



Adapting your business policies for digital transformation success

Looking beyond technology

In order to successfully create a fully digital workplace, it's vital that companies look beyond the technology aspect and consider whether their existing business environment can accommodate a radical new way of working.

Often, business policies are too rigid and outdated for modern working so that key benefits of cloud communications cannot be fully realised.

Depending on the aim you're seeking to accomplish you need to consider different policies within your business, such as working-from-home policies, technical and security policies and HR and communication policies.

All aspects need to be evaluated, policies adapted and changes communicated to your employees.

Only if this adaption succeeds, and the new policies are adopted by employees across the entire organisation, will your digital transformation be a full success.

'You've got to get the **right culture** and change programme in place to **unlock the true value** of the technology.'

*Clare Barclay,
COO, Microsoft UK*

If you are implementing new technology to reach any of the below benefits, it is absolutely essential that you review the corresponding company policies along with the technical deployment.

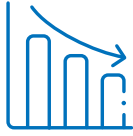
In the following sections we'll give you some hints as to what policies you need to adapt to accomplish your goals:

1. Reduce costs
2. Create business agility
3. Improve security
4. Increase productivity
5. Transform office culture



15% of UK business leaders named 'unwillingness to radically rethink business models' as a barrier to digital transformation.

[Microsoft, 2017](#)



Reduce costs

The implementation of cloud communications brings various opportunities for cost reduction.

The consolidation of different communication and collaboration channels enables employees to work with anyone from anywhere with any device, thereby enabling companies to save on travel expenses, office charges and hardware costs.

However, the implementation of unified communication (UC) alone will not reduce your costs. You also need to review the respective business policies.

Travel expenses

A major policy that your company will need to adapt is your commuting and expenses policy.

Consider how often employees travel and for what purpose. Can employees' travel time be reduced with cloud communications? Identify which journeys can be avoided and substituted with digital meetings?

Hardware costs - Bring your own device (BYOD)

An increasingly popular trend in the market, which cloud communications facilitates through a multi-device interface, is (BYOD).

BYOD enables employees to work from their own personal devices, meaning companies can reduce costs by supplying less hardware.

If your company chooses to incorporate a BYOD approach, it's important that you adapt a security policy to accommodate this change.

Which extra security measures need to be taken if employees are using their own devices? And which devices can employees actually work from?

Office charges work-from-home and hot-desking

Another key area where cloud communications can significantly reduce your company's outlay is office costs.

With cloud communications, employees have the freedom to work from home, remotely or on the go, meaning your company can move to a smaller office as less people work in the office itself. However, for flexible working to be a success, your organisation must have the appropriate policies in place.

Consider your company's working from home and hot-desking policies: How many days can employees work from home?

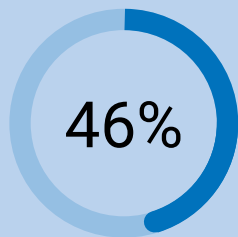
Do home office days need to be approved? If so, what's the process? How do employees connect to the company network securely?

You may also want to review your employees' KPIs for remote working to make sure everybody gets the most out of flexible working. Ensure that your employees understand the best ways they can stay connected and collaborate with their colleagues while away from the office.

If this enhanced flexibility means that many of your employees now choose to hot-desk, it's essential that your organization also has a set of guidelines that outline where employees can hot-desk from, what privacy and security measures must they take when working in a shared space, and where employees should leave their personal items while hot-desking.

Main policies to consider:

- Travel and expense policy
- Bring Your Own Device (BYOD) policy
- Work-from-home policy
- Hot-desking policy
- Privacy and security policies



According to recent statistics, BYOD occurs in 46% of UK businesses.

[Statista, 2017](#)



Create business agility

A key advantage of cloud communications is that it enables your workforce to work in a more agile way. Tools such as [Cisco Webex Teams](#) or [Microsoft Teams](#) facilitate agile working and decision-making.

However, it takes much more than just the tool to truly transform your organization into an agile workplace.

Besides the already mentioned policies to enable flexible working you will also need to adjust a number of HR policies on organizational structure and team design to support the move towards a truly agile business.

Collaboration tools like Microsoft Teams enable a more team-based and fluid way of working. Instead of working in fixed teams with a manager assigning people to specific tasks, employees can organise themselves around projects based on the skills required.

They can talk to each other easily and directly and exchange with large groups at the same time instead of reporting to a manager who then feeds back to other team members.

To accommodate this shift in working patterns and habits, you will need to review policies defining your overall organizational structure, formal as well as informal reporting relationships and role allocations. Team design is another key area to consider. Will single teams grow or remain static in terms of size, roles and responsibilities?

