

Egmont IT

Danish Media Business Hastens SharePoint Adoption with Video Training Content from SharePoint-Videos

Egmont IT, the exclusive operations and support unit for the media business, Egmont, which is based in Denmark, implemented Microsoft SharePoint Server 2010 on its "Insight" Intranet during the autumn of 2011. The implementation plan included training end users (from a diverse set of subsidiary businesses), to manage their own needs for SharePoint Lists, Libraries and related procedures. Egmont IT purchased a set of video training content from Rehmani Consulting, Inc. This help system is designed to meet these user needs with short, task-specific tutorials. The video training set from Rehmani Consulting, Inc has been incorporated within the Egmont "Insight First Aid" Intranet help feature. The initial response from Power Users has been positive.

SITUATION

"We cover all the internal needs for IT for most of the Egmont Companies. . . . We, ourselves, have 2 administrators, a colleague and I. In addition there are 2 architects who dedicate 10-15% of their time to SharePoint. We also have a student on our team 4 days per week who is working on SharePoint."

" We have something called 'Insight First Aid' for SharePoint 2010 to which I added a document library including the video tutorial content from Rehmani Consulting, Inc."

Igor Demjanov
System Consultant
Egmont IT

Microsoft explains that SharePoint adoption is very important "[b]ecause SharePoint is often something that users can benefit from, but don't necessarily *have* to use to get their job done." (excerpted from SharePoint 2010 Adoption Best Practices White Paper © Microsoft®) **Egmont** understands this point and took steps to ensure that **Egmont IT**, a subsidiary company entirely dedicated to service all of the IT needs of a rapidly growing set of other subsidiaries, provided SharePoint power users with compelling training content on an Intranet named "Insight". Like many of its peers, Egmont IT understood the needs of SharePoint power users for short, task-specific instructional video content. In the [SP101 – The Basics: SharePoint End User Training for Readers, Members & Subsite Owners](#) offer from Rehmani Consulting, Inc's SharePoint-Videos web site, Egmont IT found its solution.

Egmont is not new to Intranets, having built its first one in 1998. In 2004 the concept of an Intranet took on a whole new meaning for the organization. What was a local platform for collaboration evolved into a *global* work space where a diverse set of media businesses (who each brought to Egmont a dissimilar set of IT policies and procedures) could make use of a standard set of tools, policies, and procedures. Fittingly, the name "Insight" was given to this Intranet, perhaps as a means of encouraging users to make use of its features (including web page publishing, discussion groups, shared calendars and contact lists, etc) throughout their daily activities.

“I created a list of links to the videos to which all Intranet users have access. I also created a table of contents to provide them with some kind of logical structure for the content. I implemented the “Summary Links” out of the box web part to provide fast content access from our Table of Contents. The initial response from the Power Users has been positive.”

SharePoint 2003 provided the application that underpinned “Insight” in 2004. In 2008 a decision was made to migrate to SharePoint MOSS 2007. The primary reasons for migrating to this updated SharePoint platform were:

- The out of the box feature set met, and even exceeded system requirements
- The web part structure promised comparatively easy development of highly specialized web page functionality
- The platform maintained exceptional compatibility with the full set of Microsoft Office applications.

In November of 2011 Egmont IT renovated Insight with an upgrade to SharePoint 2010. For the remainder of 2011 and into 2012, the team of technical experts at Egmont IT faced an ambitious schedule – 150 additional users from Sweden were to be added to the Intranet, along with an approximate 600 users from Norway.

The twin tasks of promoting the Intranet and providing Tier 1 support to the user community fell on the Egmont Corporate Communication unit. This group includes the actual Intranet Manager, who is 100% dedicated to Insight. She covers assignments as received from management, and also shares in the support burden. The Corporate Communication unit also includes 2 students who are each 100% dedicated to Intranet user support, and other small tasks, for the 2-3 days per week that they each work for the company. Finally, 2 other employees from this team dedicate approximately 20-30% of their time to the Intranet.

SOLUTION

Tier I Support is now successfully handling 80% of the problem calls

Management plans to quantify the value delivered by the “Insight First Aid System”

In order to free resources from Egmont IT to continue to build out the Intranet, in preparation for explosive growth in the user community as subsidiaries roll in, the decision was made to implement video training content. The objective: to reduce support demands on the Egmont IT and Corporate Communications unit Intranet teams.

Igor Demjanov, System Consultant for Egmont IT notes that “. . . [w]e have something called ‘Insight First Aid’ to which I added a document library including the video tutorial content from SharePoint-Videos. I created a list of links to the videos to which all Intranet users have access. I also created a table of contents to provide them with some kind of logical structure for the content. I implemented the ‘Summary Links’ out of the box web part. The initial response from the Power Users has been positive.”

Demjanov goes on to note that “[w]e also have a service desk that fields

the Tier I support requests. They have handled 80% of the problem calls.

Video Content from Rehmani Consulting, Inc has enriched the Intranet experience for the average Egmont "Insight" User

The service desk operation, together with the video content, have freed my colleagues and my own time to be properly re-directed to building what we need to build rather than focusing on support. "

Quantifying the Value of the Solution

Egmont IT plans on implementing a statistical tool from a third party to measure the actual reduction in support requirements that has resulted from the "Insight First Aid" system. This statistical tool will be used to measure usage of the system's video training content, and the new operating procedures that have been implemented to support the system.

The Egmont Corporate Communications unit, which as we have noted, owns the Intranet effort, and shoulders responsibility for user adoption of Insight, sees the video content from Rehmani Consulting, Inc. as a feature that has enriched the experience of a typical Insight user. Showing someone how to build a SharePoint list with a video training course that can be replayed, as required, has proven to be an excellent method of empowering users to extract greater value from the Intranet and, in turn, streamline daily computing procedures.