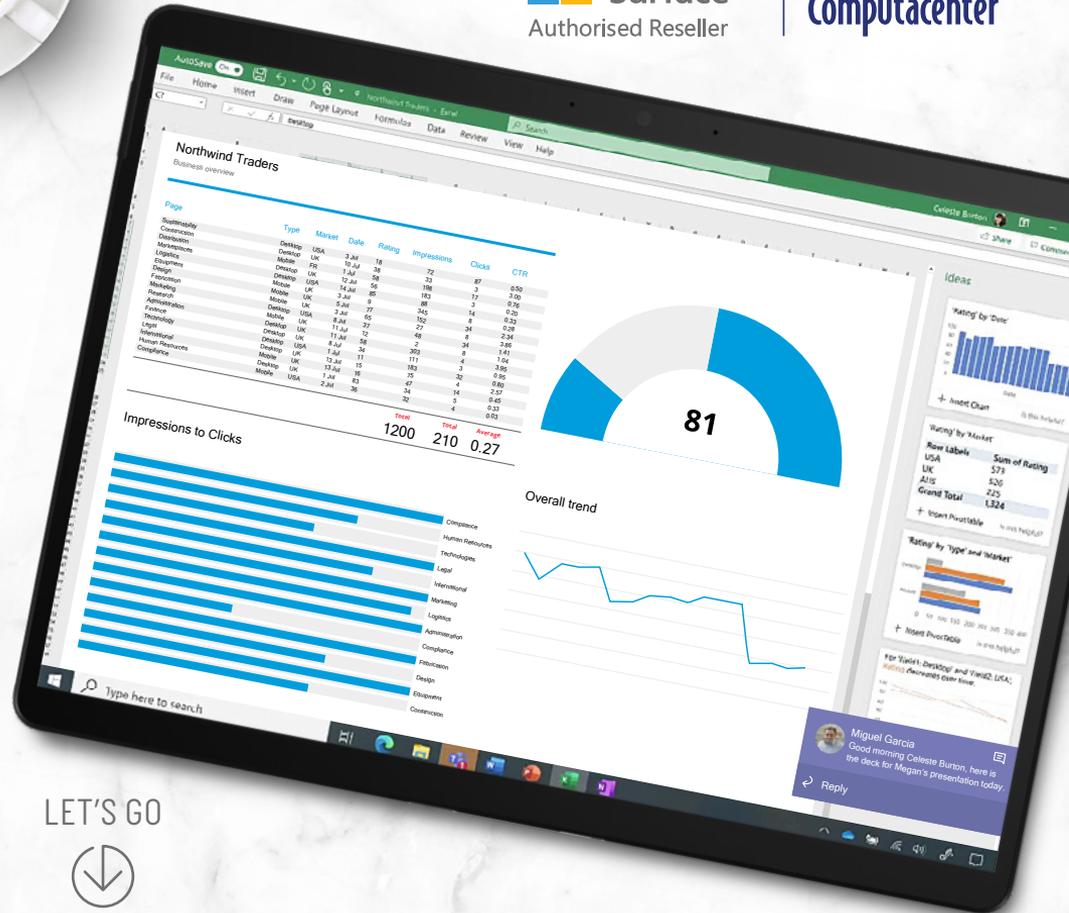


# COMPETING IN THE CLOUD

Harness the power of Microsoft 365  
to drive better business outcomes



LET'S GO



# INTRODUCTION



**While digital transformation means different things to different people, the one thing that can't be denied is that to compete is to survive for modern businesses. As the tastes and requirements of customers, markets and even your employees shift, a business that lacks the agility to adapt, come up with new ideas and get the best from its workforce and assets will inevitably be left behind by those that do.**

The much lauded 'disruption' of the past decade has largely been the product of 'born in the cloud' start-ups, unrestrained by legacy systems. Their fresh and productive workforce have harnessed the latest technologies and methodologies to collaborate wherever they are, spot trends, do more and, ultimately, achieve more with less. It is the utopian workplace that businesses long for through digital transformation – but, in truth, simply turning on and paying for cloud-based technology (while perhaps ridding you of the real estate cost of on-premise infrastructure) won't achieve the desired outcomes from a culture or growth perspective. By itself, it won't spark the necessary change.

