



Addin365

Employee
experience
stories 2022
delivered by AddIn365



FOREWORD



We are witnessing a period of rapid innovation in internal communications technologies by global technology providers. One by one, in response to the increase in hybrid and home working, global vendors such as Workday, IBM and Microsoft have launched digital employee experience offerings, providing huge advances in what is possible.

Organisations have recognised the value of an engaged employee. Investments into digital employee experiences such as intranets, portals and two-way communications tools, as well as collaboration capabilities, have been revisited. With almost all office workers at home for the majority of 2020 and 2021 a spotlight was shone on the technologies organisations had put in place to help their employees to be productive. Organisations quickly felt the bite of underinvestment in their digital employee experiences.

As a long-standing Microsoft partner, AddIn365 has been able to partner with organisations to deliver Microsoft's employee experience offering – Viva. We have utilised this service alongside more familiar services such as SharePoint, Stream, Yammer and Microsoft Teams. This combination of technologies has been used by our customers to meet employee needs; deliver personalised experiences, ease of findability and gorgeous interfaces that help people to connect emotionally to their organisations – wherever they happen to be. I am excited to share with you a few of our stories from Autumn 2021 in this brochure, to provide some insight into how other communications and IT professionals are delivering their employee experiences.

A big thank you to our customers that have chosen to partner with AddIn365 to deliver their digital workplaces and tell their stories in this brochure. Where they inhabit different sectors – health, utilities and supply chain – and with these sectors come different challenges, all have met their employee needs with Office 365 and AddIn365's product and service offerings.

I hope you enjoy reading them and please get in touch if you are looking to do something similar – as we would love to discuss your needs with you.

Suzy Dean,
Chief Executive Officer



ABOUT US



AddIn365 are a London headquartered Microsoft Charter Partner, recognised as one of the best partners globally for Business Applications and Content Services solutions, by Microsoft.

AddIn365 are specialists in delivering employee experiences on Office 365; from communications capabilities that leverage Viva, SharePoint, Yammer, Teams and Stream to productivity solutions that leverage Microsoft Teams and the Power Platform.

AddIn365 is home to three global experts in workplace technology – Suzy Dean, Wes Hackett and Paul Schaeffli – who all hold Microsoft MVP status. The MVP Award cannot be studied for, it is awarded by Microsoft Product Groups directly to only 200 individuals globally, in a community of more than one million practitioners.

Our expertise is why the world's biggest brands trust AddIn365 to deliver their employee experiences on Office 365.

Our clients include:





CASE STUDY

Wincanton

Context

In spring 2021, Wincanton, Britain's largest supply chain company, required a new employee experience platform that would promote their values through powerful internal branding and support employee well-being and productivity. The solution needed to introduce the latest innovations in media formats and collaboration technology, such as Viva Connections, to a diverse, hybrid workforce.

The existing intranet was more of a document repository, inaccessible unless in a Wincanton office and on the Wincanton network. With SharePoint Online available through the browser, Wincanton were keen to leverage this ease of access for their workforce, to meet the demand created by hybrid working.

Wincanton wanted to provide office and remote workers with targeted content and intelligent navigation to support their culture of employee inclusivity. With employee retention top of mind, Wincanton wanted to share regular updates and encourage brand affinity with employees.

During a period of company growth, Wincanton was keen that the employee onboarding process, especially whilst working remotely, was supported. Wincanton aimed to promote inter-departmental knowledge sharing through communities of practice and lightweight curation of departmental content to support self-service of information throughout the organisation.

The solution

Wincanton selected Addln365 as their partner to deliver a new employee experience. They invested in Addln365's products:

- Creative and Page Kit to promote the Wincanton brand whilst maximising return on investment in SharePoint Modern.
- Site Builder to ensure the intranet will scale consistently with business needs.

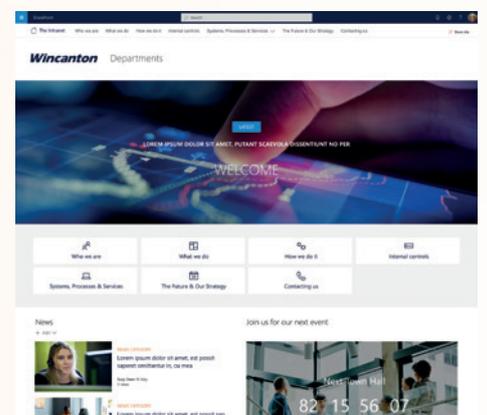
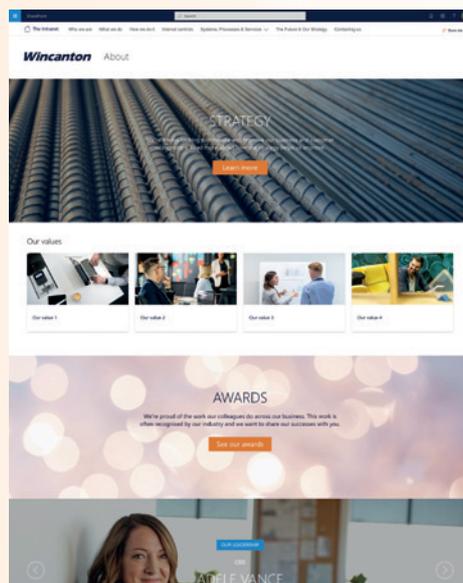
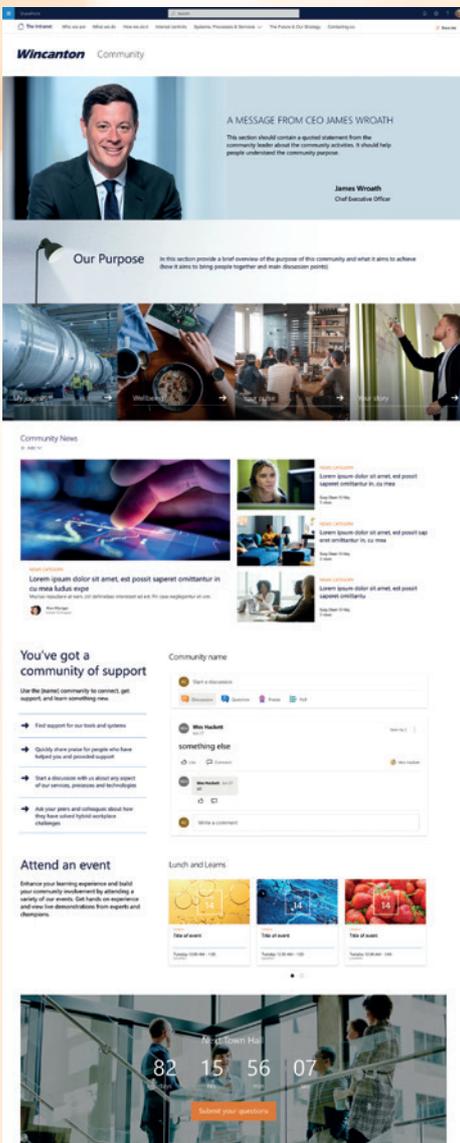
Wincanton also invested in consultancy, information architecture, branding and training services from Addln365.

