

An illustration of a collaborative digital workspace. In the center, the text 'Enterprise Depends on an Effective Digital Collaboration Strategy' is displayed. Surrounding the text are various digital devices and hands interacting with them. Top left: Hands holding a tablet showing a bar chart. Top right: Hands writing in a spiral notebook. Bottom left: Hands holding a tablet showing a document. Bottom center: Hands holding a tablet showing a document. Bottom right: Hands using a laptop, with a smartphone overlay showing a login screen. A coffee cup and a mouse are also visible on the right side.

Enterprise Depends on an *Effective* Digital Collaboration Strategy

8 Benefits of an Effective Digital Collaboration Strategy

An enterprise has many solutions to facilitate communication across the organization:

- Chat
- Instant messaging
- Video conferencing
- Web-Based collaboration
- Email

Unfortunately, disparate implementation of multiple solutions will not improve processes, enhance decision-making, or enhance productivity.

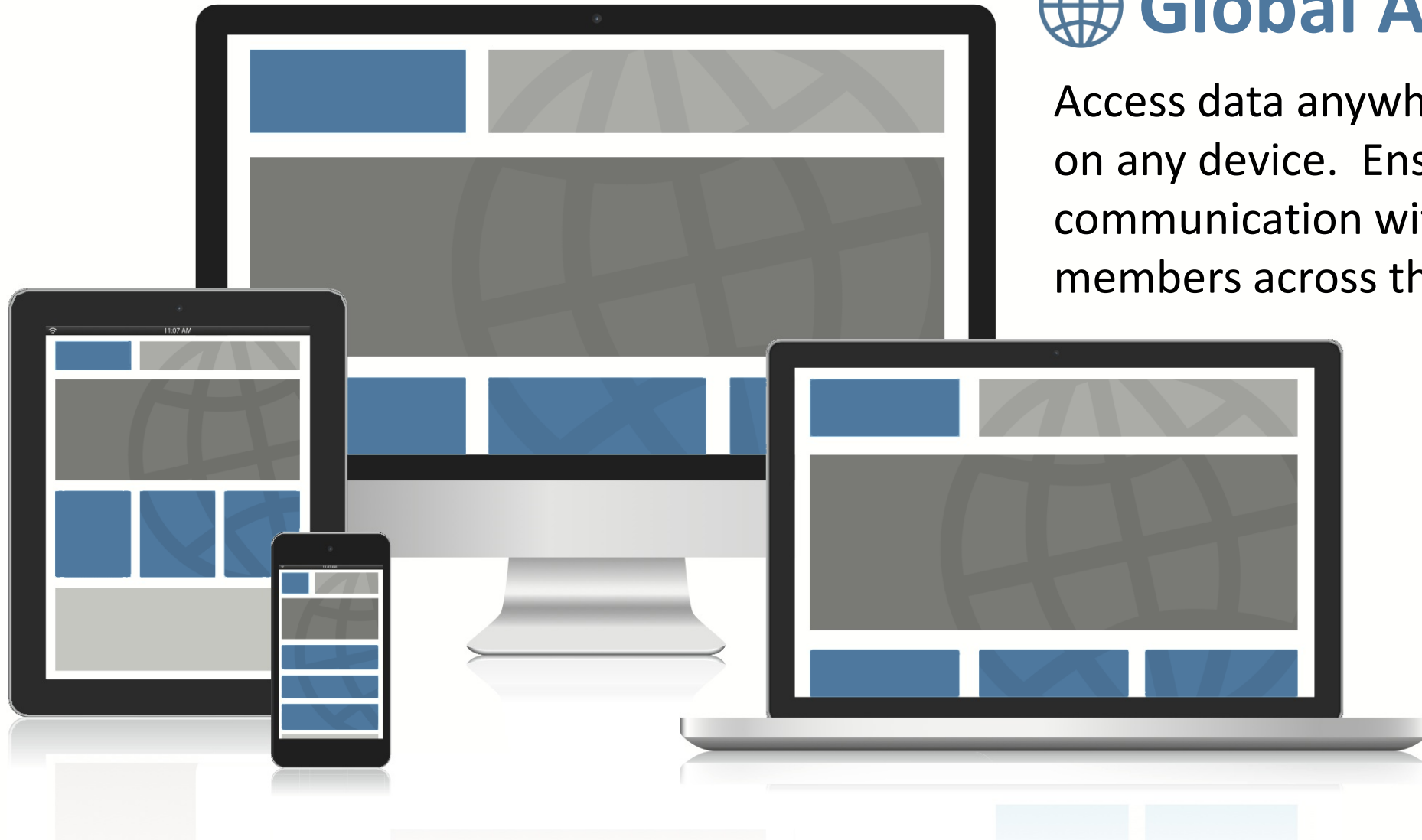
To optimize the value of these tools, we need to develop an effective *Digital Collaboration Strategy* that enables and encourages productive engagement and interaction.

