#shifthappens APAC

Business Continuity & Productivity

IN THE DIGITAL WORKPLACE

25-27 Aug, 2020 #ShiftHappens APAC Week Online

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From Skype for Business to Teams: Migrating 40,000 accounts in GroupM to a Modern Collaboration and Communication Platform

Rene Modery

Germany/**Singapore**/
Switzerland

Microsoft Office Apps & Services
MVP since 2012

APAC Collaboration & Productivity
Tools Project Manager, GroupM

GroupM

We're the leading media investment company. If we're not responsible for shaping the next era in media, who will be?

To be responsible for shaping the next era of media where advertising works better for people.

Let's face it—the media industry has not always had the best reputation. We're working every day to change that—whether it's investing in brand safety, leading on consumer privacy, operating sustainably, or championing diversity in every form.

GroupM

Holding Company	WPP
GroupM Agency Brands	MINDSHARE, MEDIACOM, Wavemaker, essence, m/SIX *
Media Group Brand	groupm Investment, Services, Business Support, Data & Technology
GroupM Specialty Businesses	XAXIS, MOTION CONTENT GROUP, FINECAST, kinetic

*JOINT VENTURE

GroupM

GroupM
is the largest partner of Google, Facebook, and Amazon

22%
Average reduction of fees successfully negotiated across adtech partners

30%
Of global media billings are managed by GroupM

62
Markets with a fully-integrated audience management solution

$100M+
The amount we've invested in research and data

36,400
The number of colleagues we have; working in over 80 countries

Project Goal

Migrate more than **40,000 accounts** from Skype for Business to Microsoft Teams **seamlessly**, while switching the **conferencing provider**, and ensuring limited to no interruption to the business

The Project Team

Previous Status: Skype for Business at GroupM

- Skype for Business main communication tool for internal communication
- 3rd party phone conferencing integrated with Skype for Business, used for internal and external conference
- Office 365 main communications and collaboration platform. Some Teams usage occurring

Our Target State: Move to Teams only mode and switch conferencing provider

- 2018: First considerations, it is known that Skype for Business will be deprecated

- Mid 2019: phone conferencing will be replaced in the near future with MS Conferencing. Microsoft will deprecate Skype for Business in 2021

- Late 2019:
  - Goal: Decommission Skype for Business and move into MS Teams with MS Conferencing (PSTN) to avoid 2 changes in end user behavior over an 18-month period.
  - Technical approach defined

Initial plan: Conferencing first, Teams later

However…

User comes first

- We did not want our employees to undergo two changes in the space of less than a year.
- Use of Teams was rising and without being in Teams-Only mode, user experience was not optimal.
- There had been no formal trainings on Teams usage, so users did not know all the collaboration features

Therefore, it was decided to merge the Teams and conferencing migrations together!

And let’s not forget the main thing about 2020

Who led the Digital Transformation of your company?

a) CEO
b) CIO
c) Covid-19

>20x
Meetings Organised

>40x
Group Calls

>50x
1:1 Calls

Microsoft Teams statistics from GroupM, April 2020 compared to January 2020.

Meetings Organized is the number of all scheduled meetings a user organized. Each instance of a recurring meeting is calculated as one meeting.

The Business Case (well, part of it)

Business always wants achieve two things:

- Increase productivity at reduced costs
- Increase productivity at reduced costs

Thanks Teams, that was possible due to:

- Great A/V call quality – less use of phone conferencing
- Tons of ways to collaborate in new ways

Global approach

- A global presence is very beneficial for GroupM's business but equally challenging for central IT function
  - Each Agency within every country has it's own operations and executive committee – extremely difficult to co-ordinate a stakeholder buy-in
  - There is a high percentage of non-English speaking staff – mounts pressure on the communications strategy as one size does not fit all

Using challenges to our advantage

- We kept Senior Management in each country informed on every step
- We leveraged our connection and cascaded communications through each country's management and they organised translations where necessary

Change Management – The Core Component of our project

THE most important thing!

EMINDER: We are transitioning from Skype to Microsoft Teams this weekend

out?

email earlier about with important information your transition from Skype to Teams this weekend,
w time to say goodbye to Skype!

