

# Step Three Have a User Adoption Roadmap

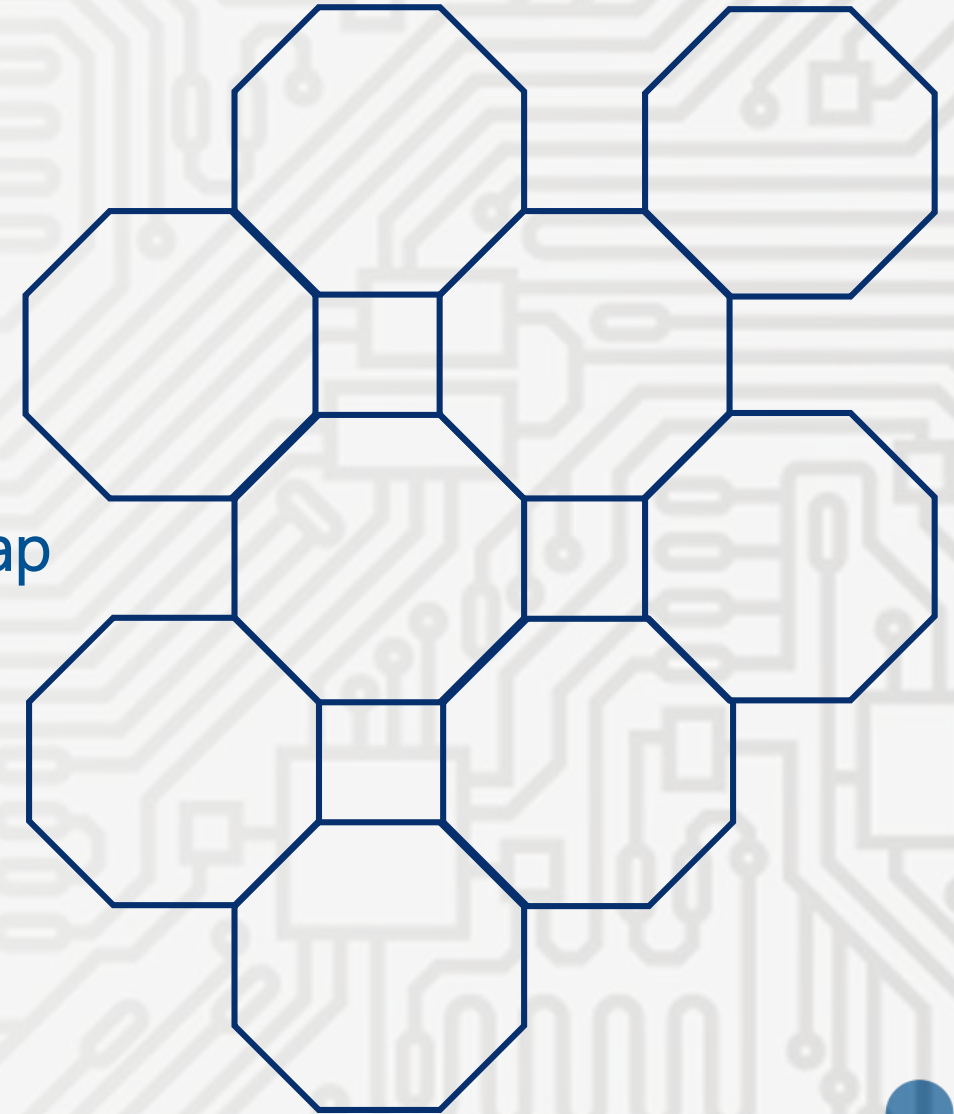
Geneva, October 22<sup>nd</sup>



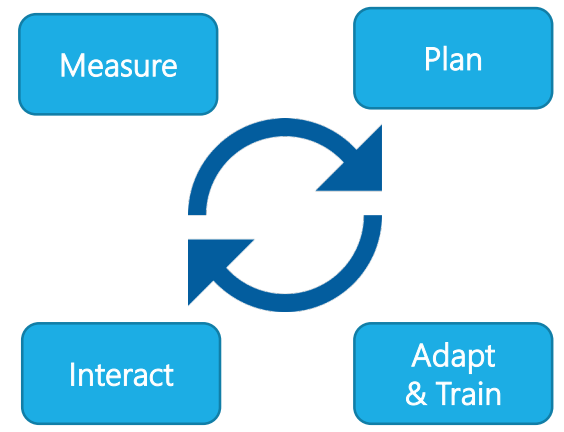
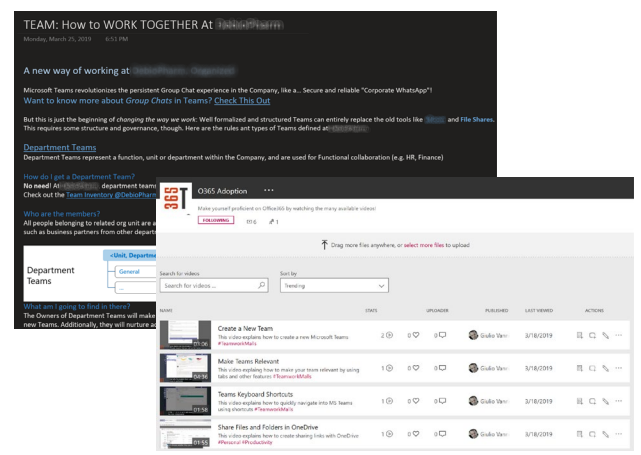
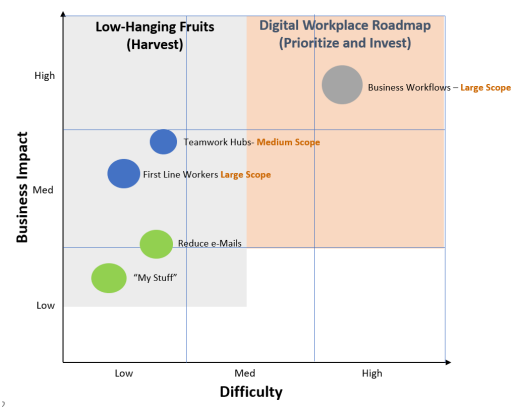