There are 8 key digital collaboration strategies that are recognized as having a positive impact across an organization.





1. Enhances productivity & performance
2. Reduces travel and phone costs
3. Optimizes delivery and lead times
4. Improves flexibility and agility
5. Creates unity across remote teams
6. Improves member accessibility
7. Leverages social interaction
8. Encourages team participation



Global Accessibility:

Access data anywhere, anytime and on any device. Ensure seamless communication with all team members across the organization.

Digital Collaboration Architecture



Employee Access



DASHBOARD



Search & Analytics

Areas of Focus: Social Collaboration



People



Groups



Instant Message



Blogs



Work Spaces

Integration: Publicly Accessible Sites



RSS



Search



Web/News



Web Apps



Social Media

Integration: Apps, Intranet, Portals



Email



Calendar



BI/Analytics



CRM



Intranet

SSO: Key SaaS Apps



Documentation



HR/Payroll



IT/Self Service



Learning/Training



Performance

Collaboration Enhances Innovation



How Is Collaboration Effective?

- Bridges gaps between ideas and iterations
- Accomplishes more project objectives in a shorter timeframe
- Easily identify project partners and contributors
- Reduces delivery times and *time-to-completion*
- Reinforces both team and individual accountability
- Quickly finds opportunities and alternative solutions
- Encourages learning and problem solving



Connecting the Dots...



Leveraging the knowledge and skills of others who specialize in strategic and tactical areas ensures a higher probability for success, especially when leveraging technology as a key component of strategy.

A strong and diverse team of disparate knowledge bases create innovative solutions much quicker than a siloed approach. Teamwork **promotes success, speeds delivery and improves outcome.**

Coupled with a sound technology-centric architecture, these *partnerships* grow one success into many.

