

**Redefining Enterprise  
Collaboration  
for the Digital Age**

**White Paper**



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## We are Witnessing a Paradigm Shift

The Industrial Revolution triggered a transformative wave in how companies operate. This has gained new momentum in the last few decades, owing to rapid globalization across the world. Global workforces are now the norm, with even mid-sized organizations taking advantage of best cost locations and regional talent. Consider the recent trend of co-working that was originally meant to aid independent and part-time workers. But in reality, large companies make up a big portion of the distributed workforce housed in co-working offices – **40% of co-working pioneer, WeWorks' members have 500+ employees.**

Trends like this create a challenge in terms of collaboration. How can companies reconcile the variations in language, culture, location, time zones, and operational verticals to ensure that employees are able to seamlessly collaborate? According to a recent study, companies promoting collaborative work are 5x more likely to achieve high-performance. On an individual level, employees participating in collaboration will pursue a task for a **64% longer period** than those working independently.

The writing is on the wall – enterprises need to quickly adopt robust digital workplace platforms such as Microsoft 365 to break down the barriers to collaboration. Partnering with a managed services provider on the adoption journey can help tailor the digital workplace platform to the organization's unique business needs.



# What Does the State of Enterprise Collaboration Look Like Today

Collaboration is now expected to be a staple at any company, however research suggests that there is a long way to go before we achieve this vision. In a survey of public sector companies in the UK, it was found that only 24% of companies are providing its employees with the tools required to collaborate; 46% were 'somewhat' equipped, while another 30% did not have any tools necessary for collaboration. While this is only a microsnapshot, the numbers are indicative of larger trends. These can be summed up as follows:

## User engagement

The focus on the quality of interfaces and their ability to engage users is on the rise. Workplace tools can no longer be purely functional. Its non-functional features as well as alignment to the user's specific business context is key to successful collaboration.

## Data-driven culture

Companies are now eager to re-engineer themselves as data-driven businesses, ready with the foresight and confidence needed to make effective decisions. This calls for a democratization of data, available to every employee via a digital workplace platform. The number of companies with a data-driven culture is growing by 30% every year.

## Security concerns

As multiple digital touchpoints create an easy-to-access repository of enterprise data, security has emerged as a key concern. This covers sensitive employee information, confidential enterprise data such as IP, and customer data that brings its own compliance policies.

**The complexity in meeting user expectations has increased as enterprises are catering to a large variety of employee personas from back-office workers to customer-facing roles and strategic decision-makers, each having a unique expectation.**

To engage this diverse and globally distributed workforce, enterprises must relook at the technologies powering their offices. Legacy platforms that are difficult to maintain, are near-impossible to customize and involve costly licensing investments will no longer suffice. Therefore, migrating to a cloud-based productivity suite like Microsoft 365 via a strategic adoption roadmap is critical.



## Exploring Microsoft 365 and its Potential for Your Enterprise

Among the myriad options available, Microsoft 365 emerges as an ideal solution for small, mid-sized and large organizations. One of its components, Microsoft Office 365, has gained ground rapidly in the last three years, with adoption rates **growing by 27%**. This is due to its comprehensive yet flexible solutioning approach.

**Microsoft 365 is a comprehensive solution that includes SaaS based productivity suite (Office 365), the most recent operating system (Windows 10), enterprise security, and a suite of mobility tools.**

In the last decade, Microsoft has introduced a slew of innovations in its software suite, taking it well beyond basic productivity needs. Its Power BI module enables sophisticated business intelligence for Microsoft 365 users. SharePoint streamlines internal communication, while OneDrive offers scalable storage for all types of enterprise requirements. Microsoft 365 also offers a suite of workflow automation tools to integrate various data sources and enhance productivity. But the solution's biggest USP is its as-a-Service deployment model (replacing the older, siloed license approach followed by Microsoft Office and the traditional Windows OS).

