



The four pillars of data-driven business transformation

To eliminate waste, relieve stress,
reduce chaos and engage employees,
harness the workplace data you already have.





Business transformation starts with behavioral insights.

You have to identify dysfunctional workplace behaviors before you can correct them.

What causes budget bloat? Why do some departments thrive while others underperform? Why are employees working more than ever, yet accomplishing less? Why is our turnover rate so high?

For years, business leaders have depended on a combination of business management theories and intuition to answer these questions. And when they made changes to correct these problems, they lacked proactive metrics to show whether or not they were working.

With Microsoft Workplace Analytics you can extract the answers you need from your internal communications and collaboration data. It analyzes how your teams work together, so you can identify the behaviors that help — and hurt — your bottom line. Then, you can use that information to:

- **Improve** efficiencies and maximize your organization's most precious resource — time
- **Reduce** job-related stresses that undermine business performance
- **Simplify** complex, organizational structures and practices and eliminate process friction
- **Increase** employee engagement, accountability and retention

But, most important, Workplace Analytics gives you a way to understand and measure the impact key behaviors have on your organization. This enables you to move from reactive to predictive management and use data to drive your business transformation decisions through each of the four pillars.



Pillar one:

Identify and avoid inefficiency.

Email and calendar software make it easy to invite anyone to a meeting and include everyone in the decision-making process. But instead of leading to better decisions, it often leads to inefficiency and longer project cycles.

Workplace Analytics highlights low-engagement meeting and management redundancy in order to streamline processes and free up hours per week in people's schedules so they can concentrate on higher-value activities. One Fortune 500 company was able to liberate an average of five hours per week for each employee using Workplace Analytics best practices.

Pillar two:

Stress is counterproductive.

When employees are constantly fighting fires, working on tasks that don't align with their skills and struggling to live up to unrealistic expectations, no one wins.

Organizations use Workplace Analytics and a predictive model based on proven indicators — such as time-utilization, after-hours work, double-booked schedules and schedule gaps that didn't leave sufficient time to complete tasks — to identify at-risk employees and make necessary corrections.

Pillar three:

Simplicity unlocks productivity.

Whether employees are confused by their role definitions or subject to excessive layers of management, simplifying processes and organizational structures can lead to big productivity gains.

A leading software company used Workplace Analytics to study communications and collaboration patterns, measure redundancy, insularity, internal networks and determine how different teams worked together. Using this data, they were able to make subtle changes to its sales team that led directly to a 32-percent increase in productivity.

Pillar four:

Engaged employees are effective.

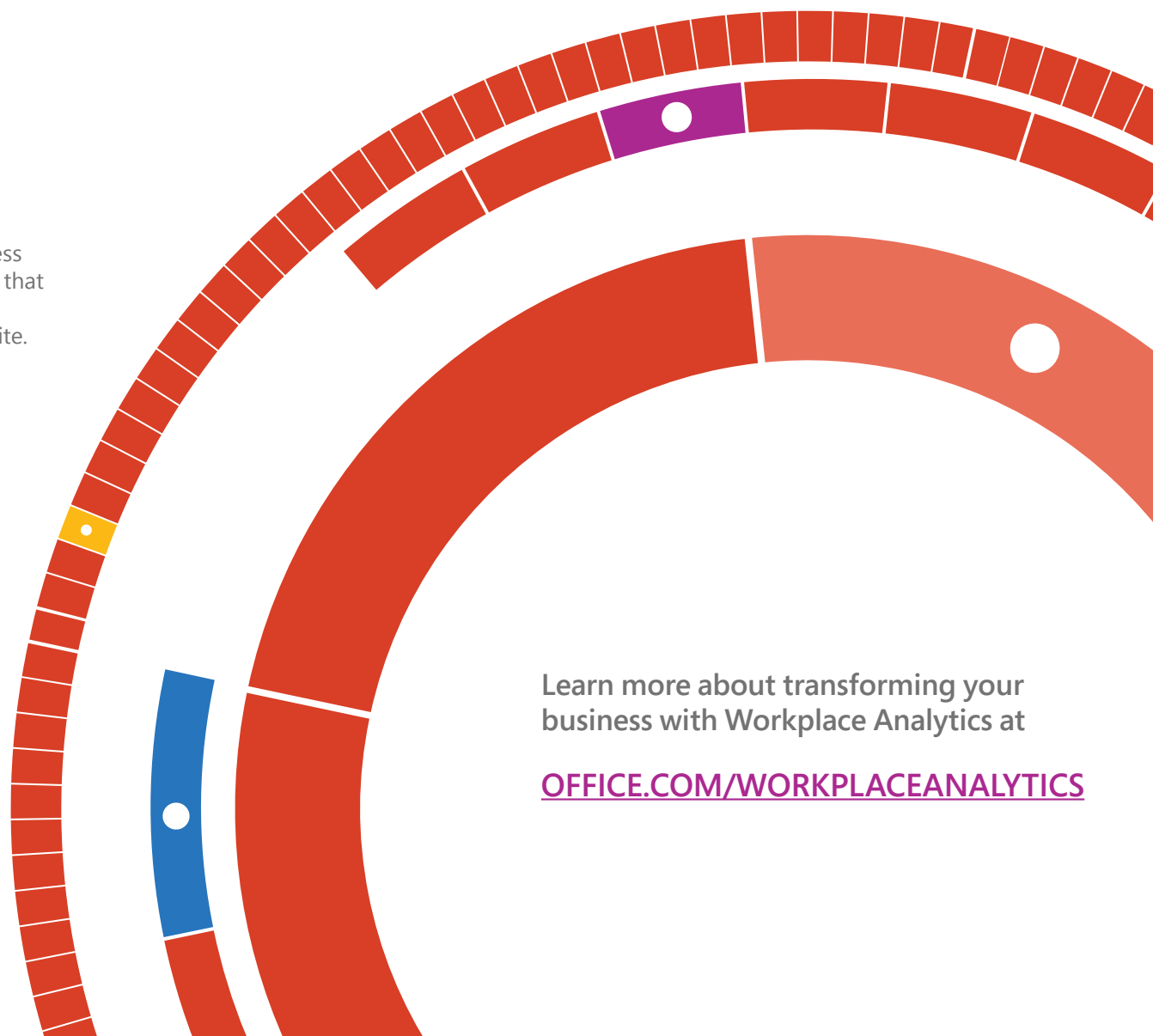
Employees who are mired in inefficiency, stressed by full calendars that leave no time to get work done and constrained by tangled, bureaucratic organizations probably suffer from low job productivity as well. In fact, a Gallup study suggested that high employment engagement can lead to a 20-percent boost in productivity and profitability.

Workplace Analytics helped a large pharmaceuticals company learn why an 800-person business unit was underperforming. After they corrected issues with organizational load, meeting quality and email usage, they transformed their culture and, as a result, sharply improved employee engagement.



See your data. Drive your business transformation.

Microsoft Workplace Analytics is available as an early-access program. To participate, and gain critical business insights that can guide you through your own business transformation initiatives, please visit the Microsoft Workplace Analytics site.



Learn more about transforming your
business with Workplace Analytics at

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