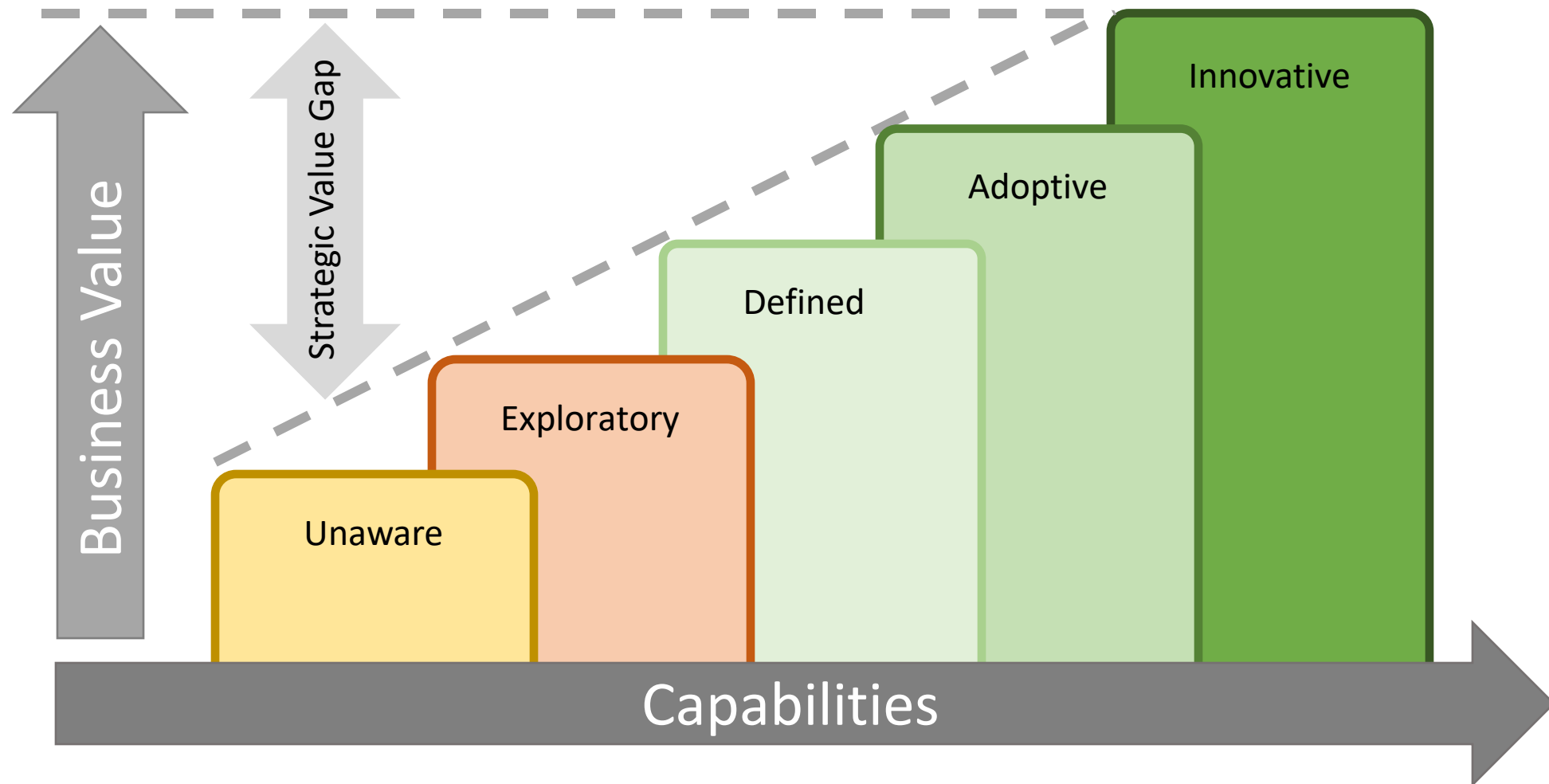
Measuring Success

In the Microsoft paper, *Enterprise Social Collaboration Progression Model*, six phases provide executives with a roadmap to follow an organization's success. Social collaboration technologies can be leveraged to improve an organization's communication efficiencies.

The phases provide a snapshot of an organization's current collaboration state. Details including current and future-state objectives and outcomes make it easy to understand how collaboration affects project (*and product*) maturity.



Emergent Collaboration Maturity Model





Understanding Results

Departments within an organization's hierarchy can be classified based on their *collaboration maturity level*.

Once identified, steps can be taken to transform the department to a more mature collaboration state.

				Dynamic		
	Basic	Standardized	Rationalized	Internal Integration	Holistic Integration	Innovative
Social Technologies	Traditional Documentation tools and document sharing	Autonomous group-based collaborative tools without a common platform	Group-based tools within a common platform, requiring oversight	Inward-facing, centralized and inter-department collaboration	Inward and outward-facing, centralized collaboration	Exploratory technologies, dynamic
Collaboration Culture	Individual-oriented and change resistant	Small group-oriented and change receptive	Division-oriented and proactively engaged	Employees empowered and engaged with enterprise-wide collaboration	Pervasive throughout firm, adoptive collaboration mindset	Creative, innovative and experimentation culture
Organizational Scope	No formal social integration implemented. Flow through siloed path	Limited to intra-department collaboration	Strategic social integration aligned with functional goals	Enterprise-wide strategic social integration	External social integration, mutual data fusion to create symbiotic relationship	Unified platform for social collaboration universe
Customization	None	Customized by users, not limited to group strategy	Tool customization driven by group strategy and executed by IT	Centralized social platform that enables simple customization by individual users	High-level customization to accommodate external participants	Extremely customized and adaptable
Infrastructure Management	Reactive, ad hoc	IT support for tool adoption and maintenance	Formal IT process established, high-level IT support	IT processes aligned with enterprise strategy	Externally faced security and data accessibility	Proactive in identifying new technology
Governance	Not well established policies	Policies established formally, weak enforcement	Policies actively enforced and applied by IT	Policies aligned with enterprise strategy	Expansion of collaboration policy to include external network and devices	Collaboration director integrates new technologies, emplaces social contracts

