

Case Study



Partner für Ihre Gesundheit

Company Profile

More than 670.000 insured customers throughout Germany place their trust in pronova BKK for matters of health. This is driven by the personal commitment and health competence of our employees. They are located in around 80 nationwide customer service and advice centers with a total of 20.000 years of professional experience.

Technology

 Office 365

pranova BKK masters digital transformation with novaCapta

Challenges

- Difficult digital collaboration and communication due to various and hardly integrated IT systems
- Lack of experience with large, company-wide projects
- All employees need to be “taken along” on the way of digital transformation

Solution

- Establishment of a modern, transparent, and holistic information and communication system
- Creation of a new, collaborative working environment
- Use of Microsoft cloud technologies Office 365, SharePoint Online, Yammer, and Exchange Online in combination with professional change management

Benefit

- Improved communication and collaboration through location-independent, comprehensive solution
- Fast and uncomplicated exchange and interaction among employees
- Development of comprehensive technical know-how

Active management of digital transformation

As part of its digitization strategy, pronova BKK was facing the challenge that the internal information and communication management was not up-to-date anymore. Different departments and teams were using different systems, workflows, and structures. The technologies used were partly outdated and little integrated. In addition, the systems basis lacked basic functionalities for digital collaboration. pronova BKK decided on actively managing their digital transformation. A new collaborative working environment should support fast, transparent, and efficient communication and cooperation. Due to the size and complexity of the project, the experts of novaCapta consulted the company in strategic and operational project management.

New working environment based on the Microsoft cloud

In close cooperation between the project teams of pronova BKK and novaCapta, an innovative concept for a new portal for information management, communication, and collaboration was developed. The technical basis of the new working world is formed by Microsoft cloud solutions: Office 365 ProPlus, SharePoint Online, Yammer, Exchange Online, and OneDrive. On the recom-



world enables teams to work together efficiently across locations and departments.

Professional change management

pronova BKK had little experience with projects that affect the entire organization so significantly. To make the transformation professional and take all employees with them on the road to digitalization, the company got itself the expert support of novaCapta. That way, a

“ **The feedback on our new working environment is very positive and the new technologies were quickly integrated into the day-to-day work of the employees. We wouldn't have achieved this without the expertise of novaCapta.** ”

Thiele-Sültz - Head of Personnel Development, pronova BKK

mendation of novaCapta, pronova BKK strives to have only one central platform that integrates all functionalities relevant for the company.

Innovative collaboration platform

In October 2016, pronova BKK went live with a new collaborative intranet on a SharePoint basis. Using a central login, all employees can now manage their emails, read company, comment on them and ask questions. Information can be found and managed in an easy way. The previously one-sided communication has improved thanks to the new intranet to a versatile, feedback-oriented communication. In addition, the new working

successful control of the change management process throughout the entire project could be ensured. The company could already record high acceptance rates as well as a high degree of utilization of the new technologies. In addition, new processes and structures for sustainable change management were created in the company, of which pronova BKK can also benefit in future projects. With its new, innovative, and future-oriented collaboration platform pronova BKK has reached an important milestone on its path to digital transformation. The next step is further integration of Exchange Online and OneDrive, where novaCapta will continue to be supportive.

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