

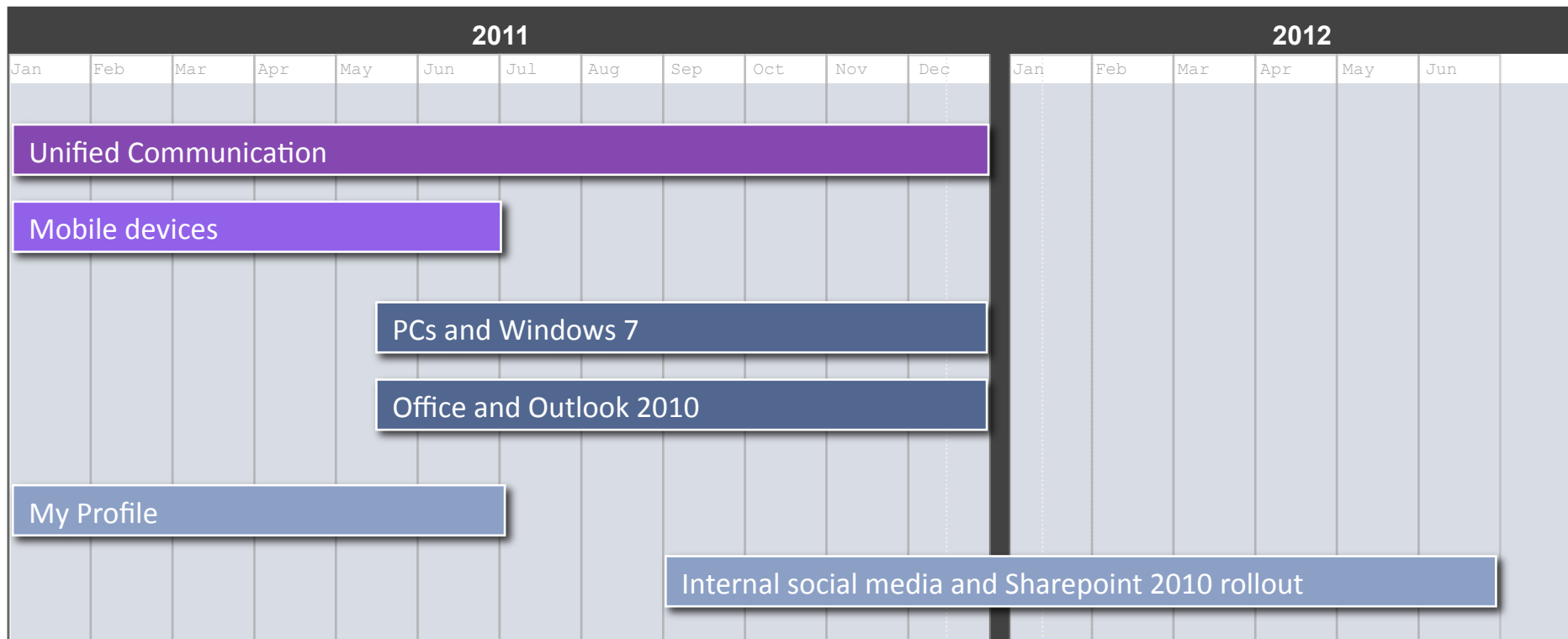


Statoil

