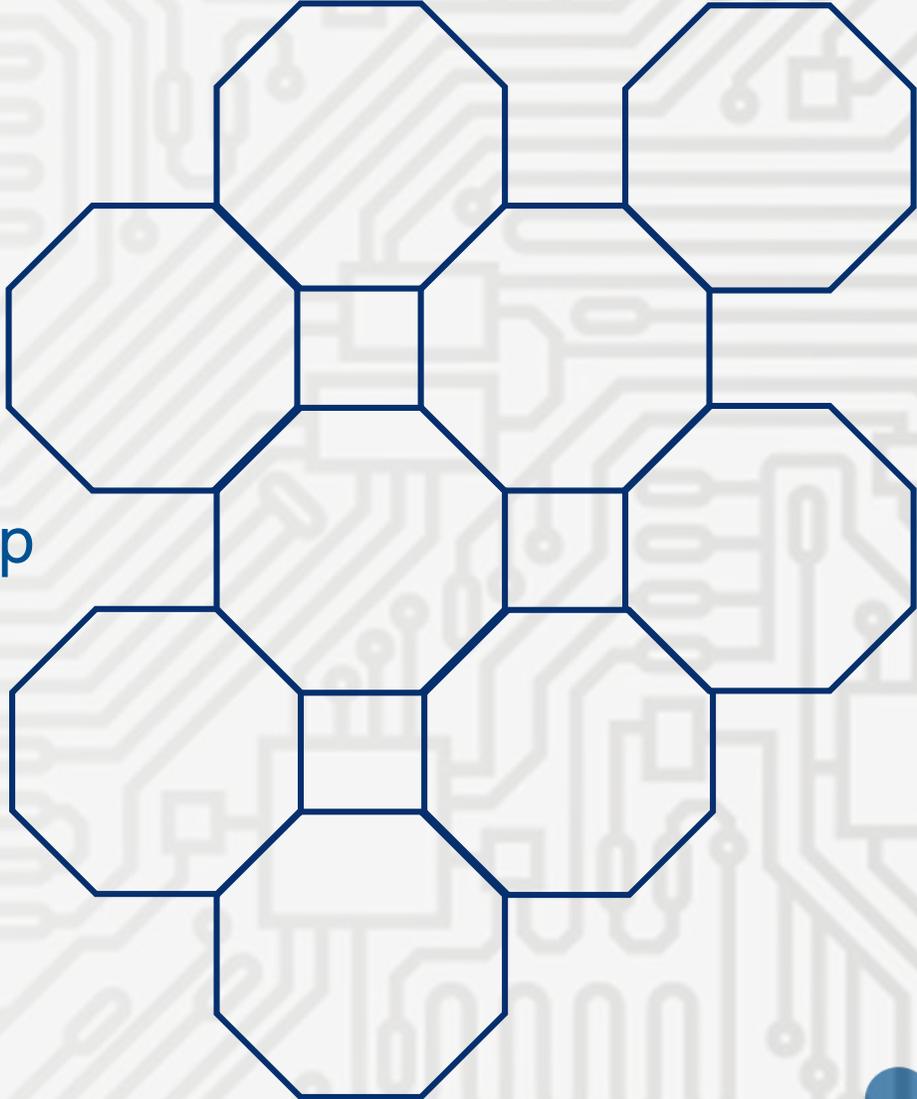


Step Three Have a User Adoption Roadmap

Geneva, October 22nd



User Adoption Roadmap



The Key Ingredients of a User Adoption Roadmap

Case Study: DebioPharm

Strategy, Education, Adoption are all interconnected



