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3112-Using 3DSwym as Your OCM Hub

Michael Craffey, Razorleaf Corporation

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Abstract

- Looking for a novel approach to Organizational Change Management when deploying or upgrading 3DEXPERIENCE, using 3DSwym as your OCM Hub might provide a unique chance to smooth your organizational change. In this session we'll explore how using 3DSwym can help organize and connect individuals and groups within your organization to improve your organizational change.

Razorleaf Corporation

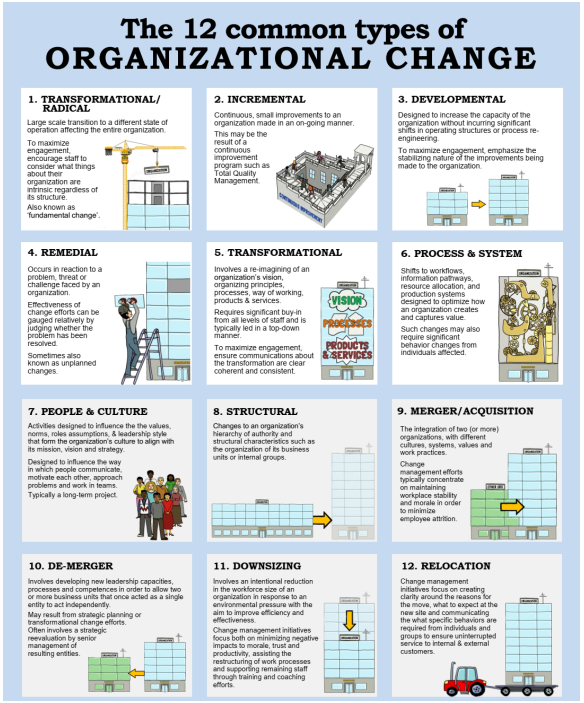
Manufacturers and PLM

- If a company produces and sells a thing, it is already managing its product lifecycle
- Whether a company manages product lifecycle in an enterprise system or not…
- In many companies, product lifecycle management is probably accomplished in more than one system
  - PDM/PLM
  - SharePoint
  - ERP, CRM, MES, MRO

This fact of manufacturing life is a primary challenge to organizational change. Leads to significant organizational inertia.

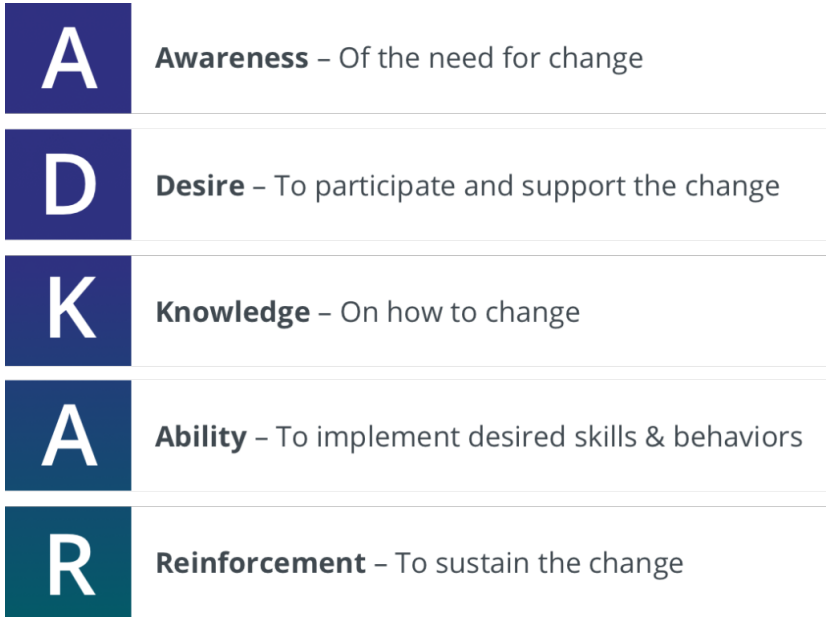
Types of Organizational Change

- Categorized in many ways
  - 4, 5, 12 types of change
- Typical Targets
  - Organization
  - Strategy
  - People
  - Structure
  - Process
  - Etc.



Organization Change Challenges

- Awareness of a coming change
- Motivation to make that change (overcoming fear)
- Getting good information about the change
- Acquiring skills to survive the change, and to thrive afterward
- Help and support along the way from peers and leaders



Some Elements of OCM

- Communications (emails, meetings, phone calls, posters, etc.)
- Educational content (videos, blogs, books, infographics, etc.)
- Training content (books, instructor-led courses, online courses, computer-based training, etc.)
- Adoption and sentiment measurement (surveys, meetings, metrics, etc.)
- Central hub (project war room, chat channel, intranet site, “digital campfire”, etc.)

3DSwym, an OCM Hub

3DSwym, a Novel Approach

- Take advantage of an often-overlooked feature of 3DEXPERIENCE
- Minimize the “spread” of information
- Try something different, you know what doesn’t work, right?

Demonstrate

3DSwym, a Novel Approach

- Profile Management
- Conversation Management
- Content Management
- Community Management
- 3DSwym as an OCM hub

This is the place to access and edit a complete description of your profile settings and activities. Add as much information as possible so that other members having the same interests and affinities can find you and invite you to their network.

Demonstrate

3DSwym, a Novel Approach

- Profile Management
- Conversation Management
- Content Management
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- 3DSwym as an OCM hub

Conversations can be captured and can contain rich content.

If a conversation is compelling enough, it can be transformed into a 3DSwym Community.

3DSwym, a Novel Approach

- Profile Management
- Conversation Management
- Content Management
- Community Management
- 3DSwym as an OCM hub

You can easily create, edit and delete content like posts, ideas, questions, media, surveys, wiki pages, WeDos, and Messages.