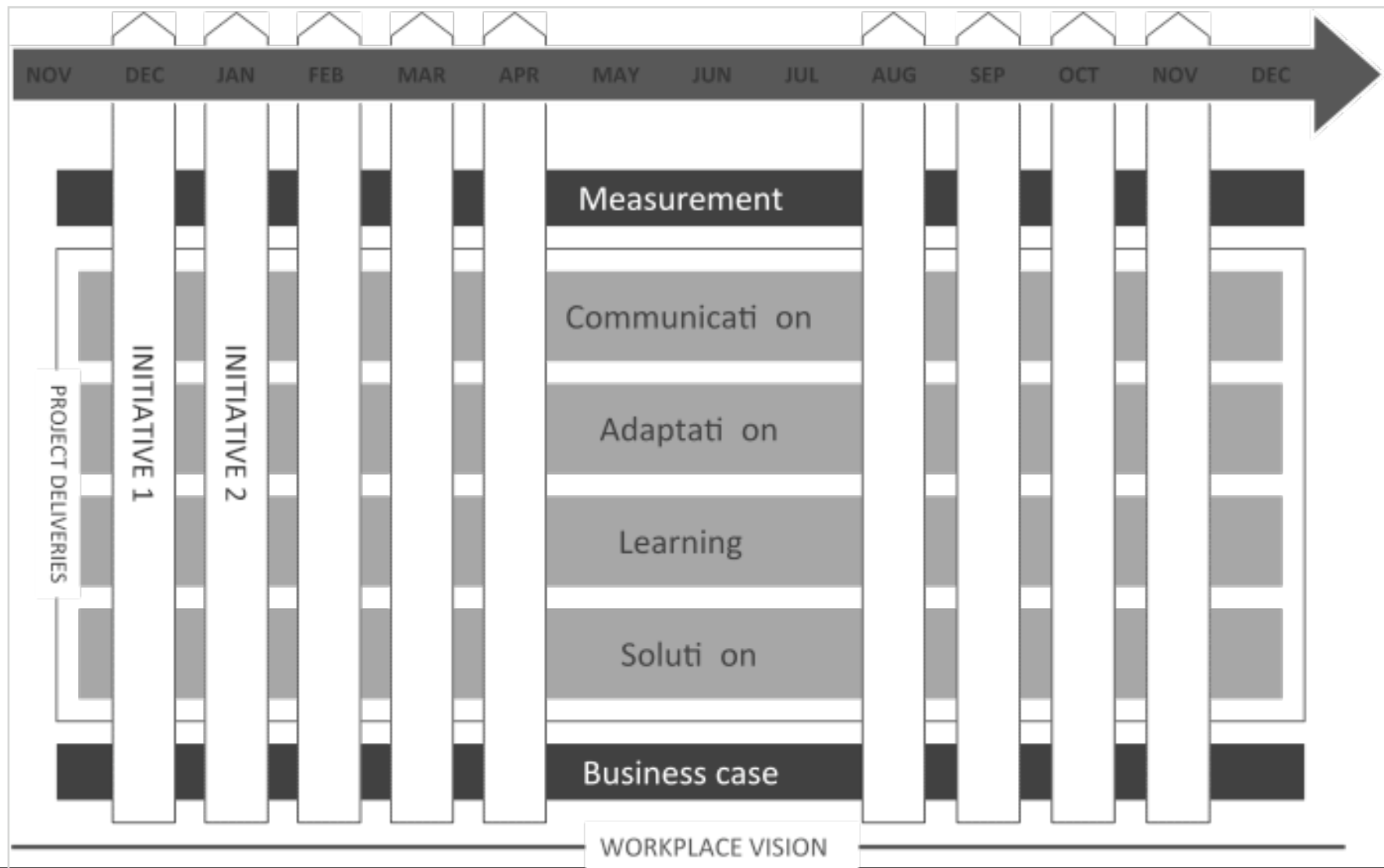
Statoil Case Study - Ensuring Communicator Adoption

