
ECM Change Management

Managing the Challenges of Change

A Coban ECM Offering

Overview

The ECM Change Management offering is designed for timely planning and execution of the necessary changes within an organization for a successful rollout of a new Enterprise Content Management solution. Through participation in countless ECM implementations, the Coban team has not only gained deep expertise in how large and complex projects involving ECM are implemented but also in how organizations and personnel are affected as a result of a launch. The task of preparing all affected by a new ECM initiative is critical to achieve the desired results. Starting from the planning stage of the implementation, Coban offers an opportunity to sit with stake holders from all organizations affected by the ECM initiative and analyze their specific needs, goals, and expectations. Applicable organizational changes, along with training and communication strategies, are then implemented to ensure that all impacted business users and technical resources are prepared for the upcoming change.

Value Proposition

> **Preparing for Change**

Based on our team's experience in working with enterprises to implement complex ECM tools and business processes, we understand how such solutions can affect an organization. To minimize this impact, we keep in mind managing change from technical, process, governance, training, and communication perspectives during the planning stages of the project. This allows us to bring together the right people from the affected organizations and create a plan for minimizing the impact of the upcoming changes.

> **Coordinating Tasks Pertaining to Change**

Once the tasks pertaining to the change are understood and incorporated in the project plan, our team then leads the execution of those tasks by working closely with your business and IT teams as well as the end users to see them through. These tasks include legacy content scrubbing and migration, completion of documentation and training tools and courses regarding the new solutions and processes for content authoring, editing, publishing, and the end-user content retrieval, and communication to all affected resources regarding the schedule and details of all changes. To help with these efforts, our team can also establish collaborations sites, FAQs, and help desk tools and scripts to assist in the communication and support of the rollout.

> **Ensuring Successful Rollout & ROI Analysis**

Having a well-defined strategy for managing the change that is brought about by a new ECM solution is crucial in ensuring successful implementations and providing high value for the end users. Our team will also help you in determining the usability and acceptance of the new system within your organization, which in turn would help in the analysis of the return on investment for the solution.

Service Description

> Workshop: Preparing for Change

The main objective of this workshop is to create a forum for the concerned stakeholders to share information about the existing content management and delivery practices and to discuss and build consensus regarding the future processes, organizational structure, and personnel needed to be involved in order to optimize the value of the ECM implementation. We will identify the tasks, roles, and timelines associated with change management. Through this workshop, your entire team will have a high level of confidence in understanding the upcoming change in processes and personnel resulting from the ECM implementation, as well as have a fair idea of the costs associated with implementing those changes.

> Process Documentation

Our team will create all necessary documentation that your IT team, end users, and support representatives will need to interact with, implement, and support the solution. Having this documentation will help the IT team in understanding the various components of the system and in managing future releases. Separate documentation targeted as a reference for the users of the solution will help content authors, editors, workflow managers, and consumers to fulfill their tasks successfully.

> Training

Preparing the various users of the new ECM system by training them in the usage and nuances of the new solution is critical to ensure the success of the project. Our team will put together the necessary training material and will conduct sessions with your team to educate them on the usage of the system and how it differs from the previous solution. These hands on sessions will allow end users to become comfortable with the toolset before it is launched and will help to maximize adoption of the new solution.

> Help Desk

Having a 'go-to' person for the end-user community will significantly improve users' acceptance of the change. In spite of the training and the documentation, end-users can always reach out to our assigned help-desk personnel in case they feel stuck or if technical issues are encountered.

> Release Management

We will keep track of all patches containing bug fixes and minor functional changes that have to be pushed to production and will make sure that each release is regression tested. We will also keep all your environments synchronized to enable successful production support.

> Post Launch Analysis

Even if the new ECM system is perceived to be successfully accomplishing its objectives, quantitative data should still be obtained to gauge the effectiveness of the solution. Our team will help in this process by gathering various information and offering comprehensive analysis on usage patterns, process efficiencies, improved employee satisfaction, and the other data points that will quantify your Return on Investment.

Why Coban?

The Coban team shares a common vision: to bring together our extensive knowledge of ECM and business best practices and use it to take our clients' business further. We are problem solvers and we are committed. Strong alliances with clients and partners and a culture of integrity, accountability and individual empowerment. These are the things that will be obvious the moment you start working with us. At the end of the day, we're nothing if we don't deliver results. That's something that we keep on top of mind on every project for every client every day. Collectively, we have decades of experience solving complex business problems and delivering solutions to Fortune 1000 clients. We use this expertise to transform business by delivering results. And we do it well.