



CASE STUDY

# CMC builds a roadmap for increased employee engagement and collaboration

Adoption strategy reveals full value of Microsoft Office 365 investment

A true workplace transformation goes beyond investing in new technology. That's what Cabot Microelectronics Corporation (CMC) learned after it migrated to Microsoft Office 365. By establishing a technology roadmap, users in strategic areas revealed broader workplace capabilities and value to keep them productive and engaged so that CMC stays competitive.

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## **Business situation**

### **Workplace in need of new collaboration tools**

CMC is a global manufacturer and supplier of chemical mechanical planarization products for the semiconductor industry. Its mission is to provide customers with innovative solutions at speed. However, its legacy workplace platform complicated business processes and made it difficult for employees to collaborate and deliver on this mission.

For years, employees relied on their inboxes to store and share files and depended on desktop shortcuts for speed. Network file shares, which were manually merged, were littered with name-based version control and often conflicted with copies in individual files. As a result, there was limited workflow management, and business teams were not as effective and efficient when managing their work.

These silos also disrupted the view of workflow history and made it difficult for employees to quickly track what's been offered to a particular customer or how service issues were resolved. Differing work methods meant customer experiences varied. It also frustrated the onboarding process of new employees, who had no real way of accessing a customer's complete profile.

CMC recently invested in Microsoft Office 365 for modern workplace tools, email and instant messaging. However, users were not aware of the technology's other capabilities. CMC realized that modernizing the workplace experience required more than a technology investment. Without an adoption strategy, employees were not using the technology's full capabilities nor realizing its full benefits. To overcome this standstill, CMC wanted to map out a plan to leverage its investment and embrace a more modern, collaborative and efficient way of working.

## **Solution**

### **A roadmap for workplace value realization**

CMC initially engaged Avanade to deploy additional Office 365 functionalities for file sharing, including SharePoint and OneDrive. Avanade took the migration one step further. Our team challenged CMC to provide a modern workplace experience in addition to developing a roadmap for deploying broader Office 365 capabilities. We engaged organizational leaders to identify high value areas that would benefit from a specific solution approach. This enabled CMC to create an organizational change management model that accelerates the adoption of new services so it can fully realize the benefits of its workplace investment and continuously stay on the cutting edge of innovation.

## CASE STUDY

CMC builds a roadmap for increased employee engagement and collaboration

Using design-thinking techniques and technology alignment, the company is reinventing its business processes and establishing collaborative workspaces. For example, when a manufacturer calls customer service for help resolving performance issues, an entire team – sales engineers, scientists and quality control employees – can easily collaborate and share data to provide the customer with a quick solution. CMC's business depends on the knowledge and expertise of many, so it's critical to have the tools in place to streamline operations, optimize business processes and ensure consistency.

"Avanade provided leadership and expertise to help CMC establish an effective Microsoft Office 365 architecture and governance model," said Rick Lloyd, director of application services at CMC. "They also helped identify and prioritize collaboration process improvements that bring maximum business value, including designing and developing SharePoint or Teams sites to meet these needs."

The new platform also gives CMC a secure modern workplace. Employees no longer need to perform manual searches for files or compare multiple versions of shared documents. They now have one location to securely access information from anywhere, anytime, on any authorized device.

## Results

### Improved efficiencies, collaboration drive sustainable value

By empowering its employees to do their best work, CMC is realizing its corporate collaboration goals and paving the way toward a more profitable and competitive business. The success achieved with the rapid adoption of select Office 365 capabilities spurred the use of additional services, including Microsoft Teams and Planner.

Benefits of this modern workplace culture include:

- **Increased productivity and engagement:** CMC is enhancing the employee experience and positioning itself to retain and attract top talent so it can continue its mission to provide highly competitive, innovative solutions to its customers.
- **Improved workflow management:** Multi-user editing with the protection of version control eliminates tedious, time-consuming manual work. It also enables cross-sales team collaboration for a more enriched customer experience.
- **Greater visibility:** The highly collaborative system captures the full customer history, helping all employees better respond to

customer needs and giving new employees quick insight.

- **Speed and quality service:** With specific application sites in place, CMC is able to more quickly and efficiently respond to customers during sales and issues resolution cycles, helping to secure and build customer loyalty.
- **Improved understanding:** Through user interviews and process decomposition, IT better understands the broader technology usage at CMC, the user mood for those technologies and opportunities to align solutions to an improved employee experience.

With the workplace culture and employee experience at the heart of its operations, CMC is driving sustainable value and growth.

## About Cabot Microelectronics Corporation

Cabot Microelectronics Corporation, headquartered in Aurora, Illinois, is a leading global supplier of consumable materials to semiconductor manufacturers and pipeline operators. The company's products play a critical role in the production of advanced semiconductor devices, helping to enable the manufacture of smaller, faster and more complex devices by

its customers. Cabot Microelectronics Corporation is also a leading provider of performance materials to pipeline operators and the industrial wood preservation industry. The company's mission is to create value by delivering high-performing and innovative solutions that solve its customers' challenges. The company has approximately 1,900 employees globally. For more information about Cabot Microelectronics Corporation, visit [www.cabotcmp.com](http://www.cabotcmp.com) or contact Colleen Mumford, Director of Investor Relations, at 630-499-2600.

## About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 36,000 professionals in 24 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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