The modern business world has reached a stage where the tools and technology must be underpinned by a platform that enables true flexibility, agility and productivity, along with positive outcomes. As such, Microsoft 365 – combined with a company-wide awareness of the opportunities that the cloud and cloud-based solutions provide – is a powerful driving factor for digital

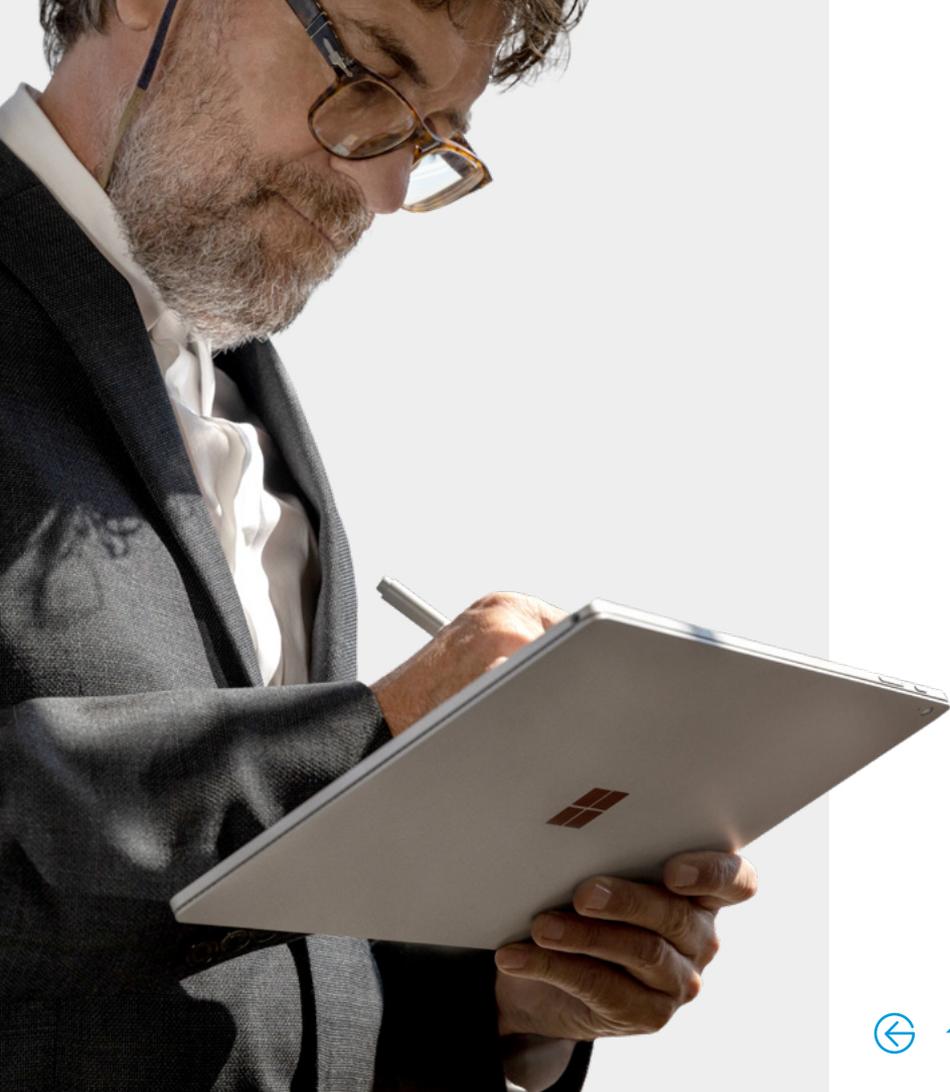
transformation. The secret to success lies in unlocking opportunities, as Computacenter has done for so many customers in its deployment of Microsoft technology for more than 20 years.

