

Hollywood Innovation & Technology Summit - Fall 2019

Creating an effective digital workplace
with your existing investment in Office 365

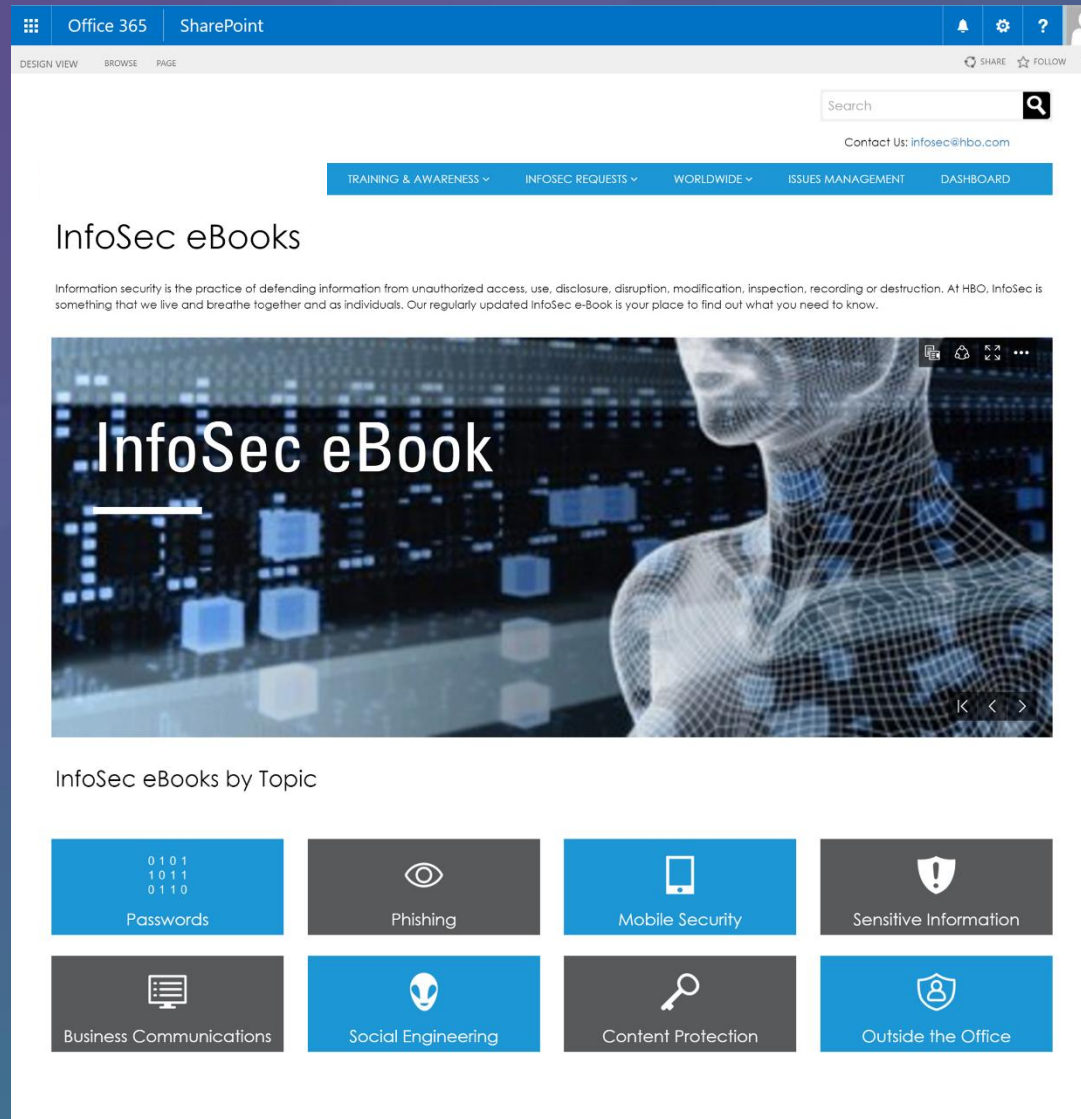


Why does this matter?

- Many organizations who own and pay for Office 365 don't use it effectively – at least not beyond the basics of email and Office
- Employees continue to struggle with:
 - Lost productivity simply looking for information (time cost)
~25% of our time! according to a report commissioned by Citrix Systems
 - Inefficient manual processes and navigating too many systems
 - Important messages lost in the “noise” of information overload
- Simple, but elegant solutions are much closer than you think!

Media & Entertainment Industry

Practical Office 365 Use Cases



InfoSec communication portal

Problem Statement


- Poor understanding of InfoSec risks e.g. phishing
- Leaks and hacks of valuable content including unseen episodes!

Solution Approach


- Simple presentation of educational content including policy, procedure and videos
- Tracking user compliance with taking courses

Business Benefit

- Improved awareness of risks and obligations
- Reduced risk of hacks and leaks that cost \$



Thank you! Calculating responses and finding the recommended solutions. Give me a moment...