Communicate, communicate, communicate!

Global content, local communications

Hello there!

REMINDER: We are transitioning from Skype to Microsoft Teams this weekend

What is this about?

We sent you an email earlier about with important information your transition from Skype to Teams this weekend, meaning, it's now time to say goodbye to Skype!

Hello there!

REMINDER: We are transitioning from Skype to Microsoft Teams this weekend

今週末、私たちは Skype から Microsoft Teams に移行します

What is this about?

We sent you an email earlier about with important information your transition from Skype to Teams this weekend, meaning, it's now time to say goodbye to Skype!
先日みなさまに Skype から Teams に移行することをお伝えしました。そして今、Skype にサヨナラする時が来ました！

Trainings & Learning

Teams Training Sessions

You will find below a list of all training sessions related to our migration from Skype to Teams. These sessions will focus on meetings and conferencing but also touch some of the other interesting Teams features. We have arranged them by region to make it easier for you to attend one that is right for you.

Note: No more than 20,000 attendees will be able to join any single event. If you are unable to join your chosen event on the day, please choose a different one. Thank you for your co-operation.

Advanced Teams Training

Event Details	Date	Time	Join by link
Advanced Teams Training	22nd July	3 PM - 4 PM **BST** (London)	Click here to view recording

APAC

Event Details	Date	Time	Join by link
Teams Training Session	14th May	8 AM - 9 AM **BST** (London)	Click here to view recording
Teams Training Session	19th May	8 AM - 9 AM **BST** (London)	Click here to view recording

EMEA

Event Details	Date	Time	Join by link

- If you have any Teams features related, 'How do I?' queries, please refer to training material or contact the Office 365 champion (Digital Ninja) in your country or your local Business Partner / IT Lead. Who is my Digital Ninja?
- Our Workpl@ce Teams Hub (alternate non bit.ly link) has all Teams trainings, tips and tricks, and videos in one place!
- We have recorded training sessions that you can find in the links here - Teams Level 1 ¦ Teams Level 2 ¦ Teams Level 3
- Our Teams cheat sheet has great guidance on using some of the Teams important features. Please open it in slideshow mode for a good experience.
- Visit our best practices page where you can find advice on how to best use Teams.
- More training videos from Microsoft can be found here. You might be able to view them in your language by clicking on the globe at the bottom-left of the page that loads.

→ Leveraging internal and external resources

Technical: Pilots for validation

- First **pilot** was completed **successfully** with 50 users in the UK and 100 users in North America. **Technical approach was validated by Microsoft**.

- Next step: **Country-based pilots** in smaller European countries. Validate process and tools on a slightly larger scale and identify potential issues and bottlenecks

The Migration

- Initially we planned a big-bang migration over one weekend.
- Quite dramatically, globally, business continuity became a priority amidst the largest work from home situation we faced
- Therefore we **split into 4 incremental waves in 4 weekends**. Roughly 2000, 8000, 13000 and 15000
- Each wave had users from multiple countries, but we always ensured all users in a country are in one wave, so they all experience the change together!

After the migration

- Migration completed without major issues
- Quick adoption of teams, with an initial high number of “how to…” questions
- Employees have embraced Teams fully and started to ask for more
  - “Can we have more than 4 videos on screen?” → now up to 49!
  - Teams Live Events occur regularly each month for internal (townhall) and external (client-facing) events

Lessons Learned

COMMUNICATE!

LOCAL COMMS + GLOBAL COMMS

PLAN!

TECHNICAL APPROACH + CHANGE MANAGEMENT

TEST!

START SMALL, GET BIG FAST

thank you

Gracias	ευχαριστώ	Danke	Grazie	благодаря
Hvala	Obrigado	Kiitos	شكراً	Tak
Ahsante	Teşekkürler	متشكرم	Salamat Po	감사합니다
Cám ơn	شكريه	Terima Kasih	Dank u Wel	Děkuji
நன்றி	Köszönöm	ありがとうございます	ขอบคุณครับ	Dziękuję
谢谢	Tack	Mulţumesc	спасибо	Merci
תודה	多謝晒	дякую	Ďakujem	धन्यवाद

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