Owing to its 360-degree capabilities, Microsoft 365 is in action at some of the world's leading enterprises and caters to diverse industry sectors. It enables the following benefits:



Anytime, anywhere access to productivity tools on any device



A world-leading suite of applications meant for a new generation of workers



Flexible, pay-as-you-go SaaS model



Robust enterprise security



Advanced analytics that reveals productivity patterns

To discover the full potential of Microsoft 365, it is vital that enterprises customize the implementation as per their business needs. For example, certain optional modules may not be relevant for an industry, or there might be home-grown solutions that are already meeting their needs. A careful landscape assessment leading up to a purpose-built implementation roadmap is crucial to create the most optimal economical and technological outcome. This is where managed services play a crucial role not just in consulting and implementations, but hyper care and continuous monitoring and support to ensure consistent operations.



## How Zensar Brings Microsoft 365 Alive for Your Business

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At Zensar, we are focused on ensuring seamless adoption for your workforce and delivering the highest degree of value to every end user. Therefore, we couple Microsoft 365 with Zensar's offerings, bundling key services into a single solution. This speeds up implementation, reducing time to value for enterprise IT. Zensar's portfolio for Microsoft 365 includes:

### Migration

We help navigate the migration journey from Windows 7/8 to Windows 10, and from legacy Exchange services to Office 365. This is possible at scale, across different geographies, owing to our location-agnostic delivery capabilities. We also look after the end-to-end migration lifecycle, right from assessing application readiness to delivering the related Image management services.

## Image deployment

Via traditional methods, Image deployment and management of Windows 10 can be extremely complex, owing to its multitude of configurations and frequent updates. We simplify this by leveraging auto-pilot, helping to stay compliant with the most recent updates without disturbing ongoing business processes. This includes regular updates every month, specific features updates, as well as the latest Windows 10 build.

## User persona-based delivery

This is the biggest benefit of utilizing managed services for Microsoft 365. We assess the dominant profiles and user personas at the company creating a detailed playbook of user requirements and the technology expectations. This helps to pinpoint the exact applications meant for delivery, dramatically reducing licensing costs as per persona.

**Zensar is also a recognized Microsoft Gold Partner, with access to priority support from the Microsoft team.**

This is aided by our battle-tested Office 365 framework and an experienced migration team that has spearheaded digital workplace initiatives for leading companies worldwide.



## Why Zensar is your Preferred Partner of Choice

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Zensar is a long-standing Microsoft partner, helping to deliver its MS 365 product's optimal capabilities to small, mid-sized, and large enterprises across the globe. While opting for a digital workplace platform is the first step towards improving productivity and future-proofing the business, partnering with a managed services provider is integral to making this transformation a seamless and sustained process.

After all, workplace modernization isn't a set and forget decision — as technology keeps advancing and employee expectations change, the workplace must also evolve in tandem.

At Zensar, we help achieve this by:



Deploying user persona-based solutions where employees can quickly log into their desired application from a device of their choice, anywhere in the world



Streamlining the integration of Microsoft 365 with the current IT landscape, without disturbing business continuity



Reducing IT workloads as well as technology clutter, significantly bringing down the total cost of ownership for workplace technology



Strengthening enterprise security by configuring Microsoft's security module as per the specific business context

**At the heart of our approach for unlocking the maximum potential from every Microsoft 365 deployment lies our user-first strategy for enhanced workplace experiences in a mobile-first, cloud-first and collaboration-first world.**

We start with a maturity assessment that identifies gaps in several areas, including user experience, employee productivity, and workplace technology alignment. This is followed by persona-based use case identification, ensuring that every enterprise need at the individual level and at the business level is met.



## How a Digital Workplace Platform Can Help: Three Benefits

Microsoft 365 combines end user needs with a razorsharp focus on IT proficiency and security. It brings together all the threads of digital transformation into a coherent whole, so that IT does not become fragmented as the enterprise expands into new areas. It also maintains productivity at a sustained pitch without repeated interruptions arising from frequent workplace changes. Microsoft's capabilities in conjunction with Zensar's robust assessment, deployment, and customization roadmap is ideal for enterprises looking to:

### 1. Increase productivity

The right tools can drive better productivity for employees, helping them to meet their KPI targets. Individual performance can be augmented via collaboration with peers and experts, regardless of where they are in the world.

## 2. Prevent employee attrition

Outdated technology in the workplace is likely to leave employees feeling frustrated. In fact, people who work at companies identified as technology laggards are 450% more likely to quit, compared to their counterparts at 'leader' companies.