Our experience has taught us that businesses tend to fall into specific camps where Microsoft 365 is concerned. Those yet to embrace the cloud and the tools that go with it; those that have deployed a platform without any clear plans on how to harness it (and, as such are waiting to realise the business benefit); and those hoping that simply deploying the technology will drive digital transformation and change.

These businesses may well have taken significant digital transformation strides already, yet they continue to face challenges in the modern market. Many, for example, will opt to evolve and modernise their customer-facing experience first. Yet, with internal processes left to languish in legacy mode, true transformation and the benefits that go with it are often difficult to realise.

Microsoft 365 can be part of the solution for businesses confronting a dynamic new world and ever-changing market. Whether or not its features are applied and adopted correctly will determine success, and it is on that topic that this document will focus: the opportunities available and how Computacenter can help you to implement and benefit from them – from a business, IT and end user perspective.





# DIGGING FOR DIGITAL OIL: HOW YOU CAN DO MORE WITH INFORMATION

**Today, information is regarded as the world's most valuable resource, far outweighing the value even of oil. With such significant value placed on information, being able not only to organise and manage it, but also to harness it to unlock insight, is crucial to enhancing productivity and identifying new opportunities.**

Where trawling through siloed offline databases and servers was once the best hope for tracking down data (at worst it was in erroneously labelled filing cabinets and hit-and-miss physical files), Microsoft 365 enables information to work for your business rather than the other way around.

With information that's searchable, contextually relevant and, most importantly, accessible, a range of benefits are immediately achieved in addition to the saving of time and resource. Consider the game-changing advantage of data analysis.

The ability to bring previously hidden or inaccessible data to life and monetise it is a key pillar of modern business, and it can be achieved far more effectively in the cloud.

Whether it enables you to spot trends quickly and adapt marketing, purchasing or stock decisions accordingly, helps find new efficiencies in your current operating model or allows you to forecast disruption long before its impact, information can wield significant power through the lens of Microsoft 365.

Control of that information comes in many forms, whether exporting data directly from Excel to Power BI for analysis, or using Delve to dig for specific details. Office Delve's power far surpasses simply finding files, however. Take, for instance, a new starter at your business. Traditionally, their initial challenge would be finding ways to hit the ground running and be productive from the outset.



## CONTINUED...

With Microsoft Delve, they can search repositories of information such as SharePoint, OneDrive for Business, Yammer, and Teams to provide a single pane of contextual results, documents, posts and more that they have permission to access.

With Teams for Business integration, the author of each document is identified and made contactable, enabling your new employee to better understand the organisation and those they should be speaking to from the get-go.

Computacenter can not only help you effectively deploy cloud technologies like Microsoft 365, but also fully adopt them across your workplace and processes, whether as a single engagement or ongoing managed service.

Our experts help you to identify the data available to you and explore ways in which it can help you to achieve your goals and enhance your overall experience.



## DELIVERING DIGITAL TRANSFORMATION FOR LOGISTICS

Where once word of mouth and memory were the most effective way to avoid obstacles and plot the simplest routes, technology has changed the game – and not just where sat nav is concerned.

In the case of a logistics company, many years of deliveries will mean that a wealth of information regarding journey times, safe delivery places, areas to avoid, failed deliveries and more, will have been gathered.

Analysis of this data enables it to be monetised. By cross-referencing the best routes, timing deliveries based on traffic volume and knowing when customers are more likely to be at home, the business can be more productive, drive customer satisfaction and unlock previously hidden efficiencies that save both time and money.