[SharePoint Online](#) is your team's hub for storing, sharing and syncing documents using familiar Microsoft Office tools. Providing capabilities to collaborate in real-time, SharePoint Online can be used to create and manage websites to meet a variety of business requirements.

You can learn more [here](#)

Would you like to use this solution?

☒ Yes
 ☐ No

Submit

You have selected SharePoint. Glad I was able to help and have a wonderful day!

“Simba” the chatbot apps concierge

Problem Statement

- App options overload, users choose nothing that is being paid for and revert to email!
- Outdated information on what to use and when

Solution Approach

- Chat bot (conversational UI) provides a fun and interactive approach to selecting the right app
- Bot guides the user to the right choice based on their needs and help guides in Service Now

Business Benefit

- Analytics on what apps are being used and what are not – adjust technology spend
- Improved user adoption and ROI on technology platform investments

Channel based comms for targeted messages

Problem Statement

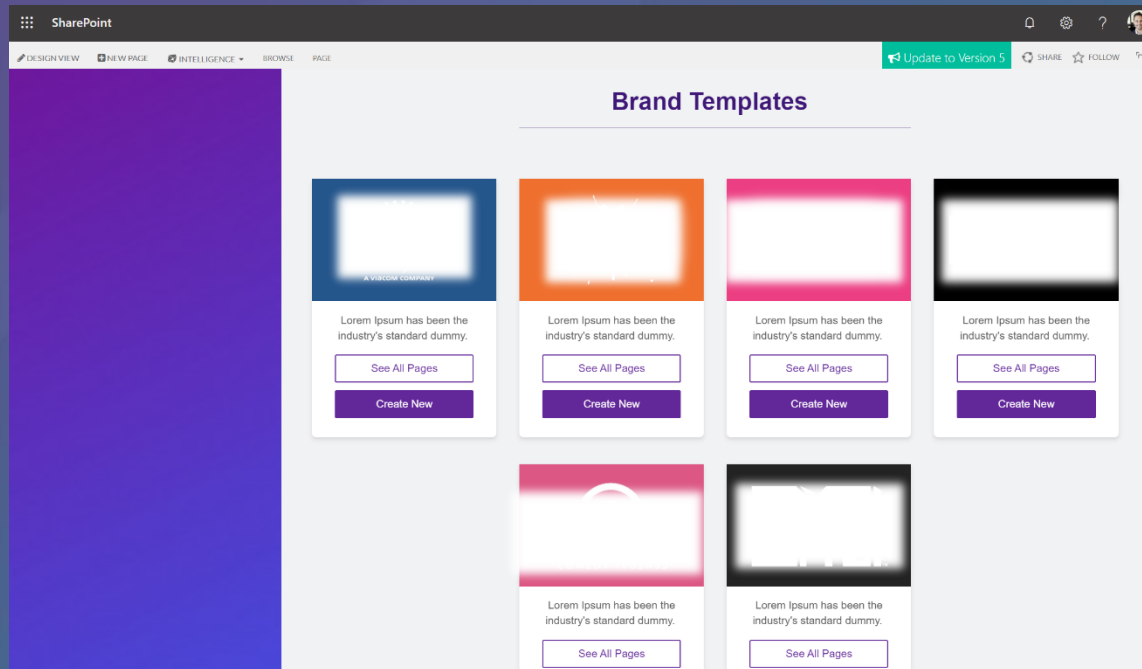
- Media conglomerate of multiple acquired companies
- Ineffective internal communications due to lack of “brand” focused content

Solution Approach

- Channel based communications
- Desktop and mobile app views

Business Benefit

- Focused, targeted comms
- Improved awareness of what’s happening both across the whole business and in specific brands



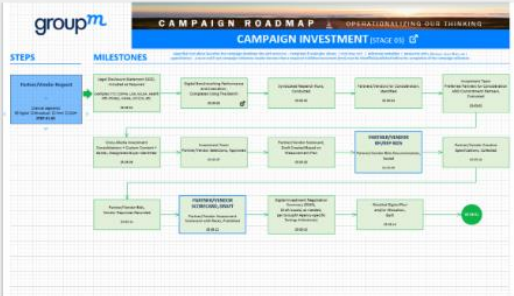
Campaign roadmap and asset management

Campaign Roadmap Roadmap Client Repository About Search

Campaign Roadmap > Roadmap > **Stage 03 | Campaign Investment**

< Step 03-03 → Step 03-04 → **Step 03-05** → Step 03-06 → Step 03-07 → Step 03-08 >

Step 03-05 | CAMPAIGN INVESTMENT: Partner/Vendor Request



Quick Facts On this Step

- 12 Deliverables
- 22 How To's & Tools
- 29 Campaign Milestones

Deliverables

Deliverable Name	File Name	Status
PARTNER/VENDOR SCORECARD, DRAFT	CAMPAIGN ROADMAP_Scorecard_WIP.xlsx	Proposed
PARTNER/VENDOR RF/RFP BIDS	CAMPAIGN ROADMAP_GroupM Digital Partner Bid_170616.xlsx	Approved