## 3. Strengthen security

Next-gen digital workplace platforms are secure by design. A managed service provider will also ensure that the required security measures are in place, protecting the business from cyber-risks with the highest probability in its industry context and location.

Benefits like these could make a major difference for enterprises across various industries, such as manufacturing and healthcare.

### Key Service Adoption Use Cases

For manufacturers, the automation of IT and driving IT service adoption are key use cases. Manufacturers typically operate a large, distributed workforce based out of various facility types. Providing in-person training to every employee is next to impossible. This leads to frequent IT concerns and a slow mean time to resolution for tickets, disturbing productivity. Microsoft 365 comes with a service health dashboard that lets enterprises monitor how employees are interacting with the IT team. Managed services providers like Zensar could tailor the dashboards to specific requirements, providing better visibility to the enterprise.

This use case is already in implementation at UK's HVAC manufacturer, Johnson Controls. The manufacturer can extract usage analytics from Microsoft 365, driving IT service adoption and improving productivity for thousands of employees.

On the other hand, security and compliance is a major concern for healthcare providers. Regulatory norms and data privacy laws undergo frequent change, making it difficult for healthcare providers to keep up. This is even more challenging for small-to-mid-tier providers/clinics without dedicated compliance teams. Microsoft 365's compliance and reporting tools can be connected to healthcare data systems, delivering insights via Office 365. This is flexible enough to keep adapting on-time as per the latest regulatory change, reducing the risk of non-compliance and penalties

**By partnering with a managed services provider, like Zensar, healthcare companies can finetune Microsoft 365 as per highly specific business requirements.**

Non-profit healthcare system, Centra, adopted Microsoft 365 when a new legislation expanded the number of care quality parameters from 6 to 15. By using Microsoft 365, Centra could improve its compliance score by 24% and avoided penalties to the tune of millions of dollars.



## Adapting to Change is Now Paramount

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Recent research finds that very few companies (16%) have achieved the desired maturity in their digital workplace initiatives — the lion's share (42%) is still stuck at the early stage, held back by budget constraints, outmoded culture, and the lack of strategic direction. Zensar can help overcome this roadblock by containing costs and synchronizing digital tools with business reality. This will help enterprises adapt to change and uncover a two-fold benefit: first, avoiding sunk costs in Microsoft 365 because it did not conform to expectations, and second, achieving productivity gains by ensuring a successful implementation.

At Zensar, we are committed to helping enterprises adapt to the continuous wave of change witnessed at workplaces today, helping to set the groundwork for maximum adoption in the near and long term.

## Success Story:

# How We Helped Enterprises Push Collaboration to New Heights

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### Customer Background

The customer is among the fastest growing US pharma companies. The company operates out of US, Europe, Canada and Japan, and manages a diverse multi-cultural workforce.

### Business Objectives

The customer was focused on building infrastructure throughout North America and Europe to enhance workplace performance and employ the most qualified professionals to focus on customer centricity.

The focus was primarily on creating an all-encompassing next-gen workplace from scratch, which is efficient, highly productive, on demand, robust, secure, data driven, and collaborative for a fast growing, multi-cultural workforce.

### Challenges

The existing fragmented legacy technology landscape had become a major hindrance and was impeding the business growth.

The disparate workplace systems and tools were not in sync with the expectations of new age employees and their ways of working. The current workplace was not able to support multiple personas to provide a seamless user experience.

### Solution

#### ● Unified global solution

To provide a seamless experience to employees across continents, Zensar transitioned the customer from a Time and Material model to a Managed Services model.

#### ● Next Gen collaboration

Zensar provided automated deployment of Windows 10, migration to cloud based Microsoft O 365, enablement of collaboration tools like SharePoint, Teams, and enterprise mobility solutions. Zensar also enabled knowledge centric services and a behavioral change management framework.

#### ● Impact

The vision of a highly personalized, engaged and collaborative workplace was achieved, where employees were empowered to exhibit extreme collaboration, Improved productivity and operations.