Classification: Open 2011-07-28 Status: Final

COLLABORATION PORTFOLIO - DELIVERY OVERVIEW



COLLABORATION PORTFOLIO - DELIVERY MODEL

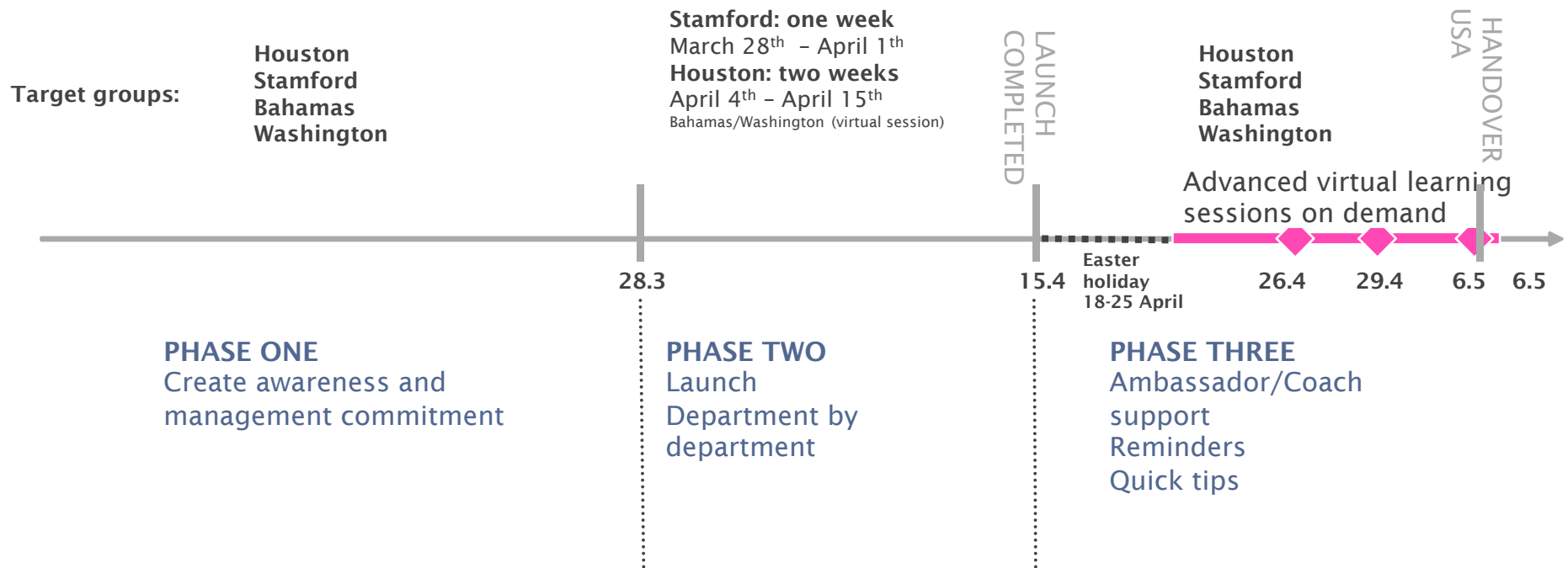


Ensuring Communicator adoption

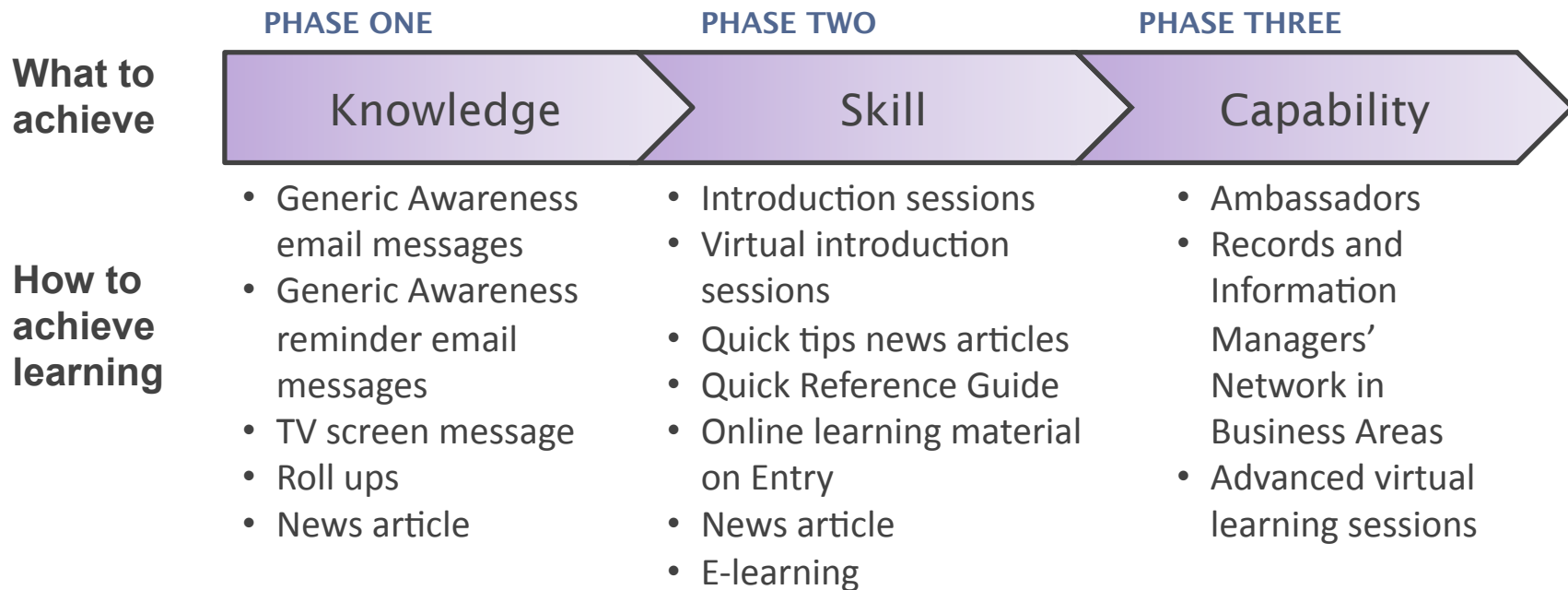
- Phase 1: Creating awareness and knowledge
- Phase 2: Building skills locally
- Phase 3: Creating local capability