Viva Connections

Wincanton employees were already using Microsoft Teams for calling when the intranet project kicked-off. By light-switching Viva Connections, they have been able to bring their SharePoint intranet into Microsoft Teams - so employees can use the service wherever they happen to be working.

A key business objective for Wincanton is to help employees stay connected and to improve knowledge sharing. With both news and coronavirus hubs connected into the AI driven news feed across Viva Connections, employees can now access these top news items through 'My News' in Viva Connections.

This ability to deliver news and colleague updates across the platform via Viva Connections aims to reduce the reliance on email communication traffic.



“We call our intranet ‘My Place’ because it is first and foremost for our colleagues and creates a sense of ownership. AddIn365 have helped us to structure our content to support our colleagues needs, from the introduction of My Wincanton through to the information we have chosen to curate within our departmental experiences.”

Jackie Bibby, Head of Marketing & Communications

Information Model

One of the primary business objectives with the refreshed digital experience is to aid employee retention by helping a Wincanton employee understand the job opportunities and career pathways available to them, alongside benefits and training offers.

The prioritisation of the ‘My Wincanton’ navigation node as the first item supports this. This element houses the connections between people services, career pathways known as ‘My Journey’ and common tasks any employee is likely to undertake such as holiday and travel booking.

Wincanton has leveraged AddIn365’s architecture patterns for the development of the new intranet, which has allowed for a speedy delivery. These patterns provide page layouts and navigation that can then be iterated to get to a business-ready architecture quickly.

Wincanton’s departmental sites provide information about what each department does, how they operate and key contact information. Early in the project it was clear that many people were being contacted about activities and tasks which they simply didn’t own. Reaching the right audience across the various sectors and market areas is now simpler with key contacts and responsibilities available for each department.

Wincanton’s communities experience leverages Yammer from within the SharePoint Modern experience, so employees can engage with others easily – without navigating away from the intranet to the Yammer service. Communities of practice have been developed for:

- Leadership engagement; to support two-way communications between all levels of Wincanton and across all locations.
- Diversity and inclusion; to ensure a broad spectrum of ideas can be shared and heard, to help Wincanton maintain their position as a market leading supply chain company.
- Role based communities; to ensure peer to peer support and knowledge sharing.
- Wellbeing; making it clear that the employee experience is of paramount importance to Wincanton.

Branding

Wincanton had recently been through a brand refresh and wanted the intranet to be the internal representation of this new direction. Using a clean intranet design, dominated by white space and bold ‘people’ imagery to draw employees into content, keeps both the external and internal sites aligned.

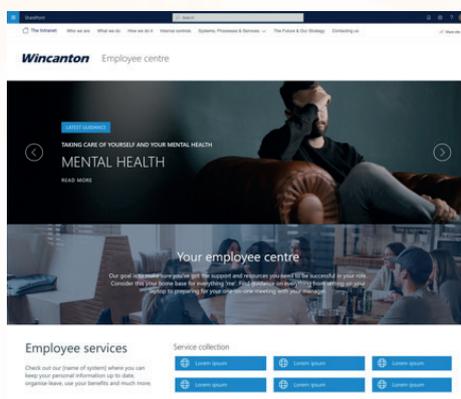
Jackie’s tips for an intranet upgrade



- Phase your releases - so the programme delivers value early then builds on it. We went live with a homepage, department sites, about us and news sites before focusing on our employee value proposition sites and more complex operational content.
- Buy or develop a pattern for each site type, for example departments and communities. We used AddIn365’s patterns which allowed us to get to a Wincanton specific architecture quickly and then get on with content. A blank sheet of paper start with each business area would take significantly longer and lead to an inconsistent employee experience. We didn’t want this as it would hamper findability of content as well as increase project costs and extend timelines.
- Have a team member focused on helping the business produce their content. This really is the hardest part of any intranet project, as it involves moving stakeholders to produce something in addition to their day jobs, simultaneously.

“I am pleased that our new colleague experience has been delivered quickly in partnership with AddIn365. The solution architecture that AddIn365 developed for us has made use of core Microsoft services such as SharePoint, Yammer, Microsoft Teams, Stream and Viva Connections. This has helped us to build adoption and use of Office 365 at the same time as meet the business objectives that we have.”

