

Case Study



Company Profile

TDK Electronics develops, manufactures and distributes electronic components and systems with a focus on technologically demanding growth markets in automotive, industrial and consumer electronics as well as information and telecommunications technology. The company employs 24,100 people at around 20 development and manufacturing sites.

Technologies



Microsoft Teams

Changes in the company properly managed and communicated

Challenges

- Migration of 7500 users worldwide from Lotus Notes (HCL) to Microsoft 365
- Comprehensive mail migration
- Adoption of the new Microsoft 365 landscape
- From a heterogeneous IT toolandscape to a single tool for future communication and collaboration

Solution

- Concept for a transparent communication of the project plan and procedure
- Training of multipliers (guides)
- Provision of a one-stop store (landing page) for news, learning materials and contact persons

Benefit

- Accompanying change measures before, during and after M365 implementation and mail migration
- Early involvement of managers and motivating announcement videos with a likeable identification figure for employees to create more acceptance for the upcoming change
- Learning materials and explanatory videos for everyday working life use cases
- Positive user acceptance of the new working environment

After the Japanese parent company of TDK Electronics AG switched from Lotus Notes (HCL) to Microsoft 365, the German subsidiary was also ready for the change. From its base in Germany, TDK Electronics operates 7,500 users worldwide who were affected by the change-over. In contrast to the parent company, the IT project was supposed to focus not only on technology but especially on the employees. „It is often assumed that the switch to modern technology must automatically trigger enthusiasm and that the change will be a no-brainer. But every employee is different! That’s why change management was particularly important to us in this project,“ said Markus Danowski, CIO and project manager at TDK Electronics AG. novaCapta was recommended to him as an experienced partner.

form, or FCP Hub. The FCP Hub is a landing page that served several purposes: On the one hand, it was used as a central communication channel to share current information about the project’s progress with employees. On the other hand, all learning materials and explanatory videos were provided in the FCP Hub so that employees could learn more about the new tools and workflows at their own pace. A special feature of the FCP Hub was the mapping of specific use cases. The use cases showed before/after scenarios of how individual activities have been done so far and how they will be done with the new tools in the future. In addition, external learning content was logically linked to the novaCapta materials.

Multipliers: Multipliers are employees from various areas of the company who become personal contact persons for their colleagues. At TDK Electronics, the



“ It is often assumed that the switch to modern technology must automatically trigger enthusiasm and that the change will be a no-brainer. But every employee is different! That’s why change management was particularly important to us in this project ”

Markus Danowski - CIO and project manager at TDK Electronics AG

Change management for 7,500 users worldwide

The change management concept of novaCapta consists of three components: communication, training and multipliers.

Communication: „The earlier, the better“ is novaCapta’s motto in project communication, because the sooner employees are informed about the upcoming project, the sooner they can adapt to the new way of working. Together with the IT, Human Resources and Corporate Communications departments, novaCapta tailored a communications concept. The goal of the various communication measures was to communicate the project process transparently, to stimulate a positive basic attitude in the workforce and to explain the benefits of the new software in a comprehensible way. This was achieved through communication via the intranet, the early involvement of managers and motivating announcement videos with a likeable identification figure for the employees.

Training: To introduce employees to the new way of working, novaCapta created a one-stop store that TDK Electronics internally called Future Collaboration Plat-

multipliers were called FCP Guides. After being trained by novaCapta, the guides were able to accompany the change process and explain it within the company, teach colleagues about the new tools and workflows, and answer colleagues’ questions. The training of the guides took place online, as the selected employees work at different locations worldwide. The employees were able to reach the guides via the FCP Hub.

With the help of the guides and the FCP Hub, the necessary knowledge was conveyed to the employees and thus actively used in everyday work.

Employees enjoy working with Teams

The success of the IT project can be measured by one factor in particular: user acceptance. Markus Danowski confirmed: „The transition to the modern working world has worked. Our employees like working with Teams and have accepted the new way of working very well.“ Even after the implementation of M365, support for all stakeholders is guaranteed. For example, the FCP Hub is continuously updated by novaCapta and the guides stay available for follow-up questions.

[novacapta.com](https://www.novacapta.com)



+49 221 58919-343 • info@novacapta.com

novaCapta GmbH • Im Mediapark 5c • 50670 Köln



+41 41 392 20 00 • info.schweiz@novacapta.com

novaCapta Schweiz AG • Industriestrasse 5a • 6210 Sursee