AWARENESS

DESIRE

KNOWLEDGE

ABILITY

REINFORCEMENT

Engage

Educate and Change

Maintain Community

Personal Productivity

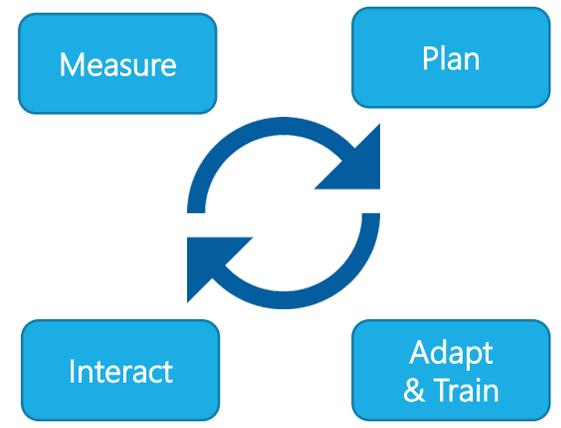
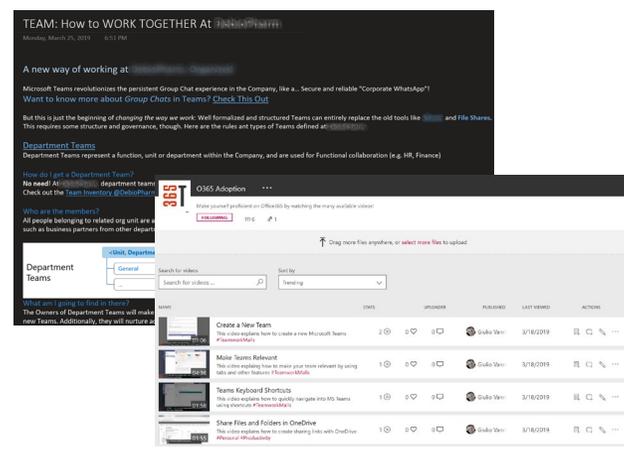
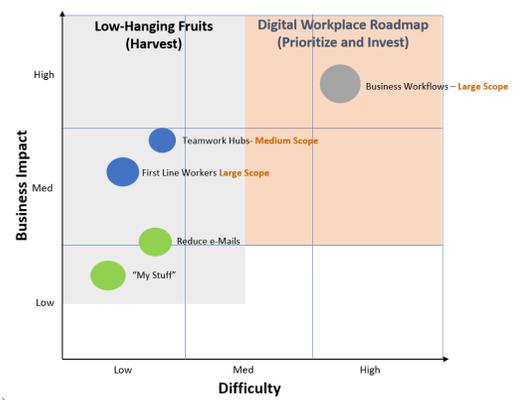
Working Together

