# Meet Maggie.

Maggie is the change management lead for her organization's global implementation of SAP software. Subject matter experts and users are spread across the globe in 10 countries. Each country has a unique system and process to support their business. Maggie must ensure readiness and user adoption.

## Managing Change: Ensuring Readiness and User Adoption with SAP® Communication Center by ANCILE

**Maggie uses SAP Communication Center (SCC) by ANCILE to prepare users for software rollout, execute rollout objectives, and sustain user adoption so that her organization realizes the full potential of its SAP investment.**

### Prepare Users for Software Rollout ▶ Push Targeted Messages and Validate Understanding

Implementing SAP is a big undertaking for Maggie's organization. She knows that she must carefully communicate essential information to her employees, users, stakeholders, and implementation team members. Sharing this knowledge with the right people at the right time is paramount for successful implementation.

Using SAP Communication Center (SCC), Maggie creates campaigns that target each business unit and geography that she needs to prepare and support. Prior to rollout, she starts by capturing the organization's vision and goals for rollout. Eventually, she'll develop campaigns to take her all the way through the Rollout and Sustainment phases. These 'drip' campaigns allow employees to be aware of pending changes to their work and business applications at a time when it's most relevant for them. Maggie can ensure they stay informed, understand the changes, and prepare for new tasks. Within SCC messages, Maggie includes text, images, video, hyperlinks, and knowledge-checks. In some cases, she even requests feedback to ensure there is buy-in. Maggie is confident that SCC messages will be consumed wherever users may be: at home or out in the field.

### Execute to Achieve Rollout Objectives ▶ Track/Report User Progress and Comprehension
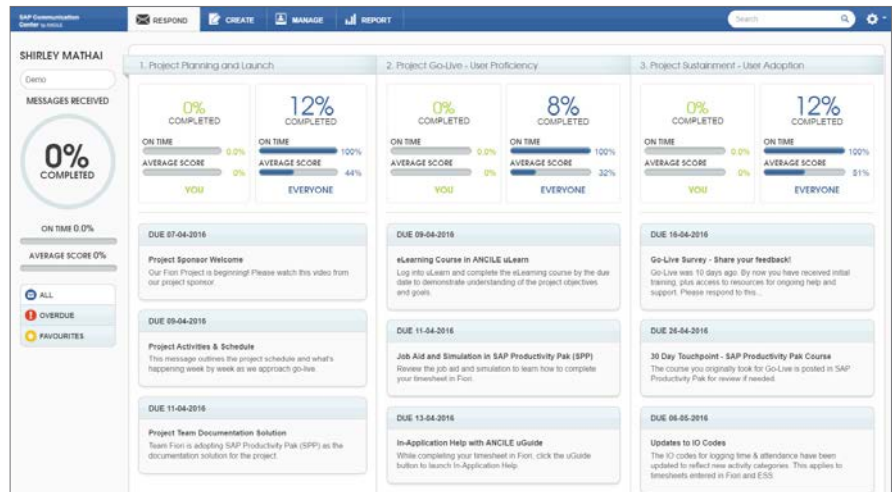
As go-live nears, Maggie assesses the organization's readiness via SCC's real-time analytics. She sees exactly who has received and understood the communications before moving to the next step in the project plan. This allows her to determine which employees are ready to 'get the keys' to SAP (i.e., their login and password). Maggie also uses SCC reports to assess which teams - and even, which users - require additional information and support. She analyzes SCC dashboards to ensure that her global user base is up-to-speed and knowledgeable about new software and related changes to business processes. Beyond go-live, as Maggie continues to push communications to the user community, she receives valuable insight from SCC and responds in real-time to ensure that her global team is successful in achieving rollout objectives.

## Sustain User Adoption ► Push Information They Need Every Day

Maggie also needs to ensure that every day, employees and users have the necessary information to work with their SAP solution as upgrades, enhancements, and changes to business processes occur. She continues to deliver relevant bite-sized messages to target audiences, and verifies the effectiveness of each communication. She leverages SCC analytics to help her identify areas where additional learning or information would make a difference. Users appreciate that the content is just right, just enough, and just in time.

With SCC, Maggie has a lens into where users are in their ongoing adoption journey as well as the power to prescribe the "right" content to move them to where they need to be – full adoption. SCC helps Maggie ensure readiness and user adoption for her global SAP implementation as well as ongoing adoption needs, so that her organization can realize the full potential of its SAP investment.

### Reading/Responding

### Tracking/Reporting