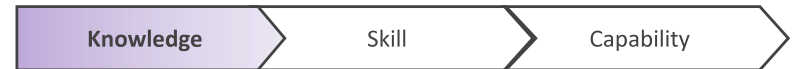


Roadmap - Launch of new features in Communicator



How to achieve outcomes - learning methods to measure





Phase 1 summary: Management commitment was critical in order to create high awareness and interest prior to the roll out of new Communicator features

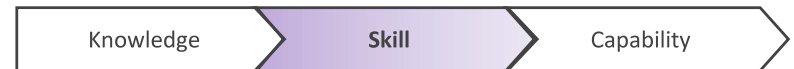
GOAL:

- Generate high awareness regarding rollout of Communicator features prior to launch; facilitate interest and thus increase participation

RESULTS:

- The project achieved local management commitment during rollout
- The project succeeded in generating knowledge/awareness before launch
 - The emails were opened/read by more than 90% of end-users, creating “buzz”
 - The pre-launch intranet news article had 376 visits, 402 views, and 246 seconds average “view time”; increased hit rate on Communicator’s intranet page was the result
 - Good feedback from end-users regarding involvement from the management in the distribution of emails
- The “Be an Ambassador” email from top management created a fantastic response: 43 people signed up to be Ambassadors through this email; 65 % of all Ambassadors signed up through this email message (48 out of 74 ambassadors)





Phase 2 summary: Positive adoption trend, increased Communicator skills through introduction sessions and provided learning material

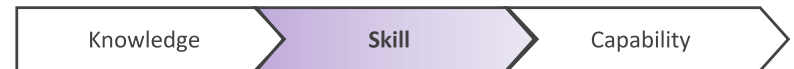
GOAL:

- Ensure efficient work practices by increasing employees' Communicator skills and thus trigger and reinforce usage; expected consequence was an increase in productivity

RESULTS:

- Stats show increased Communicator use in US
- Management communication generated 86% Introduction course attendance
- Introduction courses increased employee how-to knowledge and skills; 90%+ liked the content and 94% confirmed that skills improved
- High traffic on post-launch article that included quick tips generated increased traffic on Communicators' intranet page and contributed to further engagement and excitement
- Quick Reference Guides, distributed in the Introduction sessions, were well received – in addition it was visited 127 times and downloaded 20 times on Communicator's intranet page





Evidence for Collaboration Effect in the US

There is a demonstrated, measurable change in behaviour since Communicator was released in the US in March 2011. The number of participants attending conferences has nearly doubled and the amount of peer-to-peer instant messaging has marginally increased.

Given the level of videoconference adoption across Statoil, we suspect the following.

- There are increased video enabled calls between employees using Communicator in the US and employees using either existing Cisco room-based video units around the world or established Communicator users, particularly in Norway
- The increase in messaging is due to the attempt to coordinate the logistics for impromptu video calls between locations.

With the upcoming deployment of video-enabled laptops for all employees, we expect a future capability to provide:

- a secure video communication solution that connects remote users to on-campus users; and
- strategic options for HR and facility management, namely new flexible and remote working arrangements.





Phase 3 summary: A good foundation for ensuring capability is established, but continued reinforcement is required to permanently change behavior and sustain the benefits

GOAL:

- Ensure sustained improvement in work practices by reinforcing usage and further expand capabilities to drive increased productivity; use of peer-to-peer interaction facilitated by Ambassadors is a key means to achieve this

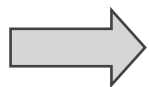
RESULTS:

- 74 people have signed up as Ambassadors, which is a good foundation to ensure capability in the organization
- More than 50 % of the Ambassadors have completed a virtual advanced learning session
- Ambassadors feel comfortable in their role as Ambassadors, but need more time to practice using the tool
- Continued follow up of the Ambassadors is necessary to ensure continued excitement and increased adoption



