

Case Study



Customer Profile

Bernard Krone Holding SE & Co. KG is a German family business specialising in agricultural technology and commercial vehicle construction. Within Germany, there are a total of 7 locations. In addition, as an internationally operating company, the Krone Group is represented in 40 countries around the world.

Technologies



A platform for better communication and smart collaboration

Challenges

- Heterogeneous system and tool landscape as well as compatibility problems complicate workflows and collaboration
- Need for digital solutions to improve the daily communication and make collaboration more efficient
- Profound change in the company that must be accompanied professionally

Solution

- Holistic corporate strategy towards Microsoft 365
- Comprehensive change management strategy and measures
- Implementation of a provisioning tool

Benefits

- Simpler, more efficient work processes
- Better communication and collaboration within teams and across departments and facilities
- Overcoming the impact of the pandemic on the daily working from home life
- Rapid technology acceptance and adoption by employees

New communication channels

Bernard Krone Holding SE & Co. KG is a German family- and owner-managed company in the fields of agricultural technology and commercial vehicles. In mid-2019, the company faced numerous challenges: „We had a very diverse software landscape with many different tools, applications and versions. This resulted in compatibility problems as well as complicated workflows. We also had a great need for solutions for better communication within the company, for video conferencing, for working together on files as well as for efficient collaboration, also via different end devices,“ explains Vitali Kusnirenko, project manager at Krone, the initial situation.

Even though the company had approached cloud technology with caution in the past, it increasingly saw the benefits of the new technology and ventured into the Microsoft Cloud with novaCapta as their strategy and solution partner at its side.

the employees step by step and at an early stage. For this purpose, measures such as a dedicated landing page with information, FAQs, step-by-step instructions and success videos on the individual tools were used. With these measures, Krone was able to involve the employees at an early stage, so that the new technologies are now highly adapted and accepted in the company.

Fast implementation

By implementing Microsoft 365, the company was able to solve numerous problems from the past: The possibility of using modern tools and functionalities, far-reaching system compatibility, the elimination of updates and the possibility of working also via mobile devices.

Today, the company sees the greatest added value of the M365 implementation in the usage of MS Teams. Teams has become the most important communication tool in the company.



“ We use Teams extensively as a file repository, for organising appointments, for individual meetings and major conferences. We use it across departments and offices, with external partners as well as via various end devices. Teams simplifies our communication and our everyday work immensely. It has a positive effect on collaboration and the networking of each employee throughout the company. We were also able to deal well with the working from home situation due to the pandemic. ”

Vitali Kusnirenko - Project Manager, Krone

Modern design & intuitive operation

Krone’s project was ambitious. Thus, the company was aware that such a fundamental change in the company had to be accompanied by professional change management. Once again, Krone decided to work with the change and adoption experts at novaCapta. Together, the project group developed a change strategy that was precisely tailored to the needs of the company and its employees. The focus was on the key user concept, in which guides are intensively trained in the company and later become contact persons for colleagues from their own department. In addition, the company followed a holistic communication strategy right from the start, in which the upcoming changes were communicated to

Digital workplace

In order to make the provisioning of virtual collaboration and project spaces, governance and lifecycle within M365 applications even more efficient, Krone also decided to implement novaCaptas provisioning tool. With the provisioning tool, the creation of Teams rooms is linked to an authorisation procedure, so that the company can control user behaviour within MS Teams even better and retain control over virtual rooms that are created. In this way, collaboration based on M365 is made even more efficient.

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