Communicate

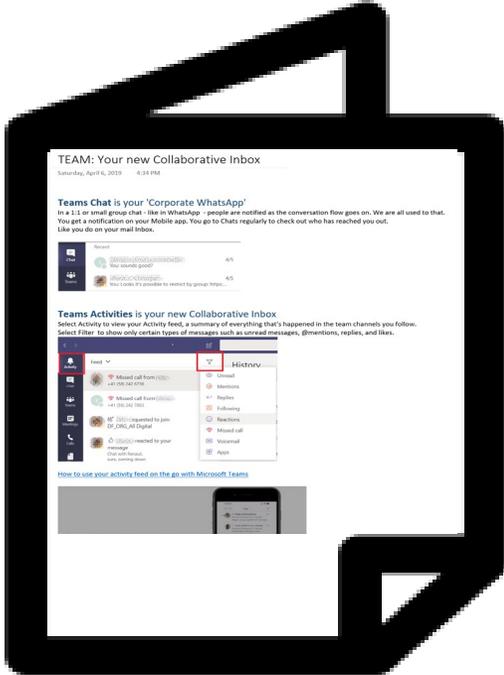
Modern Collaboration



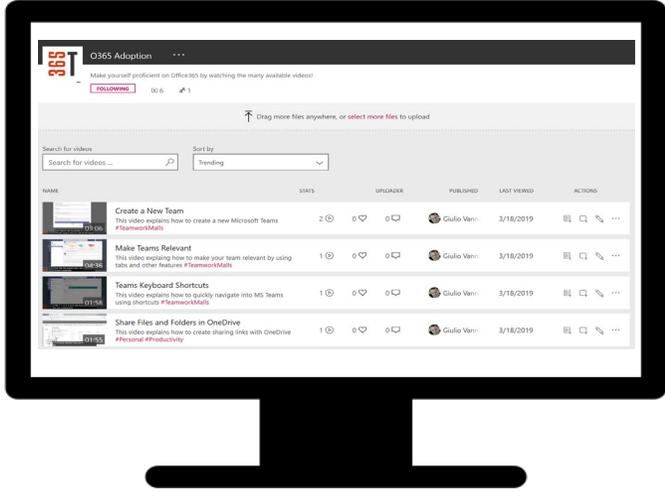
Business Process Integration



Consistent stories amplify KNOWLEDGE and ABILITY



Adoption Booklet



Targeted, Bite-sized Videos



Adoption Channels on Teams



Champion/Advocates Coaching



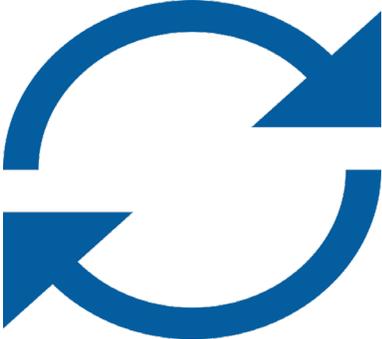
End Users Trainings, Online Webinars

REINFORCEMENT is a continuous cycle



Measure

Plan



Missing Adoption reports! They would be useful to understand weak spots

If users can still choose other tools (e.g. WhatsApp) then they may resist adopting O365