Richard Gifford, Chief Information Officer



“We are pleased to be working with a partner that has an evergreen product roadmap, as it gives us comfort that our amazing intranet will evolve with the latest digital design trends and still feel new in 18 months’ time. When AddIn365 told us about Viva Connections we wanted to make use of it from launch. AddIn365 could support that from the start because they compliment Office 365 rather than competing with it. This was a real plus for us as we want to make use of new capabilities when Microsoft make them available to us.”

Jaime Falarczyk, Head of Corporate Affairs

CASE STUDY

Wales & West Utilities

Context

Wales & West Utilities have over 2,000 colleagues who work to provide the safe, secure and reliable transportation of gas across their distribution network in Wales and the south west of England.

Wales & West Utilities’ employees are a mix of hybrid working (office/home) colleagues and field engineers. With their headquarters in Newport, Wales, the communications team wanted to update their intranet, Pipeline.

Wales & West Utilities wanted a more intuitive and engaging intranet that would promote increased engagement and collaboration - and was moving in parallel to the 365 journey of their IT infrastructure.

The new intranet would need to be cost and time effective - and easy to use. It also needed to make accessing essential documents as straightforward as possible.

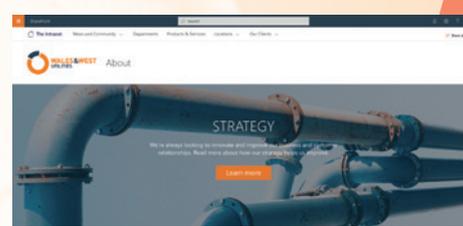
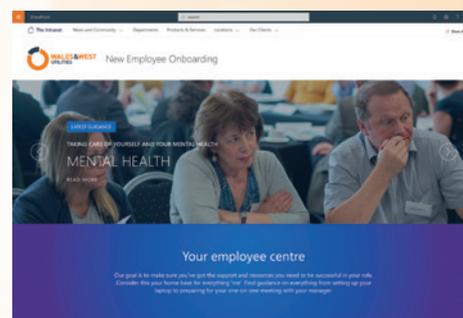
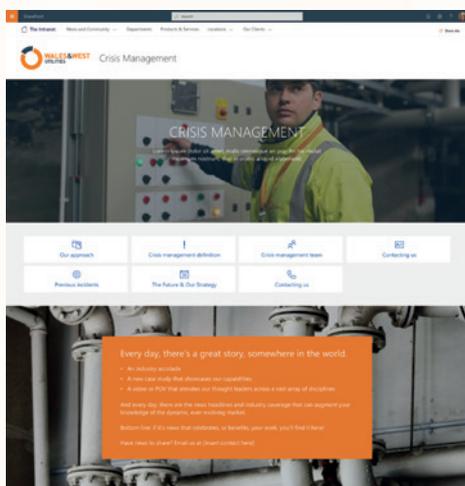
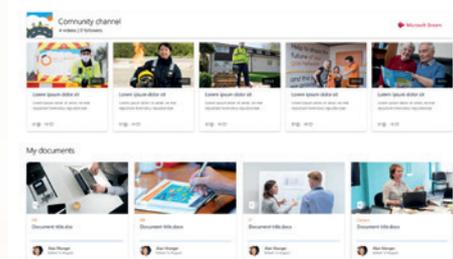
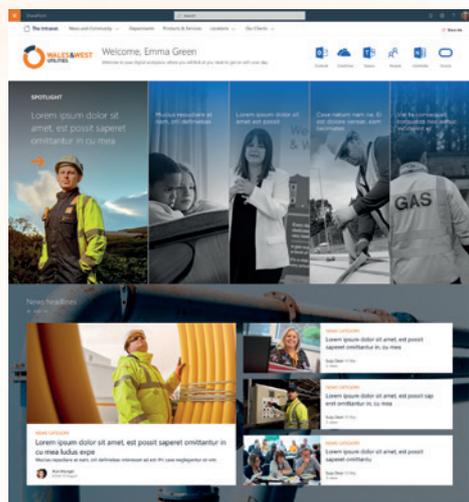
The new intranet would also need to work on mobile as well as desktop, to support the front-line workers at Wales & West Utilities.

The Solution

Wales & West Utilities decided on a SharePoint Modern intranet experience and invested in all three AddIn365 intranet product modules – that extend the SharePoint Modern experience.

- Creative and Page Kit to ensure brand alignment of the new intranet to Wales and West Utilities brand guidelines.
- Site Builder to generate new sites in a single click as different business areas require them.
- Content Confidence Kit to deliver a cutting-edge content discovery experience – by bot.

Wales & West Utilities also engaged AddIn365 to provide consulting, training and information architecture services, as well as a fresh new look and feel.





“We wanted an intranet that we could easily update ourselves, so that we could be self-sufficient.”

Jaime Falarczyk, Head of Corporate Affairs

Information Model

AddIn365 worked with Wales & West Utilities to evolve their departmental based information model to one that was more operationally focused.

This pivot will support colleagues better in completing the tasks they set out to do. For example, customer services will now incorporate processes, the service catalogue, customer research and market opportunity awareness, rather than these content areas sitting under departments such as marketing and regulation.

Content to do with connecting households to the gas supply, servicing them and liaising with local authorities on scheduled works were previously documents in a library. The new intranet creates centres for this information in SharePoint Modern, that allows Wales & West Utilities employees to find the content easily and contextualises the content based on customer experience.

Using AI to manage content lifecycle

Wales & West Utilities decided to invest in AddIn365's Content Confidence Kit. The Kit presents colleagues with a bot on intranet pages, that they can engage with to ask questions and discover answers.