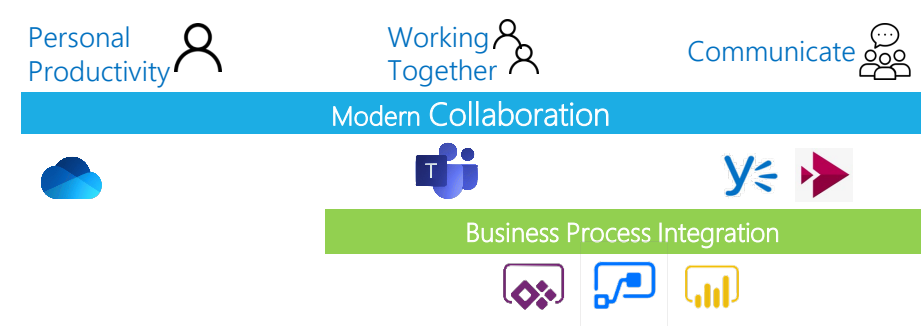
# User Adoption Roadmap

## The Key Ingredients of a User Adoption Roadmap

Case Study: DebioPharm



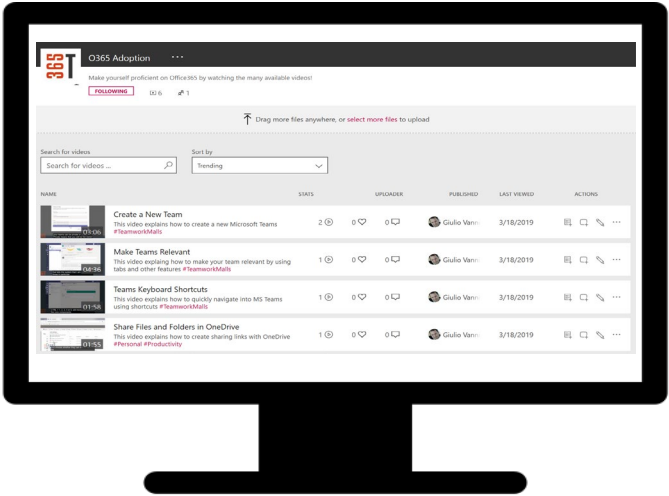
# Strategy, Education, Adoption are all interconnected