Demonstrate

Content Management

- Posts
- Questions
- Ideas
- Surveys
- Wiki Pages
- WeDos

Questions allow you to ask questions to all the members of a given community and receive collaborative replies.

A Wiki lets you create content and share knowledge with other users. You can add Wiki pages to any of your communities.

A Post is a blog article that you can edit using the rich text editor.

You can create Surveys that can be answered by any member of the community.

You can add a WeDo to assign a task to one or more members of a community or a conversation.

Demonstrate

3DSwym, a Novel Approach

- Profile Management
- Conversation Management
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- Community Management
- 3DSwym as an OCM hub

Create and join communities to learn from other users and share knowledge using contributions and comments grouped by expertise, activity or interest.

Access a full community management dashboard to control many aspects of those communities.

3DSwym, a Novel Approach

- Profile Management
- Conversation Management
- Content Management
- Community Management
- 3DSwym as an OCM hub

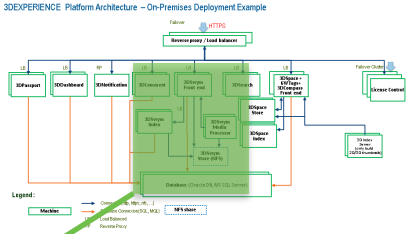
By leveraging all the 3DSwym features you can develop quite a nice organizational change management hub.

Let’s Get Technical

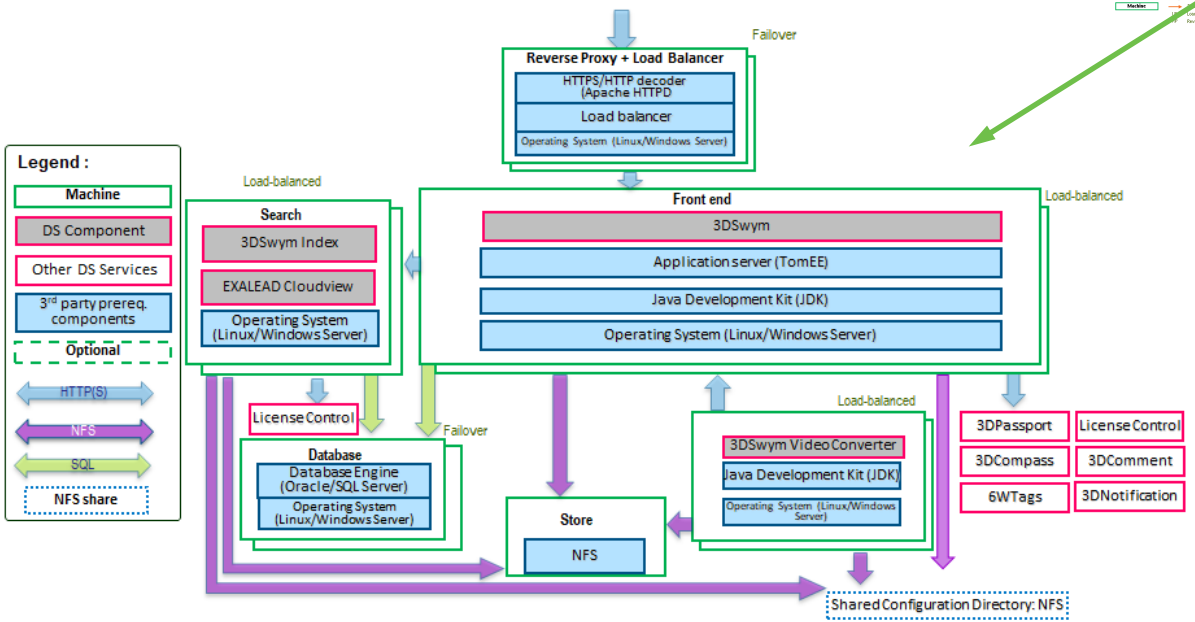
3DSwym – A Complete Solution

- 3DSwym is a complete software application
- Including components such as
  - Database
  - File Store
  - Data and Content indexing via CloudView
  - Media processing
  - 3DPlay viewing capability
  - Full 3DSwym GUI

3DSwym Architecture



3DSwym – On-Premises Deployment Example



Applying OCM to 3DSwym

Applying Elements of OCM to 3DSwym

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- Central hub (project war room, chat channel, intranet site, “digital campfire”, etc.)

Applying Elements of OCM to 3DSwym

- Communications (emails, meetings, phone calls, posters, etc.)
- Start a conversation. ideos, blogs, books, infographics, etc.)
- Training content (books, instructor-led courses, online courses, computer-
- Write a post to communicate a subject.
- Adoption and sentiment measurement (surveys, meetings, metrics, etc.)
- Post a Question for the group.
- Central hub (project war room, chat c "digital campfire", etc.)

Applying Elements of OCM to 3DSwym

- Communications (emails, meetings, phone calls, posters, etc.)
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- Central hub (project war room, chat channel, intranet site, “digital campfire”, etc.)

Post a video demonstrating a specific feature or business process improvement.

Create a wiki page to collect and organize information, like procedures.

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Post a video demonstration a specific feature or business process improvement.

Post PowerPoint presentations, Word documents, PDF instructions for targeted or general consumption.

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Create a survey to measure sentiment or gather feedback.

Take advantage of the 3DSwym metrics.

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Provide a place that will keep personnel in the know and up to date on changes.

Keep in Mind

- If you have 3DEXPERIENCE deployed at your company
  - 3DSwym is a built-in part of the deployment
  - The base license (role) of IFW is all you need for 3DSwym
- Jump in, the water's fine!

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