From the intranet team's perspective, the bot is reading the intranet, so they are not needing to manage separate knowledge bases. This allows for an exciting user experience - without the management overhead.

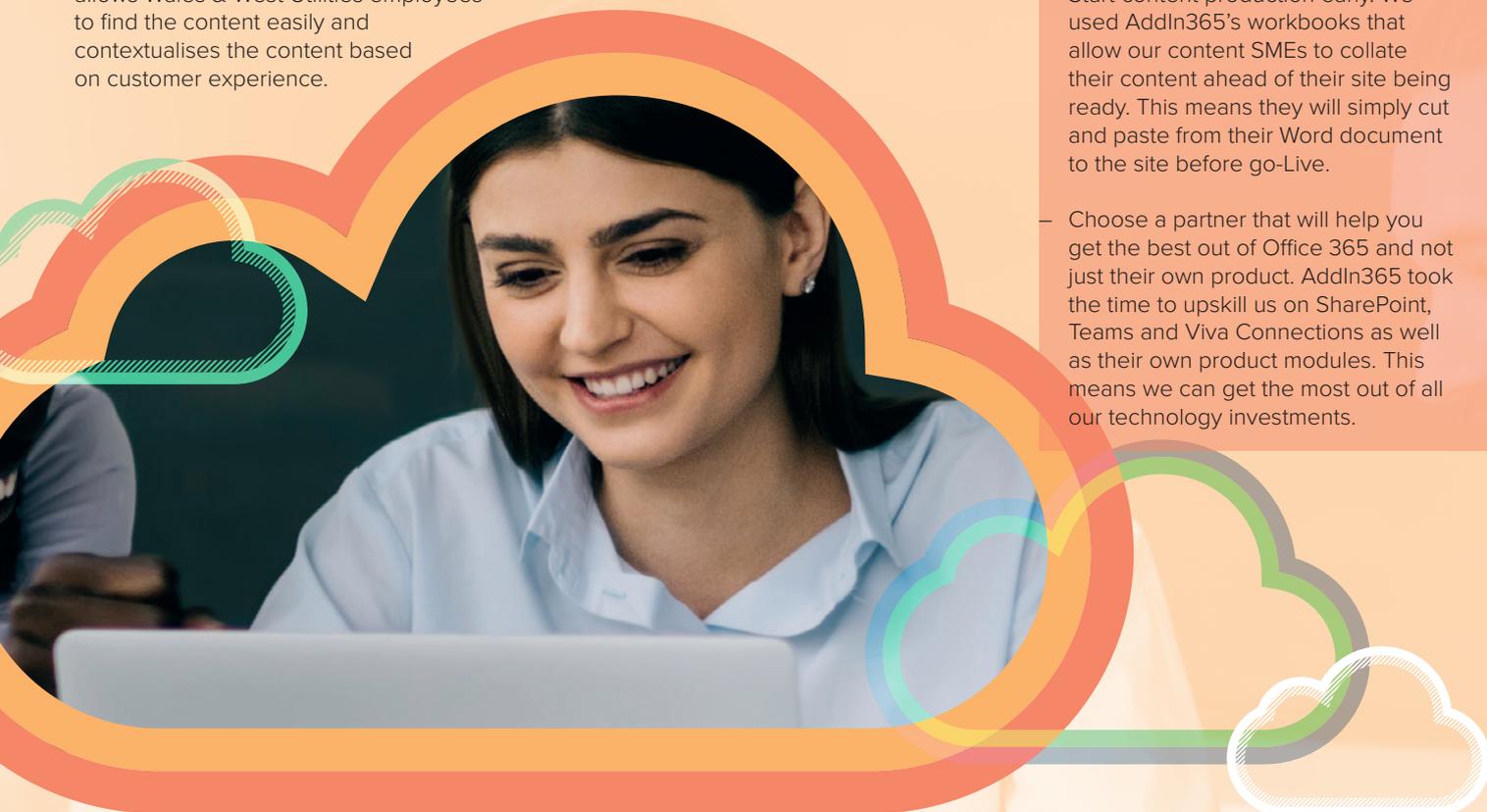
Once the bot has answered a question, the colleague is invited to provide feedback on the answer. This feedback is routed to a Microsoft Team where content owners can consume the feedback and update their content to reflect what employees are looking for.

Viva Connections

Wales & West Utilities have chosen to deploy Viva Connections to take advantage of the personalisation this service layer provides, with followed sites, files and a navigation that is specific to the individual and adjusts based on colleagues' content choices.

Jaime's top three tips

- Think about your architecture from the perspective of the colleague and how they consume information, rather than what makes sense for the people that produce it.
- Start content production early. We used AddIn365's workbooks that allow our content SMEs to collate their content ahead of their site being ready. This means they will simply cut and paste from their Word document to the site before go-Live.
- Choose a partner that will help you get the best out of Office 365 and not just their own product. AddIn365 took the time to upskill us on SharePoint, Teams and Viva Connections as well as their own product modules. This means we can get the most out of all our technology investments.



“The Content Confidence Kit is an insurance policy for our content. Colleagues can feedback on information that is out of date, or incorrect. This means that colleagues can be totally confident about the integrity of the new look Pipeline.”

Jaime Falarczyk, Head of Corporate Affairs



CASE STUDY

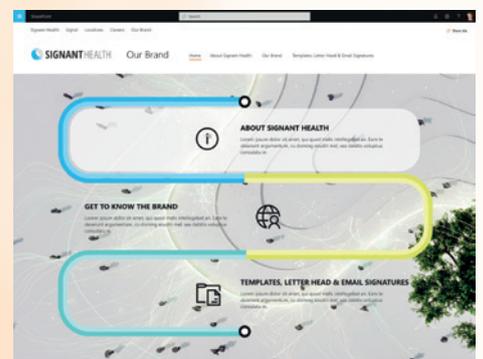
Signant Health

The challenge

Signant Health is the global evidence generation company that is modernising clinical trials. Signant stands by the message that 'every patient touch point is a potential moment of proof – make it count.'

