Digital Workplace Solution Delivery Guide
Digital workplace transformation done well

Many organizations are struggling to re-wire their workplace — to connect disparate apps and tools, boost productivity, and strengthen corporate culture. It can seem complex and there is no one size fits all approach, but in order to remain competitive and engage employees, every organization needs to dedicate time and effort towards getting it right. But it’s easy to take a wrong turn. Staying on the path toward your goal requires precise planning, continued focus on the problems you’re trying to solve, and an acknowledgment of the pivotal role that employees play in driving a business forward.

Igloo partners with organizations to effectively navigate their digital transformation, delivering a complete portfolio of digital workplace solutions implemented using a proven framework that ensures the highest levels of engagement, adoption, and customer success.

The digital transformation journey

The journey consists of five stages and becomes increasingly complex as organizations pass through each stage. Organizations don’t always follow linear progression from one step to the next. In fact, it’s possible to blend or skip stages, especially when undertaking large digital workplace initiatives. The point when organizations really start to transform, and realize true economic benefits, is when they surpass the company intranet stage and embrace the concept of the digital workplace and enable a corporate destination.

Digital Workplace
Corporate Destination

- Driving corporate culture and employee experience
- Holistic solutions
- BYOA and IT sanctioned
- Ad hoc and structured cross-functional collaboration
- Advanced analytics and measurement
- Pre-defined workflows
- Mobile first
- Federated search

Stage 1
Personal Productivity

Applications

- File sharing
- Messaging
- Email

Stage 2
Information Sharing

Basic Portal

- Information/wikis
- Basic search
- Link farm

Stage 3
Connections

Social Intranet

- People directory
- Basic collaboration
- Basic social features
- Simple integrations
- Process support

Stage 4
Organizational Productivity

Modern Intranet

- Team collaboration
- Basic analytics
- Mobile ready
- Basic processes automated
- Advanced search
- BYOA
- Content publishing and workflow
- Intro to solutions

Stage 5
Engagement & Transformation

Innovators

- Transformers

Complexity

Maturity
Defining your digital workplace journey

When you embark on your digital transformation journey with Igloo, we’ll guide you through a structured process to identify the problems you’re trying to solve, what business outcomes they will drive, who you’re solving them for, and the optimal set of solutions to achieve your organizational goals. Before choosing us as a partner, we’ll gather the following information to ensure we understand your needs and can make informed recommendations throughout every stage of the process.

1. Identify requirements

The first and critical step is to ensure requirements are gathered from the primary stakeholders across your organization. These will include needs for: performance, technology, features, security, scalability, compliance, use cases, integrations, etc.

2. Prioritize requirements

What’s the most important challenge to solve? We work with you to score these requirements against key business challenges related to communication, collaboration, knowledge management, employee engagement, and technology integration.

3. Identify personas

Who will benefit from the requirements being addressed? Your new digital workplace should meet the needs of three key personas in your organization:

Me: Giving employees a personalized experience that helps them do their jobs more effectively.

We: Supporting teams (e.g. departments, business units, projects) with tools that enable collaboration, knowledge management, and group productivity.

Us: Strengthening the organization by creating a unified brand and culture, and rallying everyone around a shared purpose or cause.

4. Choose solutions

Together, we’ll pinpoint the best solutions from the Igloo portfolio to address your prioritized business challenges, keeping your requirements and personas in mind at all times.

"Igloo not only set itself apart thanks to the support team and their expertise, but they showed us a new way to connect and unify our offices."

Cara Reymann, CMO & Director of Practice Development, Capital Digestive Care
Implementing your **new** digital workplace

The implementation of your digital workplace plan is the next step in your journey. Together, we’ll establish a plan with checkpoints along the way to help you drive engagement and adoption across your organization, supporting your continuous growth and digital transformation. Many digital workplace providers boast about how quick and easy it is to implement a new digital workplace — often quoting “just weeks” to implement. At Igloo, we recognize that digital transformation is not an exercise that should be handled with haste. That’s why we take a detailed strategic approach with a proven solution delivery framework.

A proven solution delivery framework

Our solution delivery framework has been honed and perfected by industry experts who have implemented thousands of digital workplace solutions. The framework is structured to deliver predictable and measurable results, yet flexible enough to meet your unique business needs and timelines.

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1. **Preparation for Kick-off**

   After you sign on with Igloo, and approximately two weeks before the official kick-off meeting, a “Prep Kit” will be sent to you by the Services team. The kick-off meeting will follow and together we will review your services package, the implementation process, timelines, outcomes, responsibilities, and deliverables. Your assigned project manager will become a key contributor to your success and guide you through the implementation process, digital workplace launch, and transition to our Customer Success team.