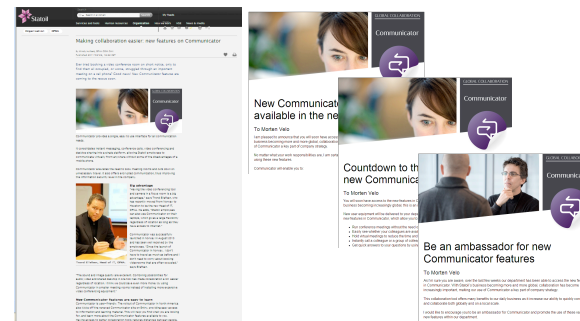
What went well; key success factors for going forward

- Create an overall concept for the rollout with a **clear roadmap** for communication efforts, planning and scheduling of training sessions
- Conduct a stakeholder analysis and involve top management early to **ensure management commitment**



Combination of local IT-manager and location manager worked well

- **Top down communication** to ensure local engagement



What went well; key success factors for going forward (cont.)

- Ensure **clear role responsibilities** between project and stakeholders
- **Involve local resources early** to create local ownership of the launch ensuring that on-site activities are implemented
- **Build a network of Ambassadors** to ensure local capabilities and provide it with information over a period after the launch to **ensure continued excitement** driving local adoption after the launch is completed
- **Plan and measure** all relevant efforts throughout the project to be able to evaluate whether or not the goals were achieved

The ambassador role
Communicator

The Ambassador may be anyone enthusiastic about social media, collaboration and communication. Will encourage usage of Communicator to peers

The Ambassador may perform in one or more of the following roles:

- Start using Communicator in daily work
- Communicate Communicator benefits
- Help peers using Communicator
- Be available for queries
- Guide users to learning material on site
- Participate in info stand (optional)
- Communicate potential user issues to the central team

Expected time usage: Ad-hoc and as available

The learning coordinator role
Communicator

The learning coordinator should be someone with knowledge about the local organization and facilities

The learning coordinator will perform in following roles:

- Give central team input on local organization, department size and composition
- Practical coordination of introduction sessions
 - Ensure training room facilities
 - Send out invitations and help end-user reschedule if necessary
 - Etc.
- Identify best spots for role-ups and set these up
- Prepare user equipment and hand outs that is been made available from central team before introduction sessions
- Communicate potential issues regarding on site activities

Expected time usage: learning coordination will require a full time role before and in the beginning of the launch

SUPPORT GLOBAL COLLABORATION SITE

The screenshot shows the Statoil Global Collaboration Site homepage. At the top is a dark navigation bar with the Statoil logo on the left. The navigation menu includes: Search (with a search box containing 'Search for people'), My feeds, Services and tools, Human resources, Organisation, How we work (highlighted), HSE, and News & media. On the right of the navigation bar are icons for user profile, heart, settings, language (en), help, and social media.

Global collaboration

Collaboration is energy. Only by tapping into this source can we achieve our ambitious goals.

What is global collaboration? **Tools** **Practices**

Sections

- Information security**
We all take part in the benefits of the information age. The same goes for actors that have illegitimate interests in our information.
- Social media**
Social media tools have become powerful channels in the global media landscape, offering new opportunity as well as challenges for us all.
- Mobile devices**
Mobile devices such as smartphones and iPads are becoming important elements in our private tool mix. Find out which devices you may connect to Statoil and the rules that apply.

My new desktop
PC upgrade coming soon
In 2011 Statoil will upgrade all PCs in the company to Windows 7 and replace out-dated hardware.

The five golden rules
Building awareness of information security

Bring your own device
Statoil will now allow employees to

Here, there and everywhere
The world of social media is expanding.

COMMUNICATOR

Statoil

Search for people Search

My feeds

Services and tools Human resources Organisation How we work HSE News & media

Entry > How we work > Global collaboration > Collaboration tools > Releases > Office Communicator

Releases

Making collaboration easy

Communicator improves the way we collaborate by providing one interface for all your communication needs.