In 2020 Signant required a single platform from which to connect and communicate with each of their 2,000 employees. With roughly half of the team members based in the US and the other half in Finland, the UK, Czech Republic, Romania, Japan and India, Signant has a truly global workforce. Multiple technology platforms were in use at Signant, in different business areas including: Slack, Jira, Office 365 and Confluence. A new communications platform would need to be available to all employees and meet the following functional requirements:

- Employees need to be able to find the content they are looking for when they need it, even if that information is housed on another platform.
- The site should seamlessly enable and encourage two-way communications and feedback (utilising existing channels such as Slack).
- Employees need to feel that the news and information content published on the communications site is relevant to them – it should support content targeting.
- The Signant Health brand and corporate identity needs to be reflected in the look, feel and user experience of the site.
- The site should have a modern user experience.
- The site should connect employees to content in third party platforms.



“When the scale of the COVID-19 pandemic became clear in March 2020, Signant – like thousands of organisations around the world – needed to rapidly respond. Having a clear Pandemic Response Plan was a critical factor, as was AddIn365’s quick design and deployment of Navigator, which allowed us to rapidly connect all of our employees to one another and to our leadership team. This enabled Signant to support our clients in developing the COVID-19 beating vaccines that will allow the world to return to normality.”

Scott Connor, Chief Marketing Officer

The solution

Office 365’s SharePoint was selected as the new communications platform. Signant required a Microsoft partner to work with and selected AddIn365 and AddIn365’s communications product, AddIn Intranet. AddIn Intranet enhances Office 365 and delivers a rich employee experience, without replicating native functionality. Our solution met 100% of the functional requirements set out and was delivered alongside additional consulting services to get the site designed and architected whilst the Signant’s editors were trained.

Post pandemic outcomes

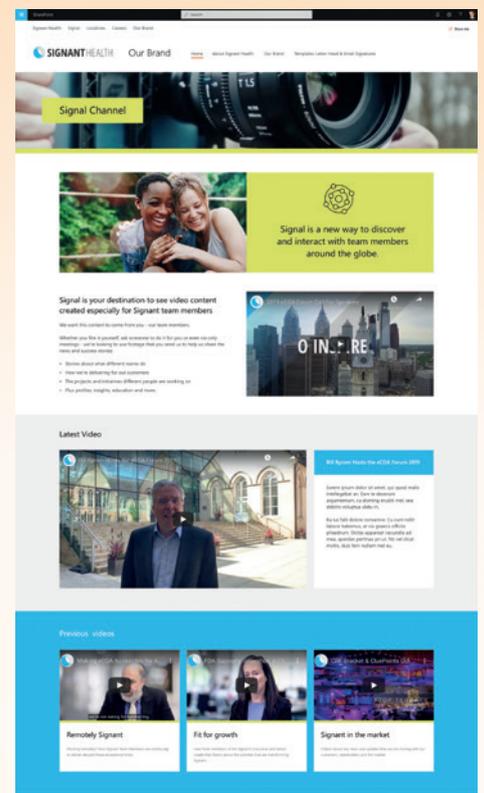
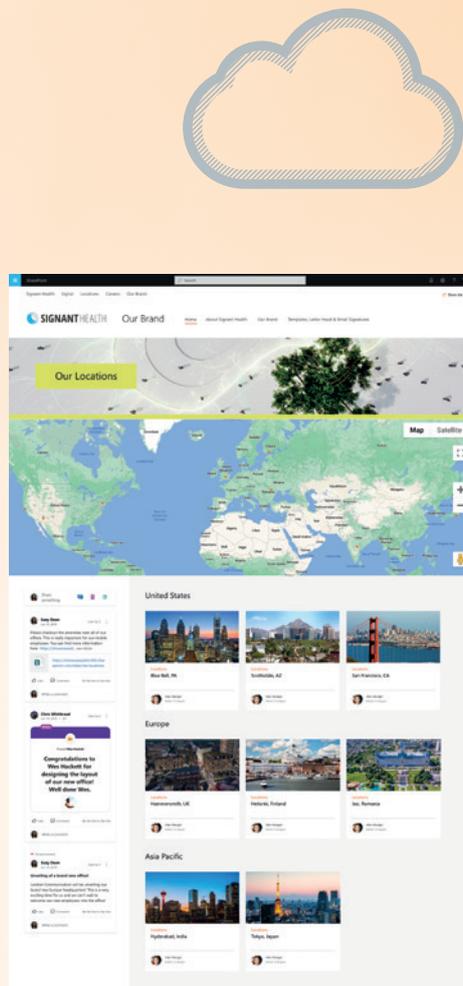
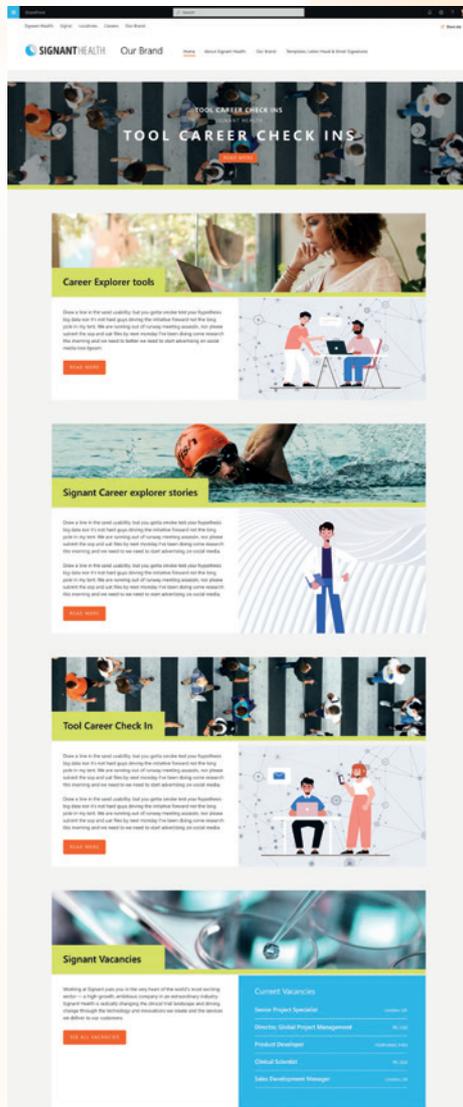
When the pandemic hit and Covid-19 spread across the world, Signant Health made the decision to move its global workforce of 2,000 employees, based across the US, Europe and Asia, to a programme of remote working.