You may even consider to dissolve teams completely and start more project-based working enabled by the new collaboration tools.

Changes to the organizational structure of your company through closer collaboration and project-based working may also require you to assess your hiring policy.

Are there, for instance, any new skills or even new roles required for this way of working?

Main policies to consider:

- Organizational structure
- Team design
- Hiring



Improving security

Migrating your communications to the cloud enables a host of collaboration options such as video and audio conferencing, screen and file sharing, and instant as well as team messaging.

Centralizing these tools into one platform, and building a wider acceptance of them, helps to significantly reduce the use of shadow IT on company hardware.

Consequently the number of users releasing the company IP address is reduced as well leaving your network less exposed. However, many organizations still have a number of other security concerns. Organizational change management helps organisations to overcome these potential security challenges by creating a security-first culture.

To achieve a fully security-savvy workplace, this culture must be reflected in your company's security and privacy policies. With closer collaboration and increased sharing between different team members and across departments, it's essential that your data protection and network security policies are rigorous and up to date.

When assessing your existing policies, consider end-to-end encryption for virtual conferencing and locked PIN access, and look at which employees need passwords to access and how these passwords can be stored securely.

Implementing a two-step authentication security layer is also an effective way to protect your network from unauthorized access attempts.

Assess which applications employees can and cannot access, and think about how to ensure that only authorised persons can access key documentation and information.

Focusing on the user and driving a positive culture change throughout the organization encourages employees to fully embrace cloud communications and eliminates the use of shadow IT.

Policies around what technology employees are permitted to use must evolve to ensure that everyone is using the same IT to protect your network from hidden malware.

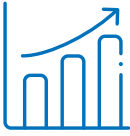
Main policies to consider:

- Network security
- Privacy
- Data protection



13% of UK business leaders said 'privacy and security considerations' are a barrier to digital transformation.

Microsoft, 2017



Increase productivity

Most enterprises expect increased productivity due to improved communication and more efficient collaboration.

To reap those benefits it's essential that employees are actually enabled to use the new technology, clearly understand what's expected from them once the tools are implemented, and are motivated to pursue ambitious goals.

You may also need to hire new staff to fill new skills gaps or provide additional training to existing employees. This touches upon several of your business policies such as training and staffing policies and team design. Your team policy must ensure that all employees acquire newly needed skills in order to reap the benefits of cloud communications.

This requires ongoing training and support. Your support policy must incorporate how and when employees can get support with cloud communications and who will provide it. It's also essential to review your existing staffing policy and ensure you have the right people on board to make your digital transformation a success. Consider how your organization can enable everyone to be a part of your digital transformation journey and what skills need to be nurtured in your employees to help them thrive in a tech-savvy work.

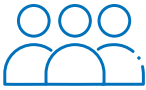
You may also want to consider whether existing roles will change or need to adapt due to the new technology.

Main policies to consider:

- Training
- Team
- Staffing







Transforming office culture

With effective organizational change management, cloud communications transforms the way employees communicate with each other.

Instant and team messaging, video conferencing, audio conferencing and screen and file sharing largely improve efficiency and transparency. Having one solution and one rule for all encourages a positive culture change throughout your organization and blends different teams together.

This new way of working turns traditional means of communication on its head, making many company policies outdated and redundant. In addition to technology, working-from-home, security and training policies, there are two major policy aspects you need to define for a successful cloud communications implementation: communications and work environment.

When reviewing your existing communications policy, consider which methods employees should use to communicate with each other. Define which communication channels employees and management should use for formal and which ones for informal communication.

Your policies around work climate should be addressed to ensure that your company values, mentoring system and support offering champion a collaborative, transparent and forward-thinking culture.

Main policies to consider:

- Communications
- Work environment
- Company values

‘A growth mindset [agile] organization promotes a feeling of empowerment among its staff. It transcends the sum of its parts and people believe they can be more than they are right now.’

*Carol Dweck, Professor of Psychology,
Stanford University*



Key takeaways

To reap the full benefits of digital transformation for your organization, it's essential to:

- Consider which key policy areas can be adapted to reduce costs and ensure that the change is successfully embedded.
- Update your HR and staffing policies and review team structures to facilitate agile working and decision-making.
- Ensure your data protection and network security policies are rigorous and up to date for secure conferencing and document sharing.
- Review your training and staffing policies to ensure that you have the right training and support in place to empower your employees to work efficiently.
- Adapt your communications and work environment policies to create a positive culture change across your entire organization.

Contact one of our experts today!

Speak to an expert



5 strategies to increase user adoption and boost your ROI

To get the most out of your cloud communications program and gain a competitive advantage over your competitors, it's imperative that your end users adopt the technology quickly.

[**Read more**](#)