Tools

- > MyProfile
- > Mobile devices
- > My new desktop
- > Windows 7
- > Office 2010
- > New PC
- > **Communicator**
- > User equipment
- > Questions and answers
- > Learning
- > News and updates

FACT PAGES

- Instant messaging
- Phone and video
- Conferencing
- Dial-in conferencing
- Tandberg and Communicator

ADDITIONAL LEARNING

- Quick reference guide
- Sign up for learning
- Ten good reasons to use Communicator
- Best practice
- Etiquette

EXTERNAL LINKS

- Microsoft demo of Communicator

SERVICES AND TOOLS

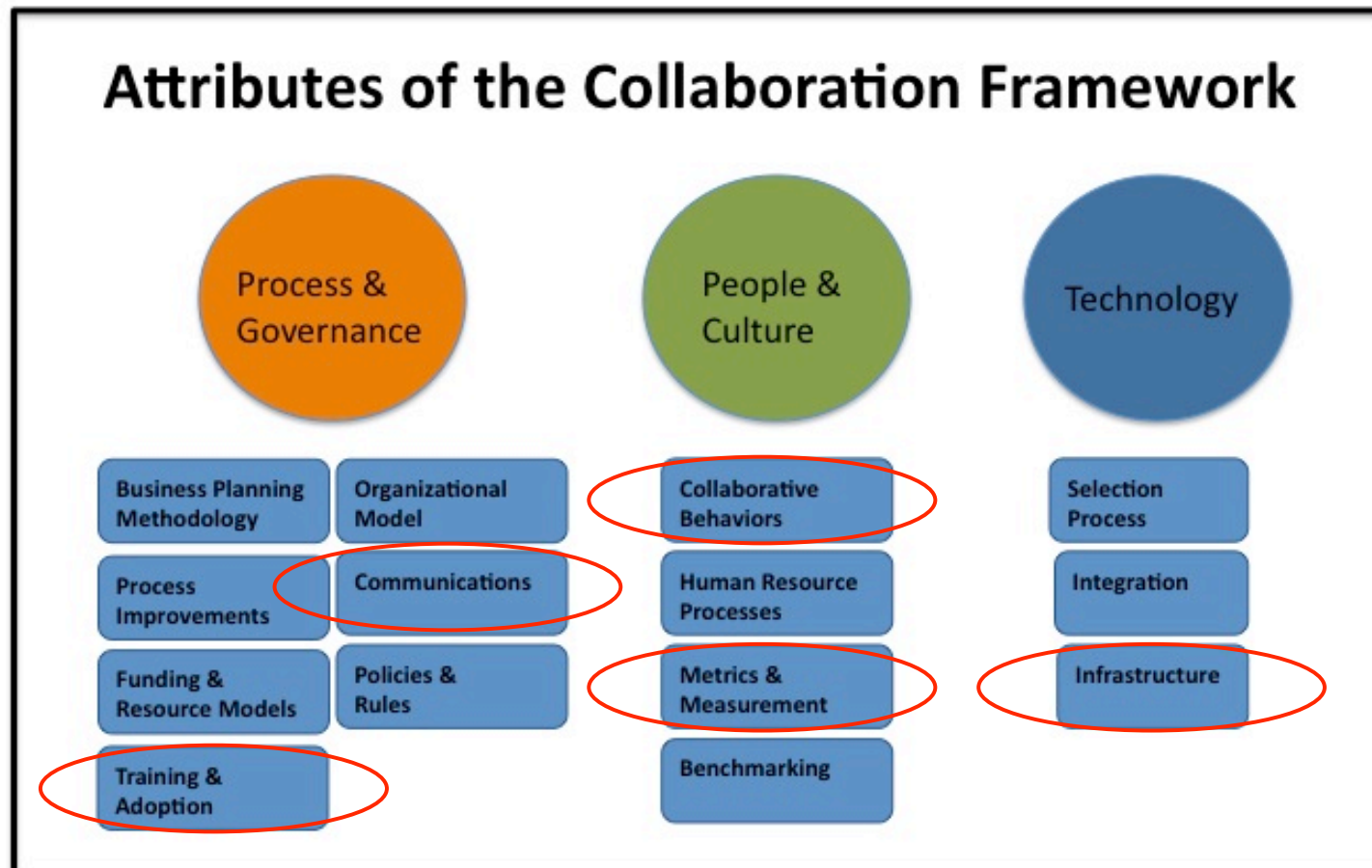
Ask any questions about Communicator

User equipment

Questions and answers

Where in the Collaboration Framework does this case study occur?

[Annotate for each case study]



Contact Information

For questions or comments about this presentation, please contact:

Dr Per Einar Weiseth

Manager, Collaboration

Corporate IT

Statoil ASA

pewei@statoil.com

+47 92802721