy tools. Providing the Metrics to drive adoption and understand the complex interplay between teams and geographies globally.

UC Expertise Combined UC Excellence Delivered



Arkadin - part of the NTT Communications group of companies - is the world's fastest growing collaboration services provider. We offer a range of unified communications and audio, web and video collaboration solutions, as well as virtual events. These are delivered in the cloud for fast, scalable deployment.

For more information, please visit: arkadin.co.uk



NTT Communications provides consultancy, architecture, security and cloud services to optimise the information and communications technology (ICT) environments of enterprises. These offerings are backed by the company's worldwide infrastructure, including the leading global tier-1 IP network, the Arcstar Universal One™ VPN network reaching 196 countries/ regions, and over 140 secure datacentres worldwide. NTT Communications solutions leverage the global resources of NTT Group companies including Dimension Data, NTT DOCOMO and NTT DATA.

For more information, please visit: eu.ntt.com

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Enjoy sharing