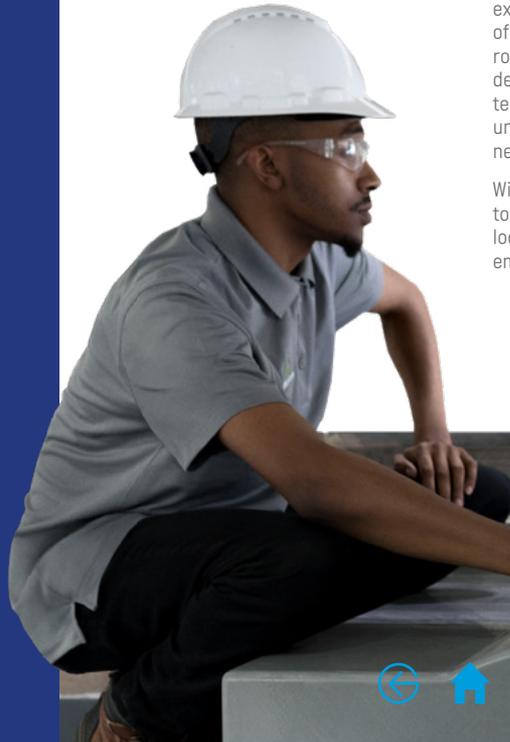


## ENGINEERING THE FUTURE OF PRODUCTIVITY

Field engineers require many of the tools and information sources found on premises when in remote locations and must be able to communicate regularly with colleagues and customers. The cloud and Microsoft 365 can enable them to be more productive while delivering an improved service, with access to the correct materials and contacts at all times. A field engineer can be allocated a job remotely, securely receive an email on their device with the customer information they require, plan their route, inform the customer and arrive promptly on site.

They can access all the documentation they require to complete the job and even ask for advice from the right colleagues to ensure they get it right first time. All of which can be powered by the cloud and Microsoft 365 with a full audit trail and communication with HQ. But this seamless workflow and flexibility doesn't stop with engineering; imagine how it could benefit delivery drivers, salesmen, installation experts and many other industries and roles.

## A NEW DAWN FOR DYNAMIC WORKING



**As mentioned previously, simply shifting tools and technologies won't deliver advantages unless they are fully adopted and harnessed in the right way. While this doesn't have to conform to the colourful images of casual staff and coffee houses often conjured by the mention of dynamic working, it does mean enabling employees to work at their best.**

Both employees and employers no longer expect the traditional restrictions of 9 to 5 office work to apply, if they are to fulfil their roles effectively. Enabling proactive workplace decisions with the backing of capable technology is the true benefit to be realised, unlocking more effective teamwork, networking and enhanced productivity.

With the ability not only to work but also to communicate and collaborate from any location and on any device, employees are empowered to operate more effectively.

By choosing locations and times that work best for them and the business, and with access to the files they require – whether en route to a meeting or during – more can be achieved by your people in less time. Staff can select the locations they work from in order to deliver outcomes rather than simply 'putting in the hours', while remaining connected to their teams through tools like Yammer and Teams for Business.

Collaboration, whether in the same room or on different continents, can be streamlined through co-authoring of shared documents; putting an end to endless revisions and version-tracking, regardless of the platform in use. By understanding that the tools are available and how best to use them, your workforce can become more connected and engaged at all levels of the business, from field offices and shop floors to hotels and headquarters, and Computacenter can help to drive this adoption and identify areas where it is most needed to improve the way your organisation works.





# THE VALUE OF CHANGE: SAVING MONEY THROUGH TRANSFORMATION

**While driving a business forward and empowering employees is one thing, investment in digital transformation should also help to reduce cost while adding value, essentially doing more with less or the same.**

Microsoft 365 delivers significant business benefit and, in collaboration with Computacenter, could help to significantly reduce technology costs while improving performance across the board. We look at your business requirements and map the technology to your business needs rather than the other way around.

By identifying how you work, we can help you to maximise the benefit your solutions offer while minimising cost. From the option to turn licenses on and off as and when you need them, for seasonal or contract workers for example, to the potential to reduce travel expenses and real estate costs through

hot desking and flexible hours, Microsoft 365 can save your organisation more than just the cost of running on-premises servers or the space they once inhabited.

Microsoft 365 is an evergreen solution, frequently updated with new features, optimisations and updates that remove the need for costly periodic upgrades to the wholesale changes of an annual release.

This always up-to-date approach brings both opportunities and challenges for businesses, with a balance to be set between stability and productivity that enables workforces to use the latest, best and most secure tools without risk to the business from a continuity perspective.





