

AFM-Téléthon Brings Together  
Employees and Volunteers  
Around SYNERGY a Modern  
Digital Workplace



## ABOUT

The French Muscular Dystrophy Association (AFM-Téléthon) is composed of patients and their families who are affected by a genetic, rare, progressive, and severely disabling illness: neuromuscular diseases. In order to fight those diseases, AFM-Téléthon chose to initiate innovative actions and a strategy of general interest that benefits all rare diseases and all persons with disabilities.

## CHALLENGES

Bringing together a few hundred employees and volunteers into the same digital work environment is a challenge of great scale. AFM-Téléthon, a charity committed to defeating disease, turned to Microsoft tools, to meet the challenge and completed the package with digital workplace solutions provided by Powell Software. The association is now well-equipped to help those who need it.

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## THE PROJECT

- Offer employees and volunteers an intuitive intranet, straightforward for everyone to use
- Create a Teams environment that's easy to handle
- Harmonize digital tools already in place
- Facilitate better communication, sharing, and collaboration

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## WHY POWELL INTRANET?

In 2015, AFM-Téléthon wanted to harmonize its digital tools and create a new intranet to better communicate, share, and collaborate. The association already benefited from Office 365. "The building bricks of office 365 (SharePoint, OneDrive, Yammer, Skype Enterprise/Teams) responded to all our needs" explains Karim Guenaneche, Global Administrator Office 365 for AFM-Téléthon. "But these bricks were not being correctly used by the employees and volunteers".

AFM-Téléthon launched a project to build a new, easier to use, intranet. The company set out looking for an Intranet Solution Provider that could meet their needs and connect with Microsoft 365. Powell Software caught the attention of the association, with Powell Intranet, and its use-based approach. This solution enables all Office 365 tools to be grouped in a single space allowing for better management. Quick to deploy, Powell Intranet allows users to keep their Microsoft environment. “The idea is that employees can easily use the different building blocks of Office 365, without having to switch from one application to another”, explains Clément de Quéral, Powell Software.

“In concrete terms, it’s possible to set up an ideal intranet for a customer according to their business needs... Put the right bricks in the right places so that they can have a collaborative intranet that suits them.”

With the help of Powell Software, AFM-Téléthon created “Synergy”, their new intranet. It brings together essential information for employees and volunteers: entity news, job offers, events, and videos. It also allows them to work together easily, thanks to Powell Intranet. The different pages of the intranet contain different Office 365 features. An employee can have all their projects, tools and communities in one place and benefit from an optimized experience

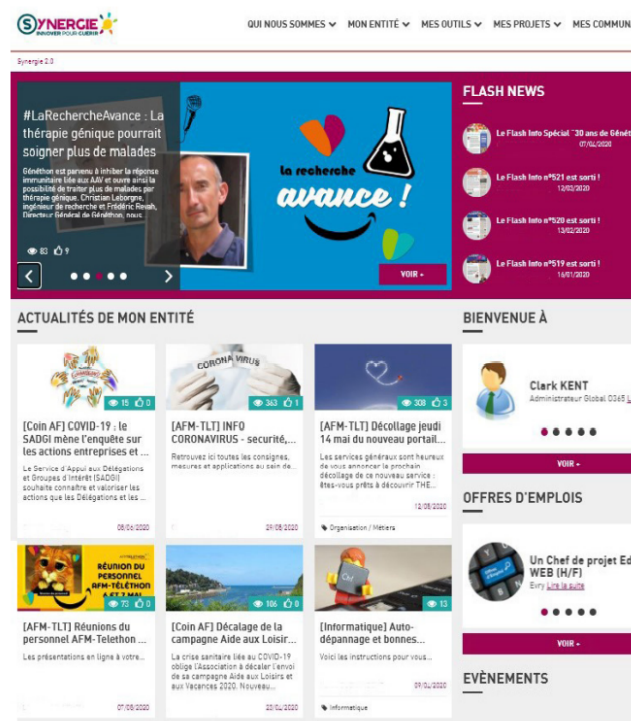
“Between 2016 and 2020, we gained users very slowly. With the crisis, all of a sudden, employees and volunteers were forced to work remotely and adopt a multitude of tools. As a result, employees are now using Microsoft solutions much more.”

*Karim Guenaneche: Global Administrator Office 365 for AFM-Téléthon*

## An accelerated adoption caused by Covid-19

Before confinement, AFM-Téléthon employees didn’t use the intranet on a daily basis. But the Covid-19 crisis has shaken things up. “It has been a gas pedal for digital transformation”, says Guenaneche.

This can be seen in the number of connections to the intranet. “Every year, at the time of the Telethon, there is a boom in connections on the intranet. It’s a busy time for the association. Most of the time, the association has between 900 and 1,000 connections per month. During the confinement, there was a jump and they were seeing 1,300 and 1,500 connections per month”, says de Quéral

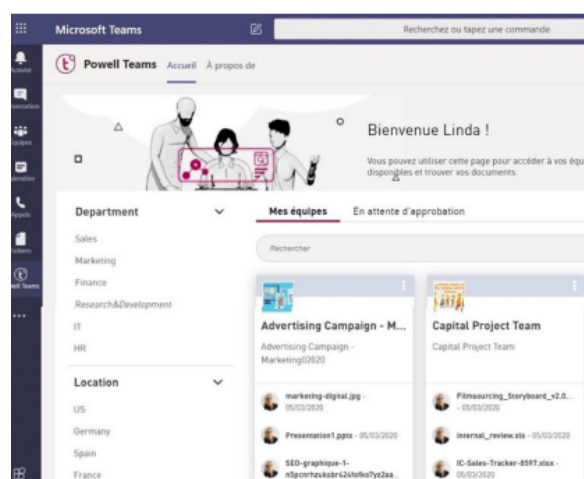


# Teams, even more intuitive with the Powell Teams solution

During confinement, employees used Teams a lot to communicate with co-workers. Many of them had already mastered instant messaging and online meetings, so AFM-Téléthon decided to rely on this tool.

“Powell Teams was created to help companies control the adoption of Microsoft Teams, where there could potentially be problems”, explains de Quéral. “It does this through clear governance. The application provides a better understanding and experience of Teams for employees”. Powell Teams simplifies Microsoft Teams for employees and volunteers, who do not have the same level of digital dexterity. “The goal is to simplify the use and creation of teams for employees and administrators”, notes de Quéral. This requires intelligent functionalities, and the creation of templates is a good example of this. “Recently, I created different templates for projects and also for entities. They are made available within the association’s Teams.

Today, when a user creates a new Team, they are automatically proposed a template, name, members, etc..”, explains Guenaneche. Powell Teams also allows employees to easily access their teams, via tags, favorites, and highlights, and a more intuitive navigation. The tool further optimizes the organization’s Microsoft Teams administrators time.



## Next step: Build on the connection between the intranet and Microsoft Teams

AFM-Téléthon wants to offer its teams a digital workplace based on Powell Intranet and Powell Teams whose very strong synergy allows them to communicate, share, and collaborate at the same time. The association follows Powell Software releases carefully and is now integrating the SharePoint Modern Experience. “This is a new site layer that will enhance the collaborative experience in terms of design and functionality. It is an evolution of Powell Intranet”, says de Quéral.

### About Powell Software

Powell Software develops digital workplace solutions that improve the employee experience, helping companies write their own “future of work” by leveraging the talent of their entire workforce.