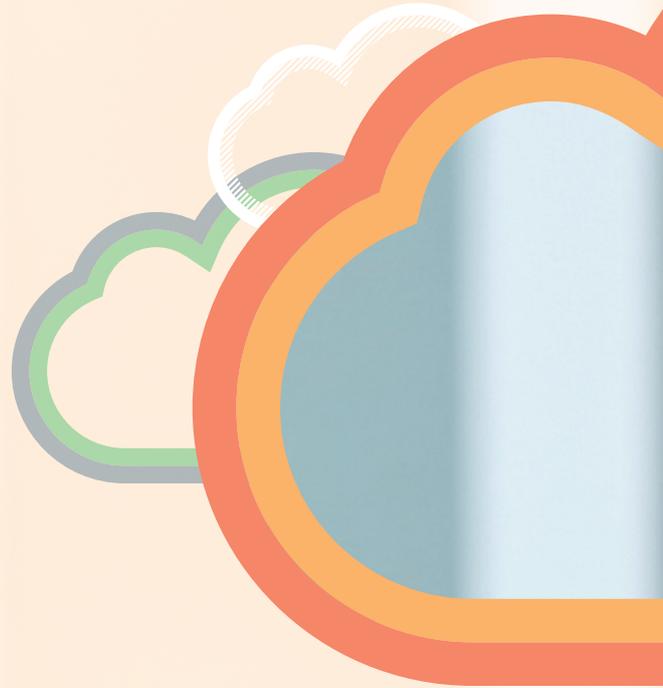
Just days before the remote working decision was made, AddIn365 had launched Signant’s new Intranet, Navigator. Built using AddIn Intranet, Navigator was engineered to minimise the set-up time and encourage quick adoption rates when compared to more traditional custom or intranet product routes.

Navigator served as the critical communications hub for all employees. The success of Navigator gave the Signant leadership teams confidence that they would be able to communicate essential business updates to their workers instantly with relevant and targeted content during such a vital period.

The Navigator platform proved crucial by not only connecting the Signant leadership to employees with two-way communications, but also allowed for clinical trial progress to be reported to the relevant internal teams, no matter their location or time zone. Signant Health undertook an immense scaling of operations across the business to support the clinical trials of newly developed vaccines and treatments for COVID19 for their customers, including Pfizer.

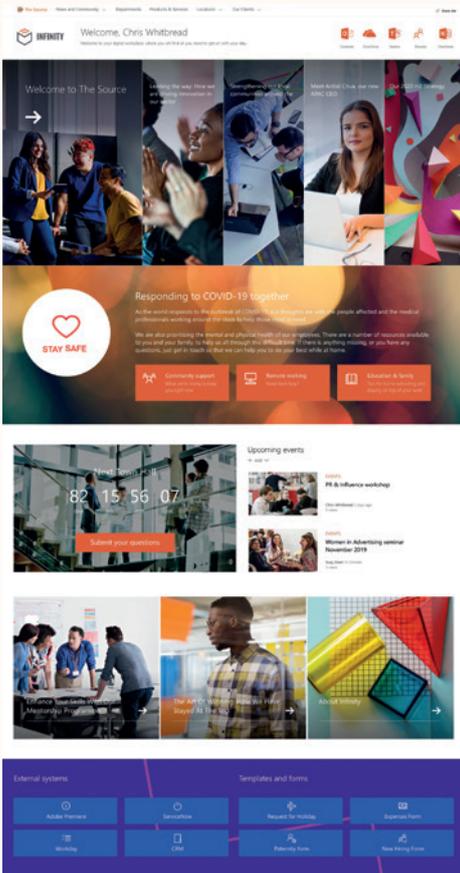
Navigator has allowed Signant Health to support the radically changing needs of the pharmaceutical companies at the forefront of developing Covid-19 vaccines and treatments with clinical trials and supplies.





ADDIN INTRANET

I want to streamline my business communications



AddIn Intranet enriches SharePoint Modern, to provide a comprehensive intranet experience for your employees.

AddIn365 Creative and Page Kit

AddIn365's Creative and Page Kit enhances the look and feel of SharePoint Modern, allowing your digital environment to best represent your brand. Our Creative and Page Kit lives alongside out of the box components, helping you to maximise your use of native functionality – but with more oomph. Building employee engagement is made easy, with a more dynamic set of capabilities that will bring your content to life.

- Communicate company vision, mission, values and corporate strategy to employees.
- Achieve brand alignment through your intranet experience.
- Empower staff to contribute, feedback and spark ideas for future growth.

