

Nitto EMEA employees become Microsoft Teams champions thanks to Insight's adoption strategy

Nitto is a global manufacturer of products such as polarizing films for flat panel displays, industrial adhesive tapes, sealing and damping materials, and even diaper components to name some. Their products are used in industries such as automotive, electronics, hygiene, metal processing, glass, furniture, and more. In the EMEA region, Nitto employs more than 1,600 people. Its regional headquarters are located in Leuven.

The Challenge

With Skype for Business becoming end of life in July 2021, Nitto EMEA decided to switch to an alternative collaboration platform. Since the company is a big consumer of other Microsoft products, Microsoft Teams was the obvious choice.

As a Nitto Partner, Nitto EMEA reached out to Insight to help them with a smooth adoption of Microsoft Teams. The timeframe was very narrow: the deal was signed at the end of January 2021 and the official migration was scheduled for March 2021, leaving only four weeks for training and communication.

When they contacted Insight, Nitto EMEA was looking for experts to train the 600 employees who would use Microsoft Teams. However, as Insight advised, training needed to be considered as part of an overall communication strategy. Unfamiliarity and lack of education around the benefits of a new tool are common barriers to the adoption of a new platform.

"With only four weeks to prepare for the migration to Microsoft Teams, Insight had the resources to make it happen. They provided training, helped us build a strategy, and even invited us as guest users in their own Teams environment. We went from zero to hero in a short timeframe."

Bart Breuls, Connected Workplace Project Manager at Nitto Belgium



Quick Overview

When Nitto EMEA needed to migrate from Skype for Business to Microsoft Teams, they asked Insight for support. Insight's team of experts proposed to go through five key stages of adoption. However, due to the short timeframe, the project had to be accelerated. In just four weeks, Nitto developed a communication strategy and champions were trained to ensure a high adoption rate of Microsoft Teams across the organisation.

Quick Stats:

Client

The EMEA division of the Nitto Group

Size

1,600 employees

The Solution

To maximise the value of a tool, Insight uses the ADKAR model, taking employees through five stages of adoption: Awareness, Desire, Knowledge, Ability and Reinforcement (ADKAR). Due to the narrow timeframe, this was not an option at Nitto EMEA and the project had to be expedited.

With the support of the EMEA CIO, Nitto's first step was to inform its employees about the benefits of Microsoft Teams and why this switch was necessary. Staff were also advised that a series of training sessions were going to be organised for them. The HR team could then start looking for volunteers who wanted to become champions or super-users for the tool. This group of employees received more in-depth training, so they could support end-users across the organisation to become champions themselves.

Insight offered assistance to get the full benefit from the training portal and boost skill development. Experts were always available to answer questions and Nitto EMEA was invited as a guest user in Insight's own Teams environment to see first-hand why the new platform could offer more business value.

The benefits of Microsoft Teams were demonstrated during discovery sessions and webinars. Throughout the entire adoption project, communication was key in helping employees understand the business value of the tool as a replacement for Skype, and the numerous new Microsoft Teams features at their disposal.

Following the training, champions in the company continue to support end-users, while Nitto keeps people updated around the overall success of the adoption for the organisation.

The Benefits

Insight's adoption strategy helped Nitto EMEA to make a smooth transition to Microsoft Teams. As the majority of its employees worked remotely due to the Covid-19 pandemic, the company found it crucial that staff could work from anywhere at any time. It was essential that employees could remain connected and collaborative.

Despite the short timeframe to migrate, Nitto EMEA has seen a smooth adoption of Microsoft Teams. Now they can focus on the extra features of the tool, which makes it a great solution for Nitto's connected workplace.

"During an extra session, Insight also provided tips and tricks for people who need to train colleagues through Microsoft Teams."

Bart Breuls, Connected Workplace Project Manager
at Nitto Belgium

The Results Highlights



Despite the pandemic and the short timeframe to implement, Nitto EMEA's entire staff has smoothly adopted Microsoft Teams, empowering Nitto EMEA's employees to work from anywhere, at any time.



A group of champions at Nitto EMEA, with various language backgrounds, continues to support both existing employees and new staff.



Teams at Nitto EMEA are collaborating more efficiently by storing documents on a central location, avoiding dozens of emails, while they now also have a reliable conference tool.



Thanks to Microsoft Teams, Nitto EMEA was able to continue providing staff training during the pandemic.