

WORKSPACE ONE END USER ADOPTION

Campaign Overview Kit

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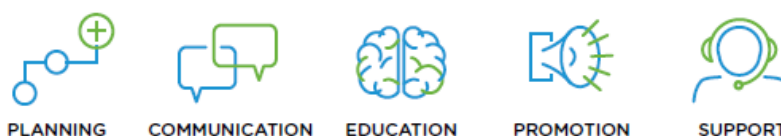
Introduction

The VMware Workspace ONE™ platform provides technology that engages employees and promotes productivity. By enabling workflows on both employee and corporate-owned devices, you can empower employees to complete tasks in real time from the device that is right in front of them at that moment – to create a truly productive environment, from anywhere.

Driving Adoption

Your company has made the commitment to provide employees with our leading-edge mobile productivity tools and technologies, branded the VMware Workspace ONE solution. Now you must get your employees on board for adoption of these tools. Corporate-owned devices should require automatic enrollment when they are issued to the end user. Employee-owned devices will need to be activated at the discretion of the employee and may require more education and awareness. Once enrolled, the goal is to engage end users to fully adopt the capabilities available to them.

To help with this, we have created this “campaign-in-a-box” kit that includes templates, best practices, schedules and ideas to start promoting the Workspace ONE platform immediately and drive adoption by your employees. This campaign kit encompasses planning and execution in these five areas:



How to Use the Kit

To get started using the adoption kit, first read through this document to learn how to prepare, who to work with and some best practices. Next, choose a path and download the materials that work for your use case. After downloading, be sure to customize the assets to your company branding and specific deployment.

Download the Kit

To download the full Workspace ONE End User Adoption Kit, visit [My.WorkspaceONE.com](https://my.workspaceone.com) and select the End User Adoption tile on the homepage.

Kit Contents

This campaign kit includes several tools that are pre-designed, pre-written, or pre-planned to make it simple for your company to promote adoption of Workspace ONE to your employees. This kit contains:

Communication

- Recommended email campaign and pre-written emails

Education

- www.WhatIsWorkspaceONE.com end user website
- PowerPoint deck for employee-focused webinars (designed to be used in your brand template)
- Starter employee focused FAQs

Promotion

- Pre-designed poster files
- Ideas for implementing contests or rewards
- Use case personas

Support

- Customizable enrollment guides
- Ideas for providing employees with ongoing technical support – included in this overview.

Choose the Right Adoption Path

To help customize your adoption strategy, we have created different paths you can follow. All materials in each path can be used individually or together to create a completely customized adoption strategy.

Workspace ONE Intelligent Hub App

- Includes materials to introduce and educate end users on the Intelligent Hub app.

Workspace ONE App

- Includes materials to introduce and educate end users on the Workspace ONE app.

Productivity Apps

- Includes materials specific to the VMware productivity apps including the Boxer, Content and Web apps.

BYOD (Bring Your Own Device)

- Includes Workspace ONE materials specific to BYOD rollouts, with a focus on end user privacy.

Horizon

- Includes materials to introduce Horizon to your end users.

Sample 2-Month Campaign Outline

Below is an outline of what a 2-month campaign can look like at your organization, as well as recommendations for what can be included in each stage of the campaign. The template for this plan is included in the kit template files.

Download Full Kit Here (<https://support.air-watch.com/articles/115001681528>)

	TEAM PREP	DAY 1 GO LIVE	DAY 15 & 30 FOLLOW UP	DAY 45 LAST PUSH	DAY 60 WRAP-UP
COMMUNICATION (Page 7)	Work with core campaign team to define plan - Executives - Marketing - HR - IT	Send kick-off email - Follow up email from manager	Send reminder emails with campaign metrics	Send final reminder	Send campaign wrap-up email
EDUCATION (Page 10)	IT team training	Hold live webinar or meeting Send out FAQs Direct to end user website	Post and send webinar recording and presentation	Continue to push all educational assets	
PROMOTION (Page 11)		Hang posters and signage around the office Post promotional video	Refresh posters and signage around the office Prize drawings, if applicable	Refresh posters and signage around the office Prize drawings – final push	Final prize drawings, if applicable
SUPPORT (Page 13)	Assist core campaign team with enrollment and answer any questions	Host IT clinics or office hours Publish enrollment guides	Continue IT clinics or office hours	Continue IT clinics or office hours	



Collaborate with key departments such as Marketing and HR.