Content Confidence Kit

AddIn365's Content Confidence Kit helps you to keep your intranet content up to date. Your leadership, workforce and intranet team can all be confident that your intranet site content is providing the right and relevant information to your employees, on an ongoing basis. Maintaining up to date content is made easy, with automated content lifecycle management.

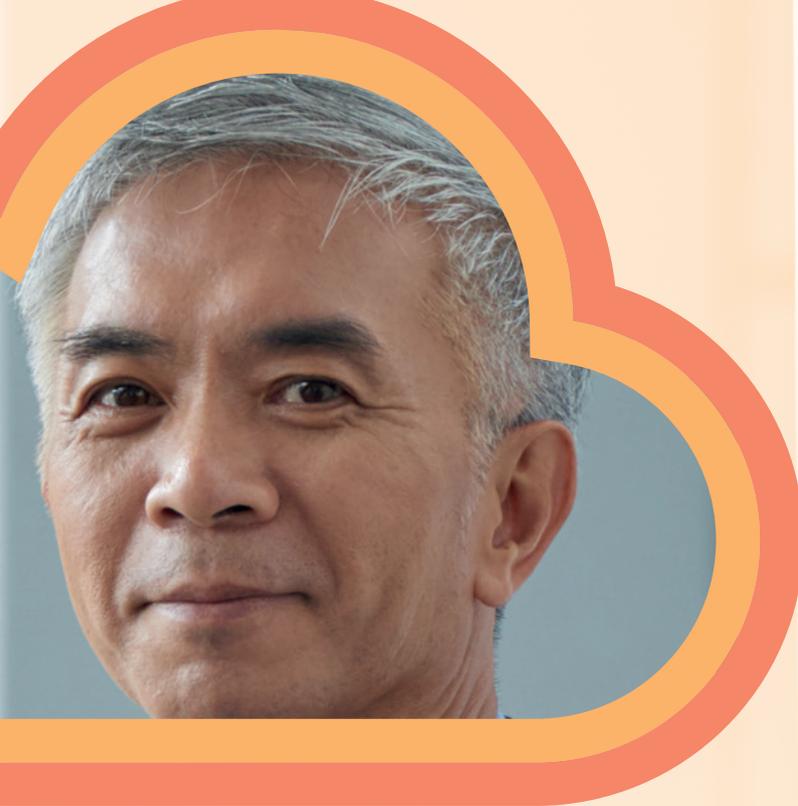
- Ensures your intranet content is timely and accurate over its lifecycle.
- Support your workforce with the content they need to be productive.

AddIn365 Site Builder

AddIn365's Site Builder quickly stands up SharePoint Modern sites for your business to populate with content. In under a minute, whole sites can be configured, from page layouts and navigation down to site designs and term sets.

Building an intranet need not take weeks but can be stood up in a few hours and scaled as your business requires new sites.

- Save time on configuration and set-up.
- Define best practice for your organisation then standardise it everywhere, without the need for your content owners to become SharePoint experts.
- Support site navigation and findability with a consistent information architecture.



ADDIN WORKHUB

I want my employees to collaborate from anywhere

Work Hub enriches Microsoft Teams, providing relevant content to your employees through different Skills. Work Hub Skills give you maximum flexibility when choosing which of your needs to meet and how much you want to invest.

Creation Pack Skill

AddIn365's Creation Pack Skill will apply your Microsoft Teams governance strategy, without the need for business change management. Out of the box a Microsoft Team can be created by any employee using Office 365 and that Microsoft Team can be given any name. AddIn365's Creation Pack Skill allows for the democratised Microsoft Teams creation that Microsoft provides, automatically applying a naming convention, URL, settings and policies in the background.

- Retain the use of your democratised Microsoft Teams creation, without losing control.
- Ensure ongoing alignment to your governance strategy.
- Evolve your Microsoft Teams set-up with your business requirements.

Content Pack Skill

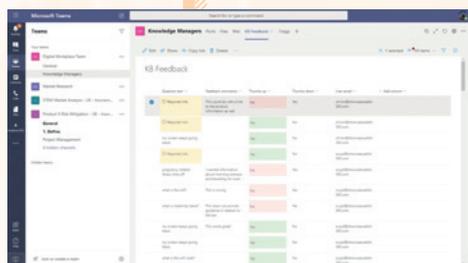
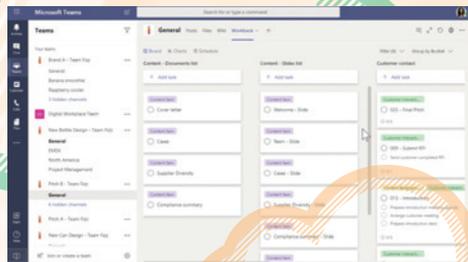
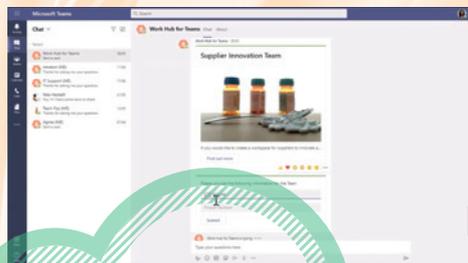
AddIn365's Content Pack Skill will populate a Microsoft Team with information to help you complete your work. Microsoft Teams is an empty vessel. It can be hard to know how to set up a Team for you and your colleagues to work in. Content Packs – packs of content – are made available to you based on your role. Once un-packed, you will have plans, published content and files at your fingertips to support workload execution.

- Ensure your departments work to organisational best practice.
- Promote knowledge transfer between teams and departments that are working on related projects and tasks.
- Reduce the time it takes to find relevant information for the task at hand.

