

Insight bolsters Telenet's hybrid working strategy with the adoption of 4,800 Microsoft Surface devices

As a leading Belgian telecom company, Telenet is determined to help its customers stay ahead in the digital age. This vision is extended to its employees as they can understand the value of technology in supporting a hybrid way of working. Telenet engaged with Insight to help decide and source the most appropriate devices for its employees, as well as develop an adoption strategy to ensure that staff could use the new devices to their full potential.

The Challenge

Even before the COVID-19 pandemic, Telenet was implementing digital technology for its end users. They decided to build their strategy on Microsoft Office 365 and managed their licenses through Insight. The global changes brought about by the pandemic certainly pushed Telenet to accelerate their transition to a 'work from anywhere' environment, and to do this, they needed the right tools and a partner who knows how to maximise the benefits of hardware, software, cloud or other services. Telenet agreed to collaborate with Insight on a hybrid work approach.

The telecom provider has a progressive view on how digital technology empowers people. "Every investment we make has to improve the experience of our people and partners. Everything must have a clear added value for the end user," says Carlo Grauwels, Workplace Manager at Telenet. For that user, a good device makes all the difference. A Forrester study shows that four out of ten employees in a hybrid work environment want "improved PCs and laptops".

But how do you know what is the best device and how can you offer this device to thousands of employees in a cost-efficient way? And how do you ensure that people are truly benefitting from your investment? "We were looking for devices that offer more flexibility and are more in line with what employees use in their private lives," says Grauwels. "People want a laptop that offers more comfort. This makes perfect sense when you consider that at home, we use our PCs for much longer periods."

"The Microsoft Surface Laptop 4 was selected as the best solution for our employees because it really supports working in a hybrid world.

The device is lightweight, offers touchscreen capabilities, and meets all the requirements we are looking for. All in all, it was the most suitable choice in terms of price and features."

Carlo Grauwels – Workplace Manager at Telenet



Quick Overview

Prompted by the pandemic and the sudden shift to remote working, Telenet was looking to accelerate its hybrid working strategy to ensure the needs of its employees were met.

Working with Insight, Telenet discovered that Microsoft Surface laptops would be the best fit for the organisation and chose to deploy Microsoft Surface Laptop 4 devices to all of its employees, leasing 4,800 devices in total.

Since the rollout of the new devices across the business, Telenet has seen a marked improvement in employee satisfaction and an overall increase in productivity. It is thanks to the device upgrade and a well thought out adoption strategy, supported by Insight as a Microsoft partner, that Telenet now leads the way in Belgium in the transition to a hybrid work environment.

The Solution

Telenet's vision on hybrid working aligns with Insight's approach. Before choosing a device, the company shared several requirements to Insight. For example, they wanted computers with a touchscreen that meet a high standard for specs such as the processor and memory capabilities. The laptops also had to be lightweight, so employees can easily transport them from the home to the office.

Insight proposed the Microsoft Surface Laptop 4 as the best device to meet their needs, and so Telenet decided to deploy the devices to its 4,800 employees over the next three years. Alongside the high-quality laptop, employees were equipped with a standard package of accessories such as a wireless keyboard, a mouse, a pen and a docking station, so they could extend the optimal office experience to their home working environment. Moreover, in the post-COVID era most people prefer to work with their own equipment instead of sharing tools with colleagues.

To spread the costs, Insight provided a lease contract. Telenet now pays a fixed amount per employee per month for device, accessories and licenses. "In a lease formula, the Microsoft Surface devices provided the best option for us in terms of price and quality. Thinking carefully about the right device really makes a difference for your business and end users," says Grauwels.

In addition to delivering the devices, Insight used its expertise as a Microsoft partner to help Telenet with the adoption of the new technology. The company has around 70 'champions' who act as superusers to share their knowledge with their peers. Insight is also supporting Telenet with the creation of materials to bolster the adoption strategy internally through a website, short training videos and email communications. "We especially want to emphasise Grauwels advised, "Put your employees first. Listen carefully to what they need and provide the right solutions and investments to meet those requirements."

Use the Surface devices' extra features. People need to know how they can do things differently and what added value they can get out of it," says Grauwels.

The Benefits

Since the introduction of the new devices, Telenet has seen an improvement in employee satisfaction and productivity. Overall feedback has been positive, and employees specifically call out the touchscreen functionality and the fact that the devices are lightweight to be particularly beneficial. Although it is too early to measure any results, Telenet is also convinced that the new Surface laptops will improve productivity in a hybrid work environment. Grauwels advised, "Put your employees first. Listen carefully to what they need and provide the right solutions and investments to meet those requirements."

It is thanks to Insight's in-depth knowledge as an experienced Microsoft partner that Telenet was able to execute a seamless adoption plan for the new technology and ensure minimal disruption to business operations.

"Insight brings a wealth of knowledge and expertise to the partnership. They worked closely with us to outline our technology roadmap and identify the best time to deploy the new devices to ensure minimal disruption."

Carlo Grauwels – Workplace Manager at Telenet

The Results Highlights



Telenet employees are satisfied with the Microsoft Surface Laptop 4. The lightweight device and touchscreen functionality makes it easier to transport and work on the go.



The devices enable employees to work seamlessly from the office or at home, and support Telenet's hybrid working vision.



Thanks to an extensive adoption strategy, employees are educated in the new features and how they can support their day-to-day work.



Productivity has increased as employees can work seamlessly across multiple environments.