Planning

Implementing new technologies company-wide takes a lot of planning and coordination. We recommend that the campaign be a collaborative effort between several departments, such as IT, HR, and Marketing, using each department's strengths to reach your employee base in the most effective ways possible. Also, if your company has a Change Management team, this is an ideal project for them to lead as well.

- **IT** – Supports adoption with technical support and training
- **Marketing** – Provides writing, production and content support for promotional materials
- **HR** – Assists with writing the communications and working with the executive sponsors on employee messaging
- **Executive Team** – Provides early buy-in to the program and advocates as early adopters and evangelists

Executive Sponsorship

Active and visible executive sponsorship is seen as the top contributor to change-management success. For this reason, it is important to make executive sponsorship a priority as you implement Workspace ONE.

Executives as Workspace ONE Advocates

Users are more inclined to enroll in a new program once they see that it matches the strategic vision of the organization. Recruit the top line executives to promote the program and let employees know how important it is to the company.

Executives as Early Adopters

Even more compelling than an executive promoting a new program is an executive actually using it themselves. This can help accelerate the uptake of the solution across the organization. The voice of senior leaders brings a natural authority from their positions of leadership. Users are more likely to adopt new technologies if they can see first-hand success from those they trust. Increase the likelihood of your program's success by encouraging executives to:

- Be early adopters of the technology
- Advocate by matching their organizational strategic vision with the program
- Help employees understand the productivity, efficiency and usability of Workspace ONE

Communication

Communication is vital to the success of your end user adoption campaign. Employees want details on everything from the technology involved, to the activation process and support inquiries. We recommend a cadence of regular emails to communicate employee benefits, organizational expectations and deadlines, and next steps so everyone is clear and on the same page. These emails should come from an executive-level sponsor of the program, such as a C-level leader, or the Head of IT. The person should be in a position of authority and hold a high level of regard with the employees.

This kit includes a series of emails to the employee base that announces the availability and benefits of Workspace ONE and communicates the status of the campaign. Use these as templates to customize with the specific information of your organization. With the different email paths, choose the right email series that works for you to get started.

Also included are suggestions for using other communication channels, such as internal social outlets or your company intranet.

Know Your Audience

When communicating with employees, don't get overly technical or use IT jargon. The average user probably won't understand it anyway. There are words and phrases that are outdated and should be avoided when educating and promoting Workspace ONE activation with your employees.

The message to employees is focused on enablement, productivity, mobility, and extending the digital workspace. It is not about device management or IT control. Just talking to the employees in a way they understand and that benefits them will greatly help your adoption efforts.

PHRASES TO AVOID	USE THESE PHRASES INSTEAD
"Manage your device/device management"	"Give you access to corporate resources"
"Visibility and control over your mobile device"	"Enable corporate services"
"A number of controls may be applied to your device"	"Ensure compliance with corporate security policies"

Recommended Email Cadence



Secure an executive sponsor for email communications.

Email #1: Kick-off on Day 1 -

This is the official kick-off email to all employees and should come from an executive sponsor, preferably C-level or VP level. The kick-off email should address the following topics:

- Why the company is introducing the new technology, including employee benefits
- Campaign details such as length, milestones, deadlines and incentives
- Announcement of training and support initiatives
- Calls to action such as attend a webinar, download FAQs, link to enrollment portal

Email #2: 15 Days In

It's important to thank everyone for their participation and to keep encouraging employees to participate. Be sure to include:

- Link to recorded webinar and other promotional assets (FAQ's, enrollment guides, etc.)
- Metrics of campaign/leaderboard info/congratulate winners if applicable

Email #3: 30 Days In

This communication should reiterate everything from Email #2, but also include any FAQs and new metrics.