# Consistent stories amplify KNOWLEDGE and ABILITY



Adoption Booklet



Targeted, Bite-sized Videos



Adoption Channels on Teams

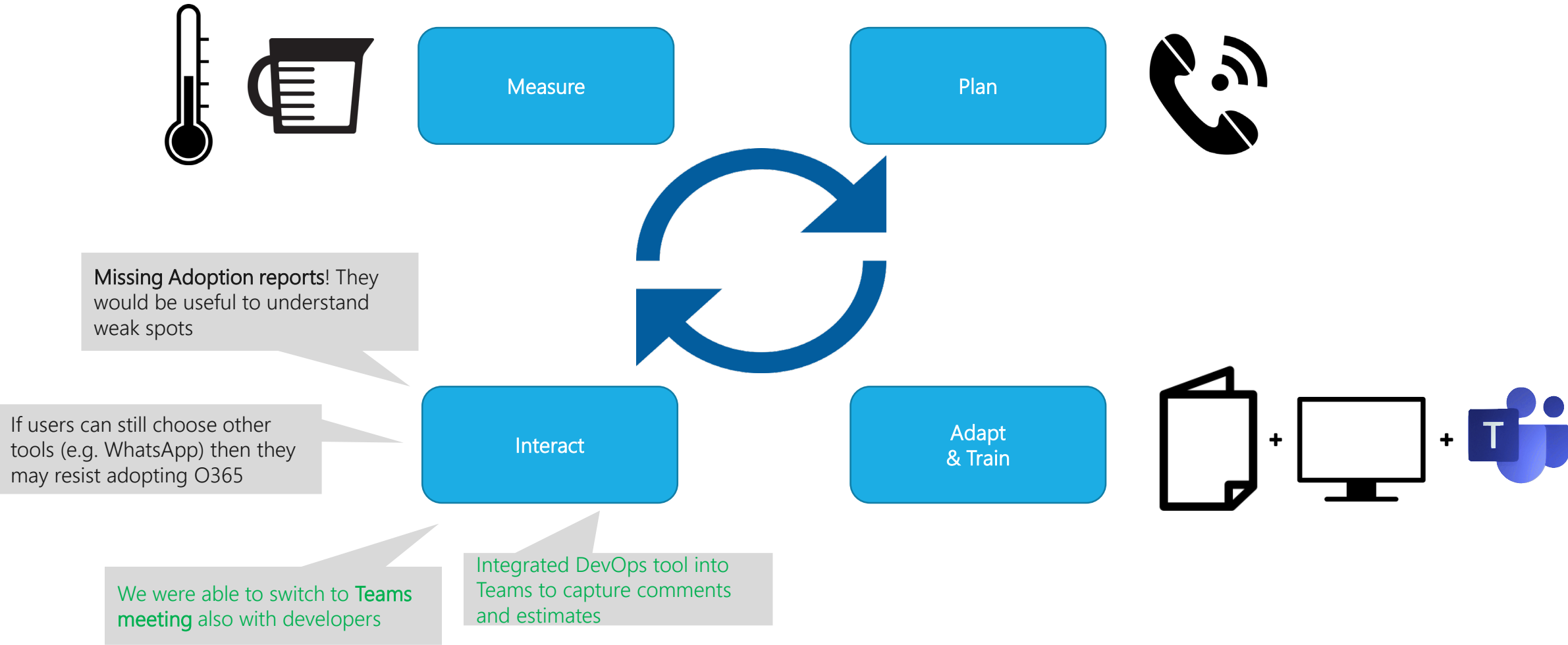


Champion/Advocates Coaching



End Users Trainings, Online Webinars

# REINFORCEMENT is a continuous cycle



# Case Study: DebioPharm



## Debiopharm International

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We develop for patients



Each year

**1,200,000** 

**Patients benefit from  
our innovations**

# Our patient-centric business model

PLAY VIDEO



## 1 DRUG DISCOVERY



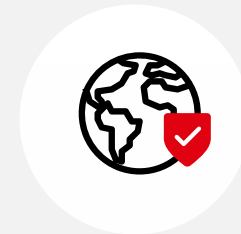
CANDIDATES

## 2 DRUG DEVELOPMENT



TURNED INTO

## 3 MARKET



SOLUTIONS FOR PATIENTS

# Beyond Debiopharm International

DEBIOPHARM GROUP



**~300+ employees  
In Lausanne**

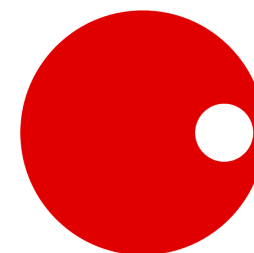


**~150 employees  
In Martigny**

## Formulation & manufacturing

GMP MANUFACTURING,  
SUSTAINED RELEASE

● DEBIOPHARM RESEARCH  
AND MANUFACTURING



DEBIOPHARM  
INTERNATIONAL SA

## Strategic Investments

SMART DATA,  
DIAGNOSTICS

● DEBIOPHARM  
INNOVATION FUND

## Asset Management

PRIVATE EQUITY  
REAL ESTATE  
FINANCE

● DEBIOPHARM  
INVESTMENT

# Strategic Drivers

## Vision

**Digitalize** and **streamline** our organization to enable a **collaborative** work environment connected to our core business.