2. **Discovery & Consulting**

   During the discovery and consulting stage, you’ll participate in consulting workshops where you will collaborate with your strategic consultant to set key goals and strategic objectives — resulting in the delivery of your digital workplace roadmap. Next, your solution consultant will guide you through the selection and prioritization of solutions that are aligned to your strategic objectives and key goals. This will form your digital workplace solution plan.

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*Stages and specific services may vary depending on Service Package chosen.*
At this stage, we also provide you with both visual design and technical consulting services. Our professional designers will review the design workbook provided to you, with a goal of understanding your brand guidelines and visual design objectives. Depending on your package, you may also be presented with visual design mockups of the digital workplace homepage, key secondary pages, and styles. And our technical consultants will work closely with your technical team, providing a workbook that is leveraged throughout your implementation.

3. Implementation to Launch

During this stage, your implementation specialist builds and configures the solutions for your digital workplace based on the solution plan delivered by your Igloo consultant. The approved visual design styles are also applied to your digital workplace (logo, images, banners, colors, fonts, styles, and footer), and we take you through a final site review, providing recommendations for launch readiness. Another important service offered during implementation is training. From facilitated to self-paced learning experiences, we offer a variety of training options to match your specific needs.

4. Engage & Evolve

Developing a strong engagement plan prior to launch is important to the longevity of your digital workplace. Your plan will outline how you'll continue to engage your key stakeholders to govern and evolve your digital workplace. Your customer success manager will use your digital workplace plan to identify your measures of success and set the benchmarks to measure against. Then, you'll create a timeline for how often you'll check in on your progress — and how you'll manage any improvements that need to be made.

“Weiglo was a great partner throughout the entire process. They were always available and very customer focused.”

Rachel Foster, Senior Communication Strategist, Paycor
Measures of success: 

**ROI and ROO**

Implementing a new digital workplace requires a significant level of commitment across the organization, especially when it comes to the financial investment. When investing in your digital workplace, the most important question to ask is: How are we going to measure and maximize business value? There are two distinct approaches to finding your answer.

**Measure ROI**

ROI (return on investment) is of course the traditional method where if you spend $100 on software and make $1,000 because of it, you’re getting 10X return on your investment. It works well for simplistic processes that have a direct cause and effect: automating a process that used to be manual, for example, or reducing the travel costs associated with a meeting.

**Measure ROO**

ROO (return on objectives), on the other hand, measures the incremental value your digital workplace brings to your business. It’s about measuring how effectively your employees, teams, and organization are addressing the business challenges they’re trying to solve.

Measuring the value of your digital workplace is possible if you establish clear objectives at the beginning of your digital workplace journey. Then, each step toward those goals should be clearly documented to demonstrate how the organization is saving time, money, or effort.

Here are 3 key objectives for your new digital workplace and tangible actions you can take to drive bottom-line results.

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<tr>
<th>Objectives</th>
<th>Actions</th>
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| To streamline processes and drive operational efficiencies | • Reduce amount of time spent looking for information, people, and processes.  
• Ask employees for ideas to improve productivity and cut costs.  
• Reduce time spent re-doing existing work.  
• Consolidate disparate technologies.  
• Reduce the reliance on support staff and management by empowering employees with self-service tools and knowledge bases.  
• Save time with simplified data entry and easy access to line-of-business systems. |
| To enhance communications, collaboration, and employee experience | • Deliver frequent, transparent, and timely communications to the entire company.  
• Connect the leadership team to employees so everyone is on the same page.  
• Align employees with the company’s vision and objectives.  
• Enable easier organizational publishing and inter-departmental information sharing.  
• Improve employee satisfaction and retention.  
• Foster team collaboration across departments, business units, and partners. |
| To increase revenue and accelerate time to value | • Deliver better customer experiences and satisfaction as a result of more empowered, educated, and satisfied employees.  
• Improve information sharing, consistency, and accuracy.  
• Drive incremental revenue from happier customers.  
• Reduce the number of unhappy customers and the costs associated with supporting, retaining, and reacquiring them.  
• Accelerate onboarding and reduce the need for retraining.  
• Generate sales leads and solicit feedback from your employees. |
With today’s new way of working, your organization will inevitably evolve through the five stages of digital transformation. Your ability to achieve a fully connected and engaging digital workplace that improves productivity, innovation, and engagement will depend on the framework you follow and the skills and expertise of your digital workplace partner.

As a leading provider of digital workplace solutions, Igloo has implemented more than 10,000 digital destinations across 80 countries. We can help you navigate your journey, too.