Email #4: 45 Days In

This communication should reiterate everything from Emails #2 and #3, but also include any new FAQs and metrics.

Email #5: Wrap Up on Day 60

This is technically the last official email communication for the campaign period. Be sure to include:

- Review of goals and what was achieved
- Final prize drawings and metrics
- Thank key people and all employees for making the campaign a success
- Any next steps if applicable

Generic Manager Follow-up Email: 1-5 Days After Kick-off Email

It's always beneficial for managers to send their own short email to their teams, to reinforce what is said in the emails from the executive sponsor. This adds a personal touch and credence to what is being asked of them and turns the management team into an army of evangelists for the technology.

- Reiterate the corporate message
- Personalize the benefits for the manager's individual team
- Remind them of important deadlines, milestones and incentives
- Link to the calls to actions

Other Communication Channels

Most companies have intranets and internal social apps that can act as channels to communicate to various communities within the employee base. Here are ideas for other ways to communicate the campaign to your employees:

- Town Hall Meetings
- Article in your internal newsletter
- Banner ad on company's intranet site
- Create social media group
- Message on breakroom or elevator video boards
- Record a message on your Help Desk line



Clear up
misconceptions and
barriers to adoption
through education.

Education

When it comes to gaining employee trust and acceptance for the adoption of new technology, education is your number one tool. Here are some suggested ways to educate your end users on Workspace ONE.

Webinars

Webinars are an effective way to get information to a lot of people at once and provide a public forum for answering questions. Record the webinar and post on your company's intranet or a shared drive so that employees who cannot attend can view it at their convenience. Offer more than one live webinar to accommodate different time zones as applicable.

Presentation

Distribute the presentation that is used in the webinars to management teams so that they can present the deck in smaller team meetings as desired.

Infographics

Infographics are a fun and visual way to illustrate the benefits of Workspace ONE to employees through the use of graphics, statistics and general information.

Kiosks

Kiosks should be staffed by IT and facilities, and strategically placed in offices with a high concentration of employees. These kiosks act as a proactive outreach to demonstrate apps, demo privacy controls, assist with app installation, etc.

FAQs

It's a good idea to create a list of FAQs in advance of the launch to help answer any obvious questions that employees may ask immediately. Be sure to address privacy issues, types of devices supported, and any new policies that may enforce. We've included a set of FAQs as a starting point for your organization.

WhatIsWorkspaceONE.com Educational Site

VMware has created an educational site just for end users, the Workspace ONE User Zone. When your employees enroll their device, they will see the Workspace ONE branding. This website gives your users additional information on what Workspace ONE is, the apps that are available to them, how their privacy stays protected, and the overall benefits.

New Employee Onboarding

The transition to a new app or process, whether on personal or corporate devices, will be a change for your current employees. However, for new employees, the new apps and processes should be a regular part of your hiring and onboarding information. Incorporate education about Workspace ONE into your new employee training. It is recommended to even hold a session during onboarding where you walk them through enrollment.

Promotion

The success of your campaign depends greatly on driving promotion and awareness to get employees to enroll their devices. Promotion can come in many different forms, from basic flyers posted on walls to videos and contests and includes anything that brings attention to the program and compels employees to take action. Below we have outlined promotional elements that are a part of this kit, as well as additional ideas that you may want to implement yourself.

Promotional Elements

This kit includes several pre-designed or pre-produced promotional pieces explicitly targeted at employees that will allow you to hit the ground running.



Drive awareness with the use of targeted promotional materials.

ELEMENT	PURPOSE	INCLUDED IN THIS KIT
Posters	Post around office and in common areas.	Customizable templates
Table Tents	Put on tables in breakrooms.	Customizable templates
Video	Promotional launch video that shows the benefits of the program for employees in a relatable way.	Complete video ready to use. Can be customized with your logo and employee interviews.

Contests and Rewards

This kit includes several pre-designed or pre-produced promotional pieces explicitly targeted at employees that will allow you to hit the ground running.