Enterprise-Wide Integration and Adoption



Effectively implementing enterprise-wide social collaboration requires an understanding of how individual divisions and departments leverage integration and benefit from adoption.

Wholesale adoption may not fit all aspects of the enterprise. Understanding specifically where a division or department fits within the social structure is critical to ensure collaboration efficiencies throughout the organization.

Areas that benefit from effective social collaboration strategies:

- Sales
- Marketing
- Finance
- Product
- Technology
- Operations
- Customer Support
- Business Support
- Human Resources
- Field Services

Digital Collaboration Framework

Goals/Objectives

- Company
- Department
- Employees
- Customers
- Metrics

Social Technology

- Tool Selection
- Integration
- Training
- Adoption
- Maintenance & Upgrades

Governance

- Best Practices
- Guidelines
- Policies
- Oversight Team
- Social Contracts

Organizational Culture

- Leadership
- Change Management
- Evangelists
- Openness
- Mutually Beneficial Value

Process/Implementation

- Exploration
- Development
- Escalation
- Automation
- Information Management



Creating a *Hub-Centric* Universe

We improve our chances for success through the accomplishments of creative, committed, and compassionate employees with a single, focused purpose.

We are an innovative, collaborative social environment designed to create, inspire and empower team members with resources, inspiration, applications and an opportunity to excel. To be great.

How?

Through a centrally located information hub that provides a simple, intuitive way to find anything. *Anything. Everything.*



5 Key Components of an Effective Data Hub



Centralized Access – a single, centralized location for accessing and processing, analyzing and searching data not available in disparate systems and locations. Work in concert, not in costly silos.

Data Normalization – indexing, synchronizing, updating and implementation is optimized. Enterprise metadata efforts are also optimized, ensuring data is easy to find while reducing redundancy.

Knowledge Transfer - the key to improving productivity is streamlining the transfer of knowledge between team members, stake holders and decision makers. Collaboration leads to innovation.

Security – security level assignment, appropriate access based on need and data integrity are optimized with a hub-centric location.

Flexibility - users can access data from anywhere and on any device, optimizing data consumption and improving business decisions. Turn business data into business *value*.

Take the Digital Collaboration Assessment

The DCT6 Assessment leverages **GAPAssist**, *Gap Analysis Assistant* and provides an in-depth snapshot of where a division, department, group, team or individual fits in the Digital Collaboration environment.

The 6-step solution asks the participant where they feel they are currently and where they feel they should be to optimize collaboration efficiencies.

Once complete, a radar graph displaying the current and future states is emailed with a detailed plan of how to move forward.



Digital Collaboration Transformation

On a scale from 1 to 10, with 10 being the best, score your current capabilities and where you would realistically like to be in one year. Ratings are listed for each step as a guide during assessment.

Technology

Enterprise collaboration depends on an easy-to-use and integrated social technology platform to optimize efficiencies and maximize productivity.

Culture

Corporate culture and understanding is a key factor in an enterprise's journey to collaborative maturity and overall adoption.

Scope

An enterprise's collaborative scope spans from no formal social integration to a comprehensive, cohesive social universe. Where do you fit?

Customization

Collaborative customization shows a high level of sophistication, evolving from IT-managed solutions to group autonomy.