Interact

Adapt & Train



We were able to switch to Teams meeting also with developers

Integrated DevOps tool into Teams to capture comments and estimates

Case Study: DebioPharm



Debiopharm International

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

INTERNAL EXPERTISE



TURNED INTO



3 MARKET



SOLUTIONS FOR PATIENTS

Beyond Debiopharm International



**~150 employees
In Martigny**

Formulation & manufacturing

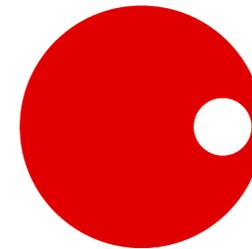
GMP MANUFACTURING,
SUSTAINED RELEASE

● DEBIOPHARM RESEARCH
AND MANUFACTURING

DEBIOPHARM GROUP



**~300+ employees
In Lausanne**



DEBIOPHARM
INTERNATIONAL SA

Asset Management

PRIVATE EQUITY
REAL ESTATE
FINANCE

● DEBIOPHARM
INVESTMENT

Strategic Investments

SMART DATA,
DIAGNOSTICS

● DEBIOPHARM
INNOVATION FUND

Strategic Drivers

Vision

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

Mission

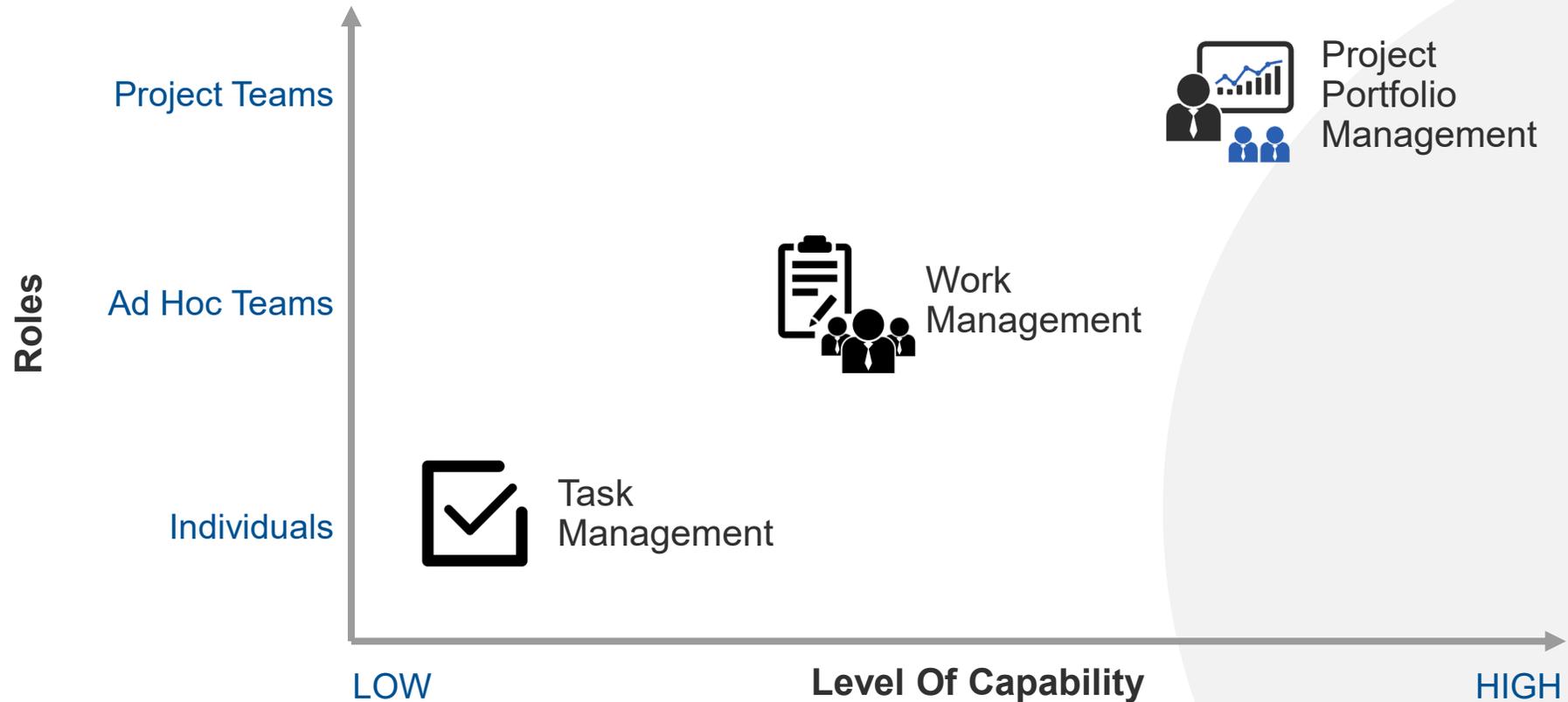
Design and configure new Microsoft 365 product suite that will **transform** and support an integrated way of document and information creation, sharing, review and storage; facilitating a true **end-to-end business process** across disciplines in the company.