Q&A Bot Skill

AddIn365's Q&A Bot Skill provides a bot in Microsoft Teams to answer your employee's commonly asked questions. McKinsey say that 1.8 hours per day are spent looking for information. AddIn365's bot gives you immediate answers to your questions, without the need to go looking through search results or asking a colleague. Personalise your bot with a name and avatar of your choosing.

- Scale your subject matter experts, so your employees have access to your best information 24/7.
- Help your employees to self-serve with multi-turn questions.
- Learn what your employees need with powerful inbuilt AI, then add to your bot's knowledge.





POWER PLATFORM

I want pre-packaged solutions for my business processes

AddIn365's Power Platform packages will meet many of the standard requirements your organisation will have for workflow and forms.

Sign up and profile data

If your Active Directory isn't as accurate as you'd like it to be, you can now ask employees to complete their profile data when they join a community.

News flow into Microsoft Teams

With more employees than ever working in Microsoft Teams, this solution allows for the sharing of news from SharePoint to targeted Microsoft Teams.

Feedback form

AddIn365's feedback form allows employees to provide insight into things that matter to you.

Become a contributor

Want to become a site contributor? Complete the contributor form.

Project status dashboard

Project status dashboard rolls-up status and key project information into a central dashboard for management review.

ADDIN ANALYTICS

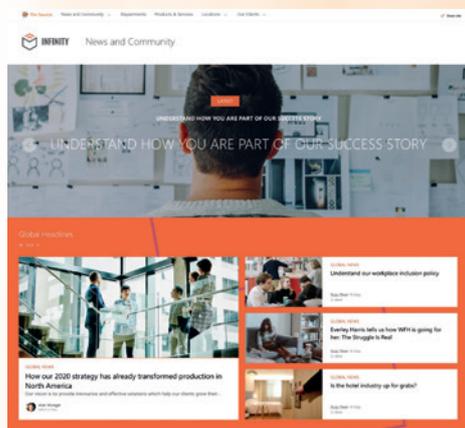
AddIn365 provide a report, so that organisations can track:

- How and where the Creative and Page Kit has been used.
- Where the Content Confidence Kit has been used and by who.
- Where Site Builder architectures have been applied.
- How many Creation Packs are enabled within the business and for which teams.
- How many Content Packs are enabled within the business and for which teams.
- How many Q&A bots are enabled within the business and for which teams.



ADDIN MODULAR

Prioritise your requirements; only pay for what your business needs



Addin365 has launched AddIn Modular; a create your own service offering. AddIn Modular is designed to ensure organisations no longer pay for ready-made product packages that are only partially used.

You, the customer, can now prioritise and select which product modules you need to meet your business objectives and park those that you don't. Follow the steps to arrange a call with one of our experts.

1/ View Addin Products

AddIn Intranet / Work Hub / Power Platform / AddIn Analytics /

2/ Choose your Modules

Creative and Page Kit / Site Builder / Content Confidence Kit / Creation Pack Skill / Content Pack Skill / Q&A Bot Skill / Power Platform / AddIn Analytics /

3/ Download Pricing Guide

To provide our customers with full transparency we have taken the unique step of publishing our price lists. These are available for AddIn Intranet on the next page and all product pricing is available on the AddIn365 website.

4/ Get in Touch

We can:

- Discuss your requirements in more detail.
- Suggest or confirm the most appropriate modules for you.
- Deliver a tailored demonstration against your business requirements.

Alternatively, if you are still in discovery phase we'd be thrilled to show you the art of the possible.

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PRICING

We believe in building trust and providing full transparency when consulting our customers, so AddIn365 has taken the unique step of publishing our price lists.





Creative and Page Kit

AddIn365's Creative and Page Kit enhances the look and feel of SharePoint Modern.

Employees	Price*
0-1,000	£20,000
1,001-3,000	£30,000
3,001-5,000	£40,000
5,001-10,000	£50,000
10,001-15,000	£60,000
15,001-20,000	£70,000
20,001-25,000	£90,000
25,001-30,000	£100,000
30,001-35,000	£120,000
35,001-40,000	£130,000

* per year (ex VAT)

Content Confidence Kit

AddIn365's Content Confidence Kit helps you to keep your intranet content up to date.

Conversations	Price**
2,000	£1,000
4,000	£2,000
6,000	£3,000
8,000	£4,000
10,000	£5,000

** per month (ex VAT)

Site Builder

AddIn365's Site Builder quickly stands up SharePoint Modern sites for your business to populate with content.

Employees	Price*
0-1,000	£7,500
1,001-3,000	£10,000
3,001-5,000	£12,500
5,001-10,000	£15,000
10,001-20,000	£25,000
20,001-30,000	£35,000
30,001-40,000	£45,000
40,001-50,000	£55,000

* per year (ex VAT)



CONTACT US

Want to say hello? You can arrange a call with one of our global experts, to discuss your needs.

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LEARN MORE

At AddIn365 we love to share our knowledge, our insights and our customer success stories. This has led us to launch AddIn Insights. AddIn Insights is an email subscription to our gated content, which includes:

AddIn Comms – The Comms Discovery Series bridges the gap between technology and internal communications. With a focus on enhancing your employee experience, we share our AddIn Show Case, a look at how many of the world's best-known brands are recharging their communications experience.

AddIn CTO – The Discovery Series for CTOs and their IT teams; containing real-life experiences and result driven advisory from our in-house MVPs and industry friends, alongside exclusive interviews from Microsoft to help enhance your digital estate.

You'll also receive invitations to our quarterly webinars, where we delve into how to align the latest technologies with your IT and communications strategies.

You can become an AddIn Insights member by signing up at:



www.addin365.com/contacts





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