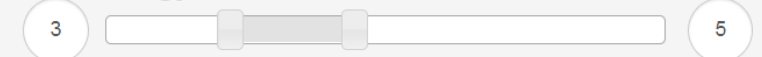
Infrastructure

from ad hoc to proactive identification of new technologies, infrastructure is an integral part of successful collaborative maturity.

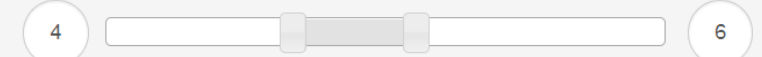
Governance

To ensure enterprise-wide success, well established, integrated policies need to be facilitated at the highest level.

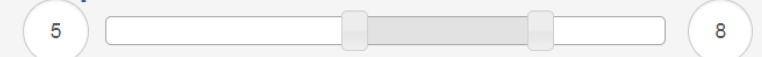
Technology



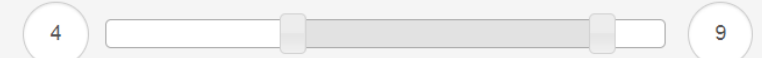
Culture



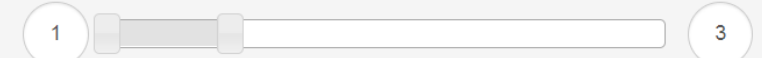
Scope



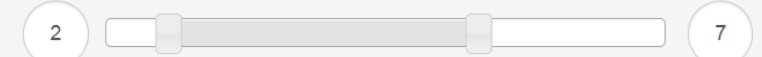
Customization



Infrastructure



Governance



Build Gap Analysis

Understanding Assessment Categorization

Clicking the  DCT6 details table button displays the entire maturity model to make it easy to determine where a member, group, division, or the enterprise as a whole currently stands and where potential next steps may lead the participant's group.

The assessment table is a guide to ensure accuracy in determining a specific state in one of the six areas of focus.

In addition to the table, each step has a brief overview and additional step details that can be accessed by clicking the expand button located next to each focus area heading.

Emergent Collaboration Maturity Model				Dynamic		
	BASIC	STANDARDIZED	RATIONALIZED	INTERNAL INTEGRATION	HOLISTIC INTEGRATION	INNOVATIVE
Social Technology	Traditional Documentation tools and document sharing	Autonomous group-based collaborative tools without a common platform	Group-based tools within a common platform, requiring oversight	Inward-facing, centralized and inter-department collaboration	Inward and outward-facing, centralized collaboration	Exploratory technologies, dynamic
Corporate Culture	Individual-oriented and change resistant	Small group-oriented and change receptive	Division-oriented and proactively engaged	Employees empowered and engaged with enterprise-wide collaboration	Pervasive throughout firm, adoptive collaboration mindset	Creative, innovative and experimentation culture
Organizational Scope	No formal social integration implemented. Flow through siloed path	Limited to intra-department collaboration	Strategic social integration aligned with functional goals	Enterprise-wide strategic social integration	External social integration, mutual data fusion to create symbiotic relationship	Unified platform for social collaboration universe
Customization	None	Customized by users, not limited to group strategy	Tool customization driven by group strategy and executed by IT	Centralized social platform that enables simple customization by individual users	High-level customization to accommodate external participants	Extremely customized and adaptable
Infrastructure	Reactive, ad hoc	IT support for tool adoption and maintenance	Formal IT process established, high-level IT support	IT processes aligned with enterprise strategy	Externally faced security and data accessibility	Proactive in identifying new technology
Governance	Not well established policies	Policies established formally, weak enforcement	Policies actively enforced and applied by IT	Policies aligned with enterprise strategy	Expansion of collaboration policy to include external network and devices	Collaboration director integrates new technologies, replaces social contracts

How the DCT6 Assessment Works

Clicking the *Build Gap Analysis* button displays the radar graph with both current and future state points.

A step-by-step analysis of each point is summarized with an overall score is sent to the participant's email address (captured at sign-on), providing easy-to-follow guidelines to keep track of progress.

The participant is encouraged to return often to re-calculate their current state and update any future state goals.