# A SENSE OF SECURITY: PEACE OF MIND IN A CLOUD-BASED WORLD

**With new data privacy regulations, headline-worthy ransomware attacks like 'WannaCry' and catastrophic data breaches suffered by major organisations, security is no longer an area businesses can afford to ignore.**

In fact, the average annualised cost of cybercrime for UK business was £4.1 million in 2015<sup>1</sup>. As GDPR (the General Data Protection Regulation) comes into play, the rising number of records breached per year (over 4 billion in 2016<sup>2</sup>) mean fines in the millions along with reputational damage also pose a threat.

But if security isn't applied in the right way, it can negatively impact innovation and transformation. It is no longer an 'added extra' that's applied to a system; it's about protecting the valuable business data as a whole. In the case of Microsoft 365

and other Microsoft products, security is designed from the ground up, delivering ongoing protection wherever your information resides and not simply within the confines of your network.

Microsoft invests around \$1 billion each year<sup>3</sup> in digital safety and delivers the very best in security across all its platforms, including Microsoft 365, from infrastructure to end user. This means that your data is protected whether it's on a mobile device in a remote location or on a laptop in the office, yet applied in a way that doesn't obstruct the course of day-to-day business.

Visibility is improved through features like Secure Score, providing a holistic view of the security of your entire Microsoft 365 deployment, rights management for protecting

sensitive information and many more tools to bring security out from IT offices and make it more accessible to the end user, with the same ease of use of consumer security products.

Empowering employees to use their own devices while benefiting from the same level of security as corporate-provided technology further drives a flexible approach, while location-based security policies enable users to work where they need to, without putting data at risk.

And while embedded security helps businesses remain protected and compliant, the self-service nature of Microsoft 365, alongside regular security updates and simplified controls, means that IT functions spend less time on day-to-day security concerns and are able to focus on innovation and moving the business forward.



<sup>1</sup> <https://www.ponemon.org/blog/2015-cost-of-data-breach-global>

<sup>2</sup> <https://www.riskbasedsecurity.com/2017/01/2016-reported-data-breaches-expose-over-4-billion-records/>

<sup>3</sup> <https://news.microsoft.com/europe/features/closing-the-circle-on-digital-crime/>



# TAKING THE NEXT STEP: A PARTNER ON YOUR PATH TO THE CLOUD

**The significant benefits of Microsoft 365, of which we're only scratching the surface here, are rarely achieved without a full understanding of the tools and an applied knowledge of the opportunities they afford.**

Knowing what your business needs from its IT investment before deployment is a crucial step in your digital transformation strategy.

But where do you begin? How do you identify the solution that's the right fit for your organisation's unique challenges? How do you open the eyes of your employees to the possibilities your new technology affords? How will it change the way they work? Will it help or hinder them?

Having deployed and managed Microsoft solutions for more than 20 years, Computacenter not only has the expertise and accreditations to deliver for the biggest organisations, but deep knowledge of the right solutions that meet specific business needs.

Through careful assessment and consultancy, we provide the tools to enable a company's vision rather than set up a blanket solution and walk away. From developing a clear strategy and roadmap based on your organisational goals and pain points, to workstyle assessments and aiding user adoption, our experts ensure your business derives the greatest value from technology and tools that match the organisation's processes and plans.



## DELIVERING DIGITAL TRANSFORMATION AS A SINGLE ENGAGEMENT OR AS PART OF A MANAGED SERVICE

We take a long-term view of your business and prepare you for tomorrow's opportunities as well as the challenges of today. With each project, we further develop our knowledge to provide the widest range of solutions to suit all business types. Through ongoing work from our managed service offerings, we ensure that you continue to see benefit long after deployment, with a powerful partner to oversee and adapt your technology landscape.

Whether it's analysing your technology estate, monitoring usage to identify blockers and improvements, or engaging with employees to provide support and learning, Computacenter not only takes pressure off your IT and service desk teams, but ensures your infrastructure continues to operate at its best without getting in the way of what's important: the success and growth of your business.

