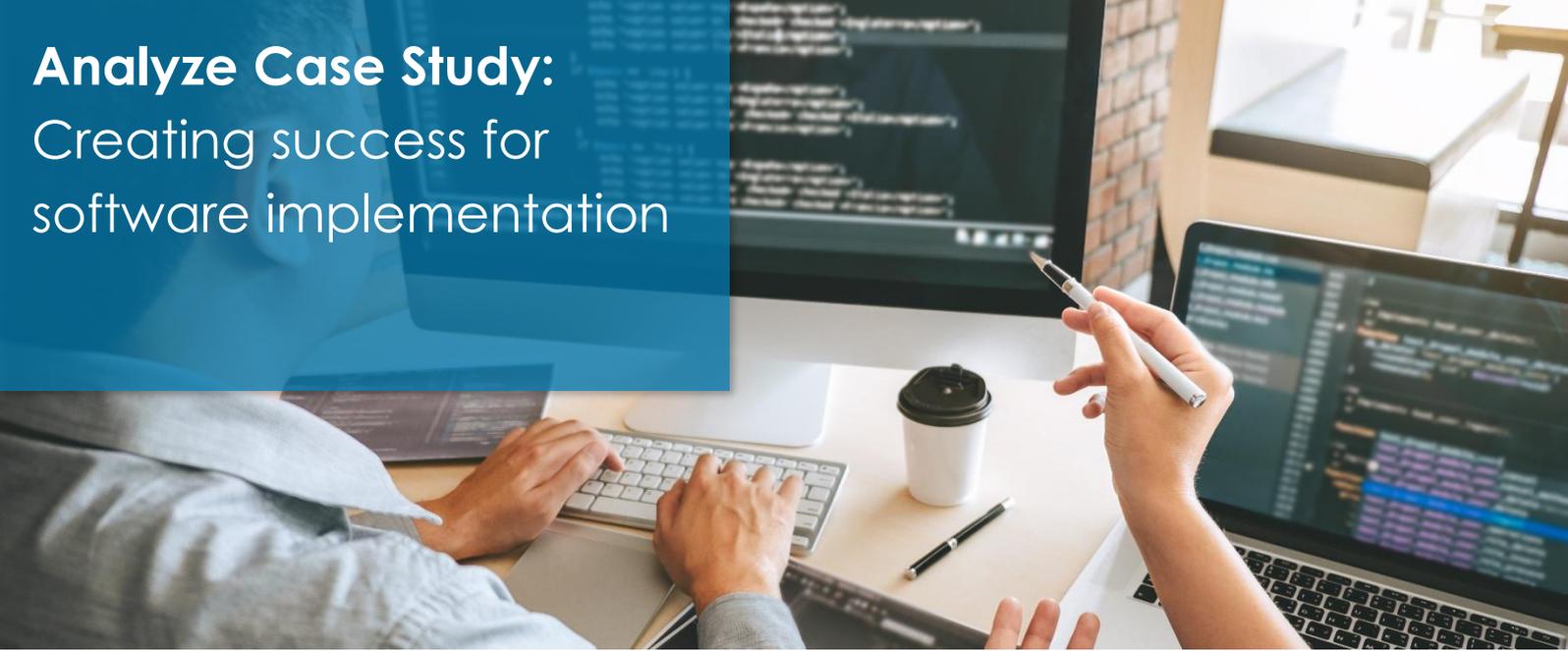


# Analyze Case Study:

## Creating success for software implementation



### Executive summary

Just 26% of organisational transformational change initiatives are considered to be successful. Include a software implementation as a critical dependency to that change, and those odds will likely be even less. This makes having a robust change management toolkit a key input to address the challenges presented by a transformational change initiative.

### The challenge

The change required replacing the existing software, which had been used and embedded in the business for 15 years, with a more modern equivalent. The range of users impacted significantly varied in terms of experience, from those who were highly technologically savvy to those who were dependent on years of conditioning to feel comfortable with using any software application. In addition to this, there were several other challenges:

- The focus of the change had been placed primarily on the technology change required. The impact on existing processes and people had not been taken into consideration.
- The change impact was communicated to users before it was fully understood. This created a situation of uncertainty and unease for users who could not understand what the actual impact on them would be.
- Users were trained on the new software before it was fully functional, which created a lack of trust in its ability to replace the existing solution adequately.

### How Analyze helped

Analyze partnered with the project team to assist in achieving a better understanding of how the software implementation would impact their clients from a people and process perspective. The technology perspective was already well understood. This involved defining a change management toolkit and applying it to the project.

Analyze identified gaps in terms of managing the change with those users who were directly impacted. We developed a customised communication plan with the project team to address these gaps. We identified the essential and necessary updates to the existing training material through this process, which ensured that the training provided to users was also tailored appropriately. We engaged the internal marketing team to support the outcomes of the communication plan and empowered them with the opportunity to build the brand and earn trust.

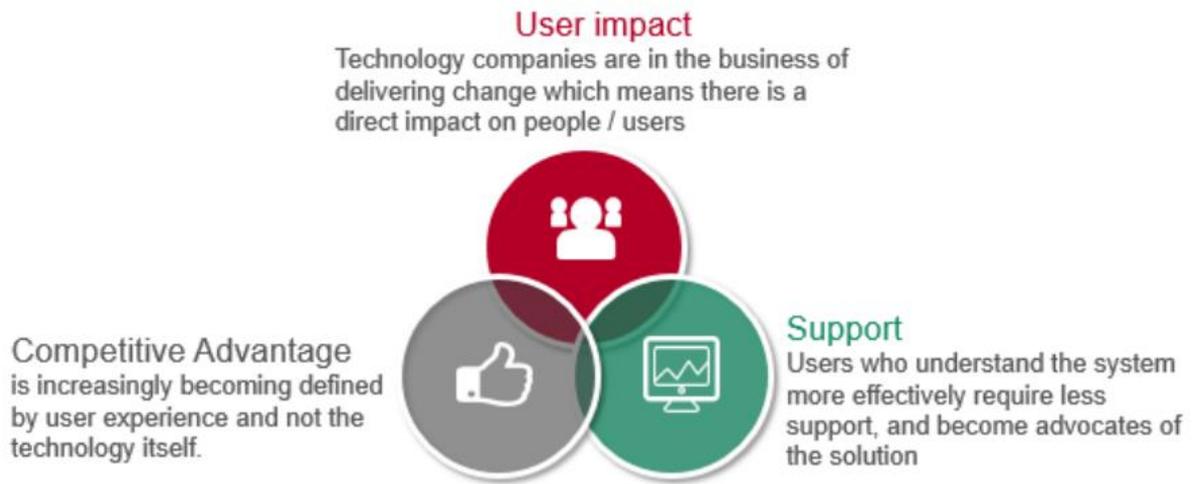
Thus, a change management strategy should exist at the core of any software implementation to manage the impact on users, maintain a competitive advantage and reduce the amount of support required for users post-implementation.



**Figure 1: Proposed change toolkit**

### Key learnings & future plans

Successful transformation change in software implementations has very little to do with the technology itself. Understanding your users and how they are impacted is at the core of managing that change.



**Figure 2: Benefits of change management**

**Need help with selecting, designing and implementing software?**

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