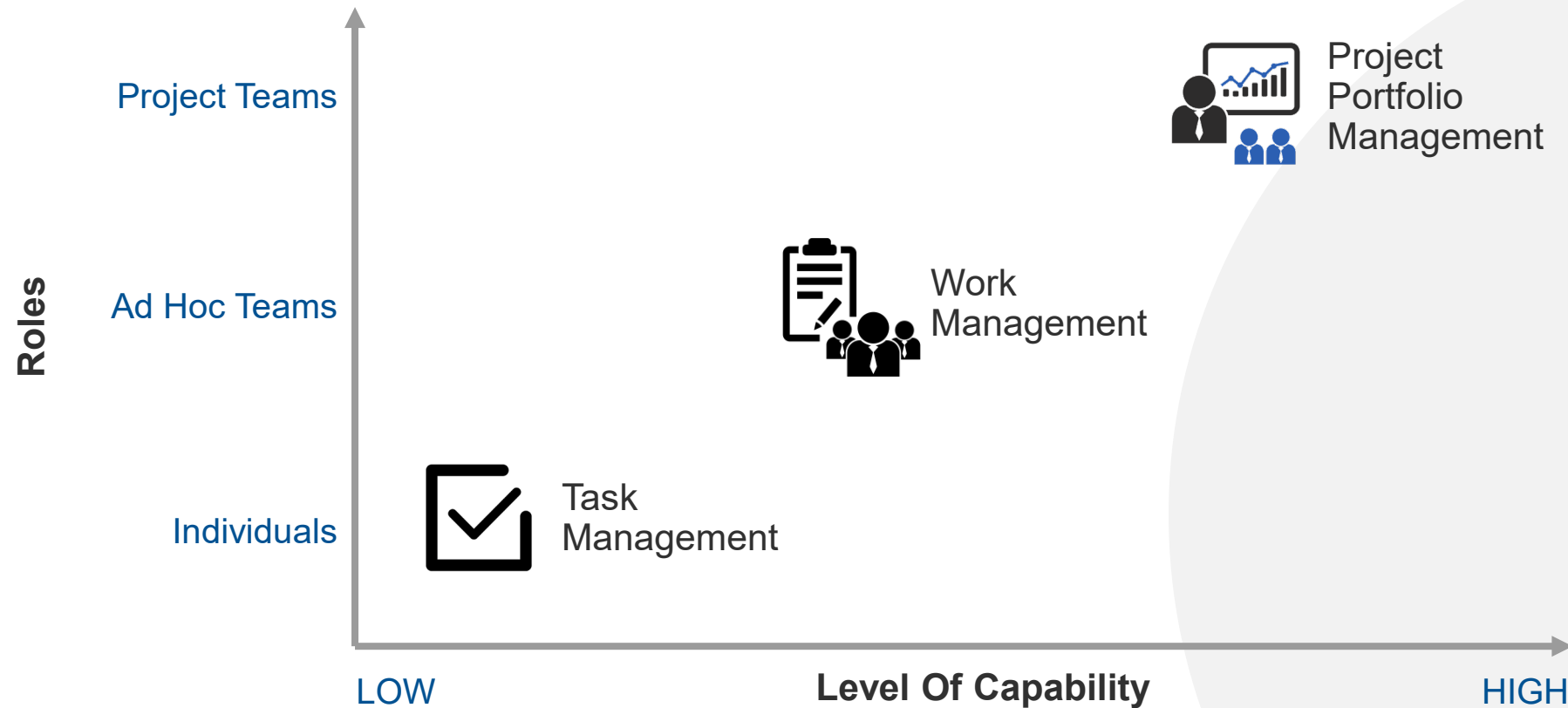
## Mission

Design and configure new Microsoft 365 product suite that will **transform** and support an integrated way of document and information creation, sharing, review and storage; facilitating a true **end-to-end business process** across disciplines in the company.

## Why?

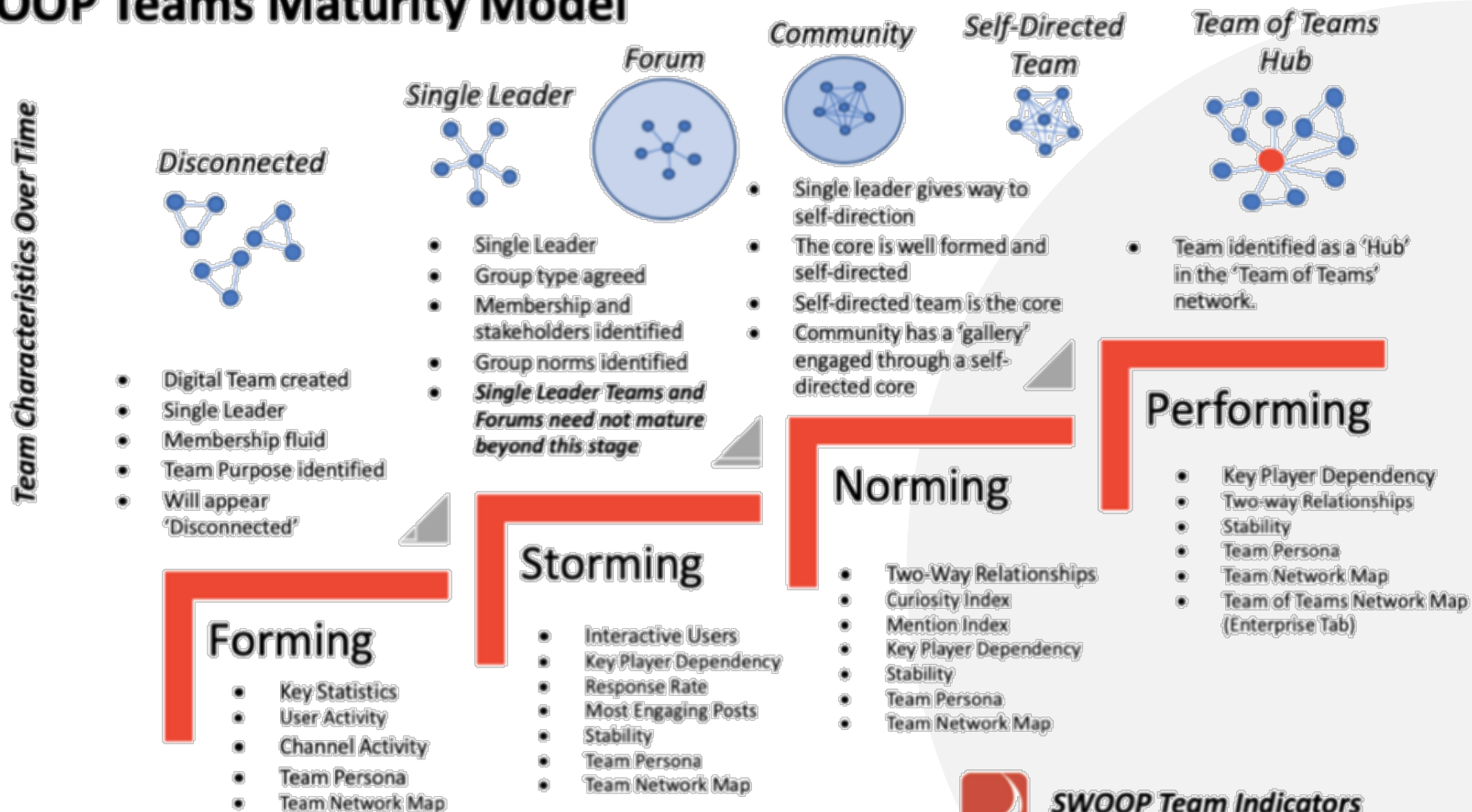
1. Project Teams and departments work in siloed legacy community platform
2. Need-to-know information may not reach the necessary audience
3. Work is done sequentially, missing opportunities to work in parallel
4. Work is sometime duplicated. File copies and version variations, time spent on merging changes
5. Hard to search for information in general
6. Overlapping reports based on different sources of truth
7. Need of transformation to digital workplace and data-driven company