Digital transformation is an essential step for businesses of all sizes in the modern market. With the support of a skilled partner like Computacenter, taking that step doesn't have to be a leap into the unknown.



## ENABLING USERS AND THEIR BUSINESS

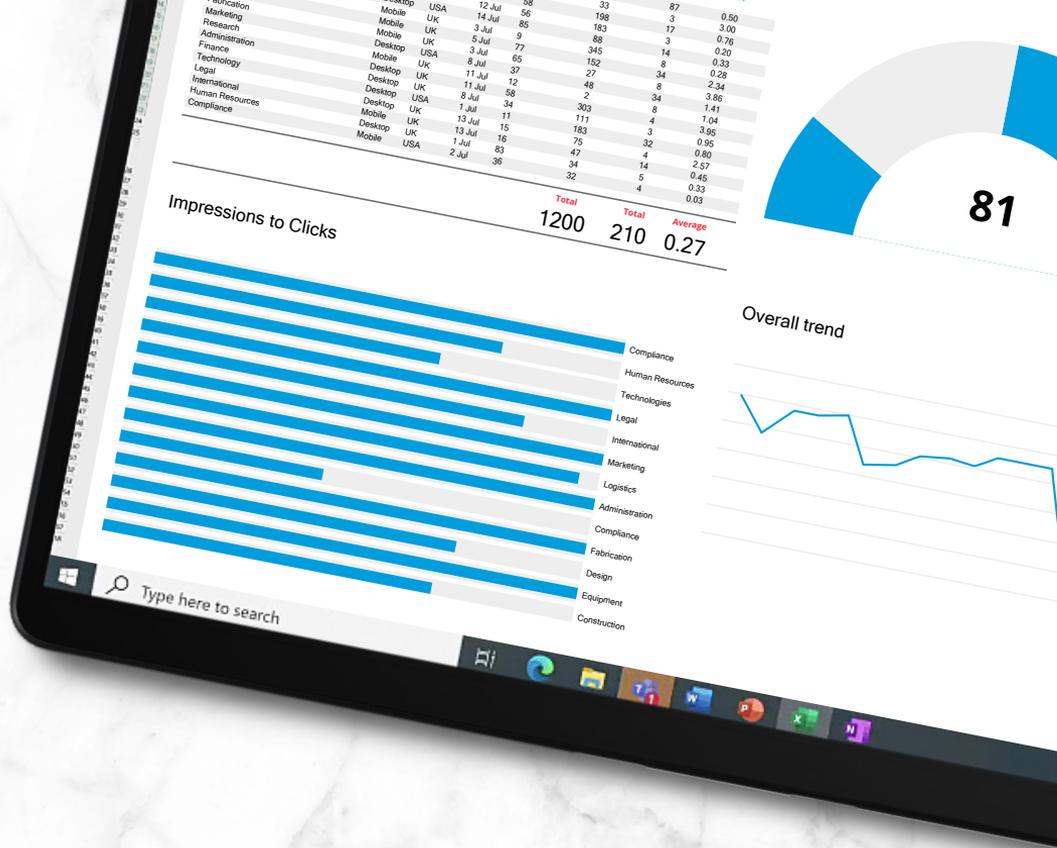
Computacenter is one of Europe's leading independent provider of IT infrastructure services, enabling users and their business.

We advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage our customers' infrastructures. In doing this we help CIOs and IT departments in enterprise and corporate organisations maximise productivity and the business value of IT for internal and external users.



# GET IN TOUCH

To discover how Computacenter can help transform your digital workplace with Microsoft, please contact your Computacenter Account Manager, call 01707 631000 or email [enquiries@computacenter.com](mailto:enquiries@computacenter.com)



## About Computacenter

Computacenter is a leading independent technology partner, trusted by large corporate and public sector organisations. We help our customers to source, transform and manage their IT infrastructure to deliver digital transformation, enabling users and their business. Computacenter is a public company quoted on the London FTSE 250 (CCC.L) and employs over 16,000 people worldwide.

[www.computacenter.com](http://www.computacenter.com)

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