



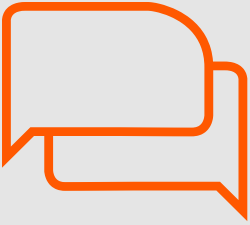
JDE ACCELERATES ITS MOVE TO REMOTE WORKING SOLUTION

Top executives at the company share their experience implementing Microsoft Teams for 14,000 associates in just four weeks

Coffee giant Jacobs Douwe Egberts (JDE) believes that amazing things can happen over a cup of coffee, and through hundreds of products from iconic brands, it unlocks these possibilities for people around the world.

When the COVID-19 crisis hit, this mission remained as important as ever. JDE was forced to quickly adapt its business operations so that its office and support associates could continue working remotely. As strategic partners for its IT programs, the company turned to Accenture and Avanade – a joint venture between Accenture and Microsoft – to get 14,000 global associates up and running on Microsoft Teams in just four weeks.

We spoke with Alexander Min, JDE's CIO, and Michael Orr, the company's head of communications, to learn more about this important project.



Q: After COVID-19 hit, at what point did JDE realize that it needed a new solution to help associates communicate and collaborate more effectively?

A: Alexander Min: The trigger for this project was largely a request from our own employees. As soon as we entered the crisis, we started reaching out to our people to see how they were doing and what their technology needs were. We beefed up Skype for Business at capacity and some VPN and remote desktop solutions. Then, as the dust settled, we sent out a survey and found that associates were having difficulties with their workplace platforms. One resonating ask from everyone was for a better platform for video conferencing.

Michael Orr: For two or three years we've been driving toward digital collaboration and adoption. People had been using their own platforms for video conferencing, but we wanted something more secure. Also, when people are working from home, you can't put a price tag on a team's ability to actually see each other during that Monday morning coffee meeting. Not to mention managing a global crisis task force, with leaders across different time zones and stages of lockdown.

Q: Why was Microsoft Teams the best tool for your needs?

A: A few reasons. First of all, Teams is secure and compliant, and we had some concerns around security with the other tools people were using. Plus, Teams fits in with our overall IT strategy, which is based around Microsoft. It was part of the license package for Microsoft 365 and integrated with the rest of that, which was an important selling point. Also, we already had it on our IT roadmap for the next year. This was just an accelerated investment.

Q: Why did you partner with Accenture and Avanade for this migration?

A: Alexander Min: It really made sense to go with Accenture and Avanade. Accenture is our strategic partner for IT, and we look at them before looking elsewhere. We also needed to do this quickly, and Avanade was available to do that.

Michael Orr: We're talking four weeks from deciding to do the project to finishing it. We had JDE resources on the bench and Accenture and Avanade had the same thing. You also really understood what we were up against. Plus, this was an opportunity to work together to map out what our broader digital landscape will look like long term.

Q: How would it have impacted your business if you hadn't been up and running on Teams so quickly?

A: It really would have had an impact on our people's ability to run the business at speed in a highly fluid situation. The ability to work together is enhanced by the ability to actually see the people you're working with. We have daily crisis meetings to protect business continuity and safety, and this has really allowed people to continue making quick decisions.

Q: What were some of the challenges of doing this project completely remotely?

A: It really forces you to think differently. One day we were worried about how we'd make it work, but by the next we had come together and regrouped. Right from the start we saw this as a unity and natural collaboration between HR, communications and IT. There was a shared pressure but also a shared sense of excitement, given the task required us to think outside the box. We took a careful approach to keep the scope as limited as possible, focusing on the core functionalities that we needed.



Q: How were you successful in getting associates to adopt Teams quickly?

A: Alexander Min: The success of adoption is entirely thanks to the communications team and HR. They did a fantastic job translating information into training material and connecting it to our overall workplace messaging.

Michael Orr: We had champions in each community who knew the solution, and we focused on relentless, clear communication. This led to high adoption from the start and a low number of requests arriving at the service desk for Teams issues. Only a few calls to the help desk for 14,000 users. It also helps that Teams isn't a complicated piece of software. It's not hard to adopt.

I always tell people that the success of any digital program requires user adoption and leaders as role models. In this case, the adoption was super strong because there was overwhelming support. We were offering something that people truly believed would give them the tools needed to feel safe, stay connected and do their jobs. We were fishing where the fish are, so to speak.

Q: How did Accenture and Avanade meet your expectations for this project, and how well did we work with your team?

A: This project was a combination of technical know-how and kicking open the door. When we're in high-pressure situations where we need to do something impossible, we turn to Accenture and Avanade. You have the kind of consultants who not only know their stuff, but have an attitude to make things possible even if they sound impossible or challenging. They also mixed very well with our company culture, which is a key ingredient for success.

It's important at all the levels of a project like this to involve trusted, strategic partners. Accenture and Avanade were involved to steer the company to make the big decisions that needed to happen. This was really key.

Q: What's next for JDE and Teams?

A: We're now working with Accenture and Avanade to see what that roadmap looks like, which capabilities we want to build and where we want to invest. The immediate trigger was COVID-19, but we see this as a platform for the future.

About Jacobs Douwe Egberts

For more than 265 years, we have been inspired by the belief that it is amazing what can happen over a cup of coffee. Today our coffee and tea portfolio is available in over 100 countries around the world through iconic household names including: Jacobs, Nova Brasilia, Tassimo, Moccona, Senseo, L'OR, Douwe Egberts, TiOra, Super, Kenco, Pilao and Gevalia.

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 38,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation.

Learn more at www.avanade.com

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 505,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

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