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**

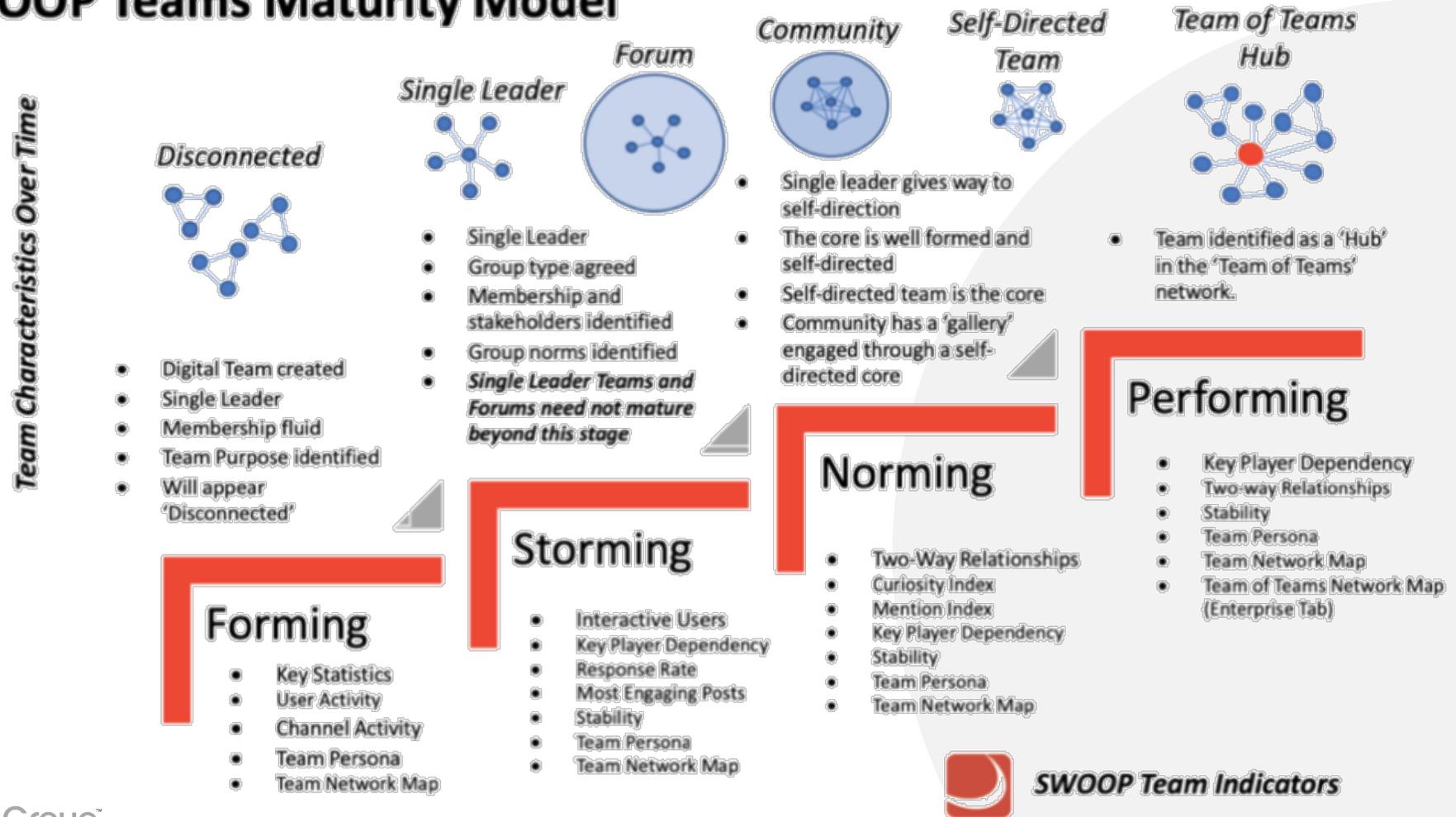
M365 Project @DebioPharm

New way of working supported by Microsoft 365



Key Success Factor: Implement Measures fitting the strategic goal

SWOOP Teams Maturity Model

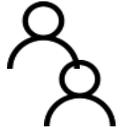


Adequate phasing and timelines drive **Desire** for Change



Personal Productivity 

Individual Use Cases

Work Together 

Spontaneous Group Use Cases Trainings

Structured Use Cases
Departments
Project Teams
Phase out of Legacy eRoom

Communicate 

Enterprise Social
Company and departmental portals
Communication/Community Public Teams

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
EKHMET
MEHRBANI
MAAKE
GRAZIE
POLDIES
BOLZIN
MERCY
BIYAN
SHUKRIA
TINGKI
YUQHANYELAY
SUKSAMA
EKHMET
MERSI
SPASIBO
DENKRAJA
NEHACHALHYA
UNALCHEESI
HUI
YUSPAGARATAM
ATTO
SAHCO
MERASTAWHY
GAEJTHO
AGUYJE
FAKRAUE
KOMAPSUMNIDA
LAH
MINMONCHAR
BAIKWA
TAVTAPUCH
MEDAWAGSE
GOZAIMASHITA
EFCHARISTO
SAHCO
MERASTAWHY
GAEJTHO
AGUYJE
FAKRAUE
KOMAPSUMNIDA
LAH
MINMONCHAR