## New way of working supported by Microsoft 365



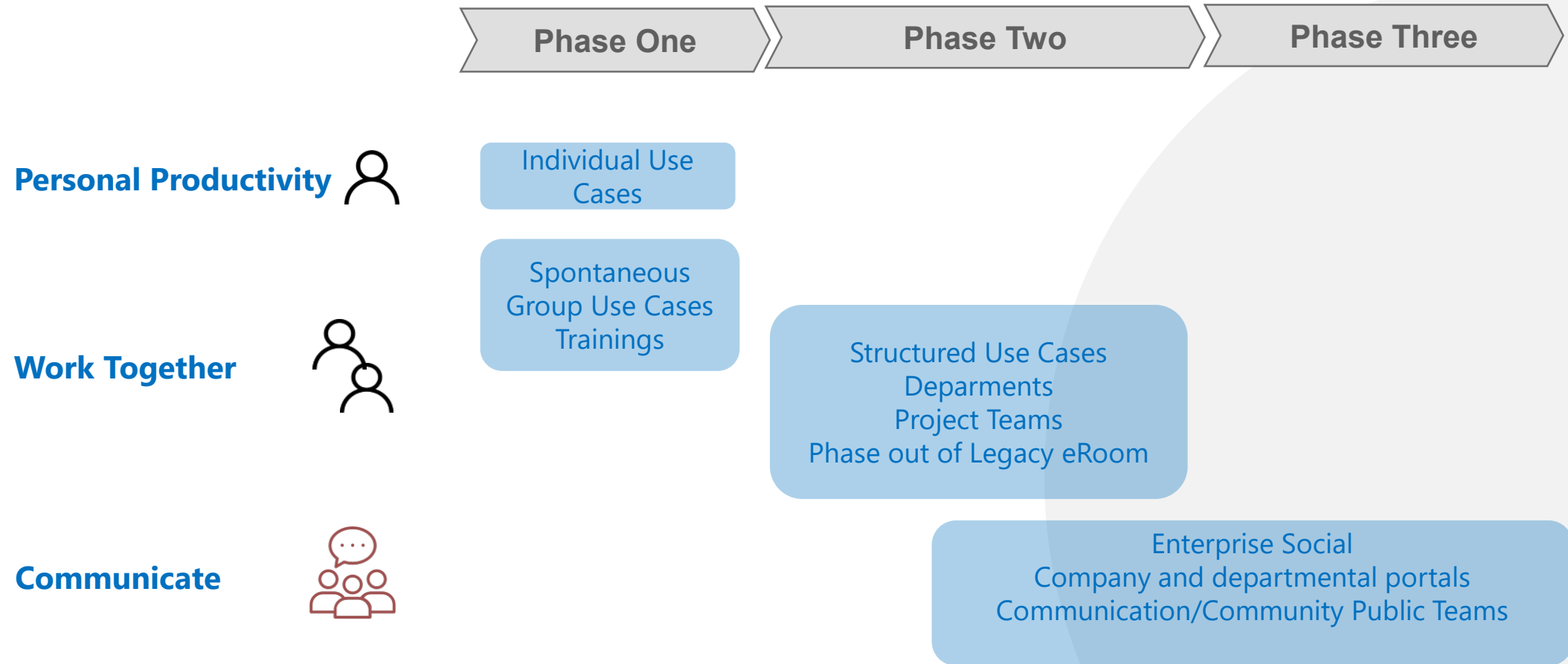
# Key Success Factor: Implement Measures fitting the strategic goal

