Microsoft 365 Teamwork

Partner Case Study – Content and Code

Ad agency gets more creative with teamwork and Microsoft Teams

Award-winning Microsoft partner Content and Code implemented its Microsoft Teams Enterprise Pilot offering to show a global marketing firm how Microsoft Teams improves teamwork, productivity, and efficiencies for employees at its more than 50 agencies.

Bringing teamwork out of the shadows

UK-based Content and Code has become an industry-leading consultancy and trusted Microsoft partner by enabling its clients to get the most from their investments in Microsoft technologies. The company's success comes from understanding the business value its solutions can deliver, then aligning those solutions to clients' business goals, along with core user needs and requirements. According to Alex Dorian, head of solution architecture at Content and Code, "Every client is different. Through our workshops, we find those unique use cases and map them neatly onto the technology."

One of Content and Code's recent clients is a major multinational corporation that offers a broad portfolio of services—from consumer advertising and digital marketing, to communications planning and public relations. For this organization's more than 50,000 employees, effective communication and collaboration are critical tools of the trade. But too much "shadow IT"—tools and applications employees used without the knowledge of or vetting by the IT department—was getting in the way. Agencies, and sometimes departments within agencies, used different applications to communicate about and curate projects. Lack of compatibility or integration among these apps actually impeded collaboration and teamwork. And IT couldn't provide governance or ensure the security of these rogue apps.

The organization's leadership team wanted to replace this shadow IT with a single platform that could be managed by the IT department to ensure integrity and security—and would make working together easier—across the entire organization. To address these requirements, Content and Code proposed Microsoft Teams, the chat-based workspace in Office 365.

Partner profile
Content and Code are Office 365 consultants who help forward-thinking organizations achieve their business goals faster by enabling them to better understand their highest-value activities.

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"Regardless of the opportunity, we always work hand in hand with Microsoft to ensure that we win, Microsoft wins—and most important—the client wins."

– Tim Wallis, *CEO, Content and Code*

The Content and Code team believed that a Microsoft Teams solution would enable the client to improve collaboration and productivity. And everyone's work could be stored in a security-rich environment that could be managed by the IT department.

Mapping out a plan that delivers results

The client's management team were delighted about the possibility of consolidating such a variety of technologies onto one platform, but they needed to know—how would it work? So, they engaged Content and Code to deliver its pilot offering to a subsidiary agency with about 1,500 users. Alex Law, Microsoft Alliance Manager at Content and Code explains: "The Microsoft Teams Enterprise Pilot solution is perfect for organizations like this one that are interested in Teams and want to understand how technical support for Teams would work within their current environments. They can be sure that when they do deploy, it runs smoothly."

The engagement began with a discovery and assessment workshop to ensure Teams could run on the agency's network. Next, Content and Code conducted a solution-planning and requirements-gathering workshop to learn about what use cases for this particular client would benefit from Teams. From there, Content and Code worked with the agency to evaluate how to deploy Teams most efficiently across the organization—and to actually deploy the pilot for a small group of users, including configuration, testing, and user adoption.

After deployment, Content and Code adoption consultants took the reins. The scope and flexibility of the Microsoft Teams Enterprise pilot helped them understand what sorts of adoption techniques would be most effective. For example, while they used a variety of techniques to encourage employees to adopt and use Teams—from workshops for champions to drop-in sessions and quick-start guides—consultants quickly recognized that users at this particular agency appreciated creative communications. Face-to-face drop-in sessions were also key to garnering user interest. Alex Law explains: "Our client got important validation about what kinds of activities work for adoption when they're ready to roll out Teams to everyone." At the end of the engagement, there was a documented pilot review that reported the results of the pilot experience and provided guidance for the eventual rollout to the entire organization.

More time for creativity and innovation

The client's management team is excited about what it's seen from the pilot offering. Microsoft Teams has had a significant impact on productivity. Employees used to spend up to two hours per day checking email and otherwise managing their inboxes. Now they're investing that valuable time on activities that build and strengthen client relationships. And streamlined collaboration and idea sharing has enhanced the agency's agility. Using what it's learned from the Content and Code-led pilot to generate excitement, the corporate parent has already deployed pilots for two more of its agencies. If these rollouts are successful, the organization plans to deploy Microsoft Teams across even more of its subsidiary agencies.

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