*To find out how we can empower your business to enhance user engagement, employee experience and business productivity in the context of your workplace, please contact us at [Marketing@Zensar.com](mailto:Marketing@Zensar.com)*

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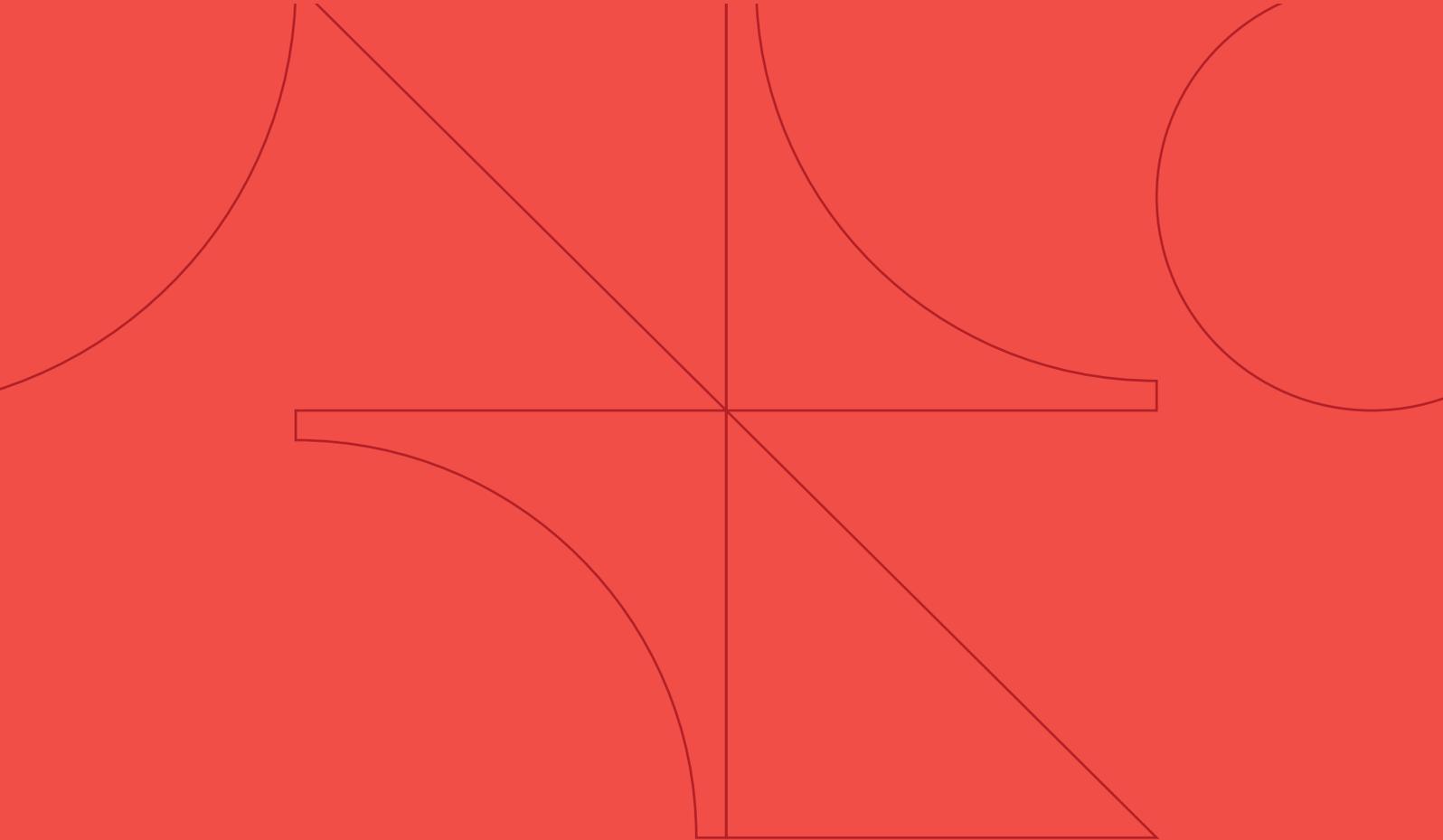
## Authors

### **Satish Sinha**

AVP and Global Head, Digital Workplace Services, Zensar

### **Deepa Raghavan**

Solution Architect, Digital Workplace Services, Zensar



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For more information please contact: [velocity@zensar.com](mailto:velocity@zensar.com) | [www.zensar.com](http://www.zensar.com)