How-To's & Tools

Count: 15

Document Group: GroupM How To (7)

Document Name	Published Date	Document Use Case Group
GroupM: Interaction Vendor Request Form 201701	JAN 2015	
GroupM: Add New Vendor 20170419	APR 2017	
GroupM: Enabling Marco 200901	JAN 2009	Platform: Tech Specs
GroupM: Prime for Sellers Bid Launch 201601	JAN 2016	RFP / RF / Prime for Sellers
GroupM: Prime for Sellers Vendor 20170216	FEB 2017	
GroupM: Prime RFP Template 201601	JAN 2016	RFP / RF / Prime for Sellers
PRISMA Log In 201601	JAN 2016	FAQ

Problem Statement

- No consistent approach to digital media campaign management
- Inefficient duplication of effort through lack of re-use of existing assets

Solution Approach

- Website guides digital marketers through the process
- Centralized storage and categorization of assets for efficient re-use across clients

Business Benefit

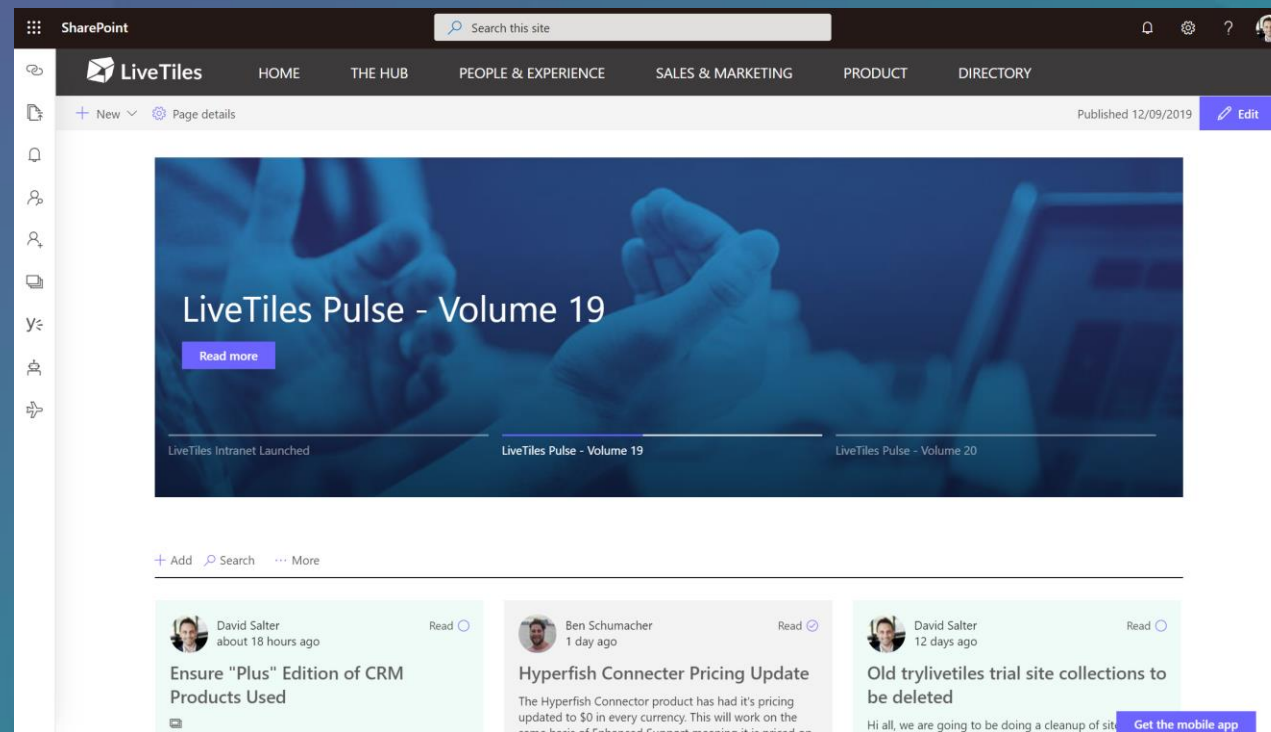
- Improved efficiency in campaign process
- Higher margin on fixed prices deals

Critical Components

- **Content is king** – you need to define what information matters and who will be accountable for ensuring that it posted and stays relevant
- **Focus on real user needs, not technology** – create a single pane of glass around disparate Office 365 apps that are confusing people
- **Role based personalization matters** – a portal for everyone is a portal for nobody! so consider the unique needs of specific user groups

Demonstration

We practice what we preach



Group Discussion – Help our market research!

Do you think the Media & Entertainment industry, in particular film and television studios, would use Microsoft Teams for secure communication and collaboration with “seasonal” workers?

Get in contact

Come by the booth to schedule a free discovery day with your organization or contact our Los Angeles based VP of Sales, Erin Stearns at erin.stearns@livetiles.nyc