Manager Challenge

There is nothing like a little friendly manager competition to get people motivated! Appeal to their competitive nature by setting up an enrollment challenge where each manager is tasked with getting their team to enroll their devices. Using the new Intelligence capabilities within Workspace ONE, you can monitor adoption rates in customized reports or in dashboards to get the exact information you need. Set a timeframe and award prizes to the top 3 (or more!) managers who were able to get the highest percentage of their teams to enroll. (See prize ideas below.) This is a great way to utilize mid-management level employees to evangelize the program to their teams.

Employee Prize Drawings

There are many different ways you can structure a company-wide employee drawing. We recommend using a combination of these in a tiered approach over time to target as many people as you can.

“The first XX employees to activate Workspace ONE on their personal device gets X prize.”

This is an effective way to gain momentum at the beginning of the campaign. This approach targets and rewards the early adopters and helps achieve those early successes that you can turn into internal success stories to influence others to register. For smaller companies, offer this at a company-wide level. For larger companies, you can offer this at a departmental or team level if appropriate.

“Activate your device by XX date and be entered into a drawing for X prize(s).”

Depending on when you set the date for, this can be quick or over a longer period of time. Don’t make it too long or people will not feel a sense of urgency or may lose interest. This can also work by week or month as you ramp up your campaign efforts.

Prize Ideas

Prizes are an effective way to incent employees to take action, and they don’t have to bankrupt your budget. Here are some ideas for prizes you can offer your employees that will work for organizations with any size budget. Please check with your legal department for any restrictions your company has on giving prizes to employees.

No Cost

- Dress down days
- Work from home days
- Premium parking spots
- Private office time
- Vouchers for company store merchandise

Low Cost

- Catered lunch in the office
- Lunch with an executive
- Movie passes
- Gift cards - \$25 and under
- [VMware branded merchandise](#)

Premium Items

- Smartphones
- Tablets
- Speakers or headphones
- Smartwatch



Make your IT department available to assist employees with activation.

Support

Technical support for employees taking advantage of Workspace ONE is extremely important and will be ongoing to some extent long after the campaign has ended. First and foremost, your IT department should have adequate training on the full features and functionality of the Workspace ONE console, as well as the implications to employees. Here are some recommendations for things your company can do to support employees during your campaign. Don't forget that people consume information in different ways, so it's always a great idea to plan for written, visual and spoken support methods to help ensure a smooth transition with your end users.

Documentation

Be sure to publish an enrollment guide or process document for employees on your company intranet that contains step-by-step instructions. It's a great idea to include screenshots for various device types so employees can recognize a screen and know they are on the right track. Even better for some might be a video that visually walks them through the steps.

Help Desk

Most employees rely on their Help Desk team to solve technology-related issues for them. Make sure your Help Desk team is adequately trained and ready to assist employees before the rollout and campaign launch. VMware offers VMware Education, found at mylearn.vmware.com, where you can take self-paced online tutorials to learn about Workspace ONE. We find that Help Desks where IT admins have completed at least the Fundamentals courses have smoother rollouts and higher levels of adoption.

IT Clinics

For the duration of the campaign, making your IT team visible and accessible can significantly improve adoption rates and the overall success of the program. We recommend holding open IT clinics during high-volume hours in breakrooms or places where employees naturally congregate. You can also publish "office hours" or assign one or two IT specialists that are specifically dedicated to helping employees enroll their device during certain hours.

Reporting

As is true with any campaign, you will need to track the success of the rollout. Using the new Intelligence capabilities within Workspace ONE, you can monitor adoption rates in customized reports or in dashboards to get the exact information you need. It is also a good idea to keep track of whether specific groups are being slow to adopt, and then you can step up your campaign efforts to target those groups. Reporting is a very important part of being able to report metrics to your executive sponsor and determine how successful the rollout is.

We Welcome Your Feedback!

We hope this kit contains everything that you need and more to help drive employee adoption of Workspace ONE in your organization. Feel free to add your own ideas and customize each piece to make it specific to your brand, environment and situation.

We'd love to hear from you! Please send an email to useradoption@vmware.com with your feedback and comments so we can continue to improve upon this kit.

Thank you!

