

# Case study – United Biscuits



**The Mission:** Increase adoption of Google Apps

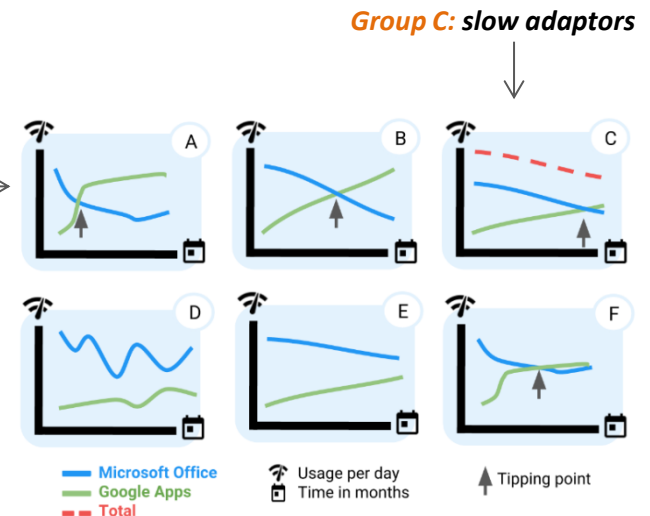
**The Obstacle:** Lack of tools to manage cloud transition

- How do you prove to your leaders that your program has been a success?
- How is Microsoft Office actually being used across your organization?
- How does usage compare across departments and teams?
- Are there any particular Microsoft Office files being overused? how many users access these files? Are they being used as a workaround to core systems? Are similar roles creating duplicate files in silos?
- Can you measure the success of an initiative? Did it reduce workarounds?
- How do you measure this usage and compare it against what's happening in the collaborative cloud world to see if your digital transformation is actually working?
- How effectively are the end users using the digital technology you've strived so hard to embed?

**SoftWatch's solution:** Advanced application usage analytics

- Collated data into meaningful groupings - Departments, Teams and Functions
- Monitored individual file names and analyzed usage, sharing and complexity of the files
- Provided ongoing assessment and measurement of the adoption of Google apps vs. MS-office usage

**Group A: fast adopters** →



**Conclusion**

United Biscuits are using an ongoing assessment to monitor how the different organizational departments are facilitating the adoption of Google apps. This provides the enterprise with **1. highly valuable information on where they need to focus their attention - such as straggling adaptors** **2. enable to continuously lower Microsoft licensing fees** **3. enjoy an efficient and managed transition**