## SWOOP Teams Maturity Model



SWOOP Team Indicators

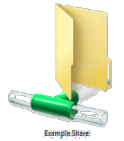
# Adequate phasing and timelines drive **Desire** for Change



# M365 Project @DebioPharm

## Tools positioning

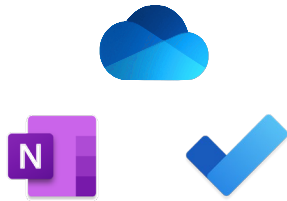
### Personal Productivity



H Drive



Private by default



OneDrive  
OneNote, ToDo

### Work Together



Cisco Jabber  
and WebEx



Collaborate  
within groups



Teams  
& Power Tools

### Operate Together



GxP Document  
Management  
System

Not in scope of  
O365 Rollout

### Communicate



Intranet

Intranet Portal



Inform and engage a broad audience



All Company Team  
New SharePoint Portal

## Main Use Cases

### Personal Productivity

Modern Handling of 'My Stuff'

Get Rid of old Habits

- Store on **OneDrive**, move out from C: and My Documents
- 1. **Co-Create in OneDrive**
- 2. **Review in Teams**
- 3. **Approve in Ennov/Veeva**
- Access anytime, anywhere
- Send links instead of attachments

### Work Together

Project/Study Teams  
e.g. Debio 0123

Department Teams  
e.g. Human Resources

Topic Teams  
e.g. Partners Management

Channeled Conversations  
Teams Chats instead of e-Mail ping-pong  
Internal budgeted discussion with excel

- Use Group Chats instead of "Reply to All" or for small group of people review
- Three types of Teams @DebioPharm:
  - Department Teams: Org-driven
  - Topic Teams:
  - Project Teams

### Communicate

Communication Teams  
e.g. O365 Advocates Network

News/Content Broadcast  
All Company

New Intranet Portal

- Share news & knowledge with All Debiopharm
- Build and engage community
- Broadcast announcements instead of distribution list
- Sharing News with audio visual content (As well as newsletter)

# Teams adoption journey



## Key Take-Aways

- Ensure Executive Sponsorship
- Have a team – you need at least these critical business expertise
  - Knows the culture and history of the company
  - Knows the legacy systems you want to move from
  - Knows how job is currently done
  - Open-minded visionary people to redesign the current working process
  - Super users/Team administrators of the legacy system “Teams”
  - Knows Office 365 and Teams
- Have a vision, strategy and adoption plan
- Find advocates and repeat the same story all over again until gets general knowledge
- Identify tech savvy people and help them initially – they will then help others
- Find critical use cases to get people on-board, like, document co-authoring, sharing with externals or working video-conference calls

Thank you for  
your attention

**THANK YOU**

GRACIAS  
ARIGATO  
SHUKURIA  
JUSPAXAR  
DANKSCHEEN  
TASHAKKUR ATU  
SUKSAMA  
EKGHMET  
BIYAN  
SHUKRIA  
BOLZIN  
MERCY  
MERCI  
MAKETA  
MINMONCHAR  
PALSIES  
MEHRBANI  
MAAKE  
KOMAPSUMNIDA  
GOZAIMASHITA  
EFCHARISTO  
AGUYJE  
FAKRAUE  
TAVTAPUCH  
MEDAWAGSE  
BAUKA  
SAHCO  
MERASTAWHY  
GAEJTHO  
FAKRAUE  
CHALTY  
YAQHANYELAY  
WAREEJA  
MAITEKA  
HUI  
YUSPAGARATAM  
TINGKI  
GUR  
NATUR  
UNALCHEESI  
DENKAUJA  
NEHACHALHYA  
ATTO  
DHAANYABAD  
AIRNA  
MERSI  
SPASIBO  
UNALCHEESI  
SUKOMO  
MAKETA  
MINMONCHAR