



United States | Technology

# Microsoft Teams revolutionizes communication for Paradigm

## Client profile

Paradigm is an innovative software and services company that serves large manufacturers and retailers in the building products industry. The company is based in Wisconsin but has offices and remote employees worldwide.

**'We found a way to leverage the technology and tools we have in place to be a better organization.**

Microsoft Teams, delivered by NTT, was the right solution for us.'

**Evan Touchett**, Head of IT, Paradigm

## Summary

While their headquarters office is an impressive, ultra-modern workspace that encourages employees to interact and collaborate, in 2018 Paradigm's communications technology did not reflect their modern business approach. While video conferencing solutions were available to employees, few took advantage of them. Paradigm already had Microsoft Office 365 E3 licenses and wanted to leverage that investment for this digital transformation project. Microsoft Teams, delivered by the Cloud Communications division of NTT, was the right solution for Paradigm.

## Vision

### Paradigm needed to drive their business forward

When asked about the legacy phone system Paradigm was using, their Head of IT Evan Touchett said: 'It worked technically but wasn't great. We knew we needed something that was more flexible that would work wherever the employee was.'

While video conferencing solutions were available to employees, few took advantage of them.

Paradigm was hesitant to tie up valuable IT resources trying to manage an on-premises phone system, as doing so is quite intricate. 'Between the complexity of managing the connection to the phone providers, the systems that connect to the phones and even the networking requirements, we decided it wasn't a good idea for us to have that knowledge in-house. We looked for cloud communications experts to come in and help us drive our business forward.'

### Which technologies?

- Microsoft Teams

### Which services?

- Consulting Services
- Technology Infrastructure Services
- Microsoft Teams implementation
- Adoption and change management

### Which partners?

- Microsoft

**'Microsoft Teams has been a game changer. We instantly share files without sending over email. We work on them together in real time, which is infinitely helpful.'**

**Lissa Instefjord,**  
Human Resources,  
Paradigm

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## Transformation

### Paradigm utilized Microsoft Teams as their central phone system

Paradigm already had Microsoft Office 365 E3 licenses and wanted to leverage that investment for this digital transformation project. After a recommendation from their Microsoft Account Executive, Touchett began discussions with us to enable Microsoft Teams as Paradigm's enterprise phone system.

Even during the Microsoft Teams implementation, Paradigm was impressed by our professional services team. 'I was really happy with this experience. The implementation team went out of their way to make sure we understood what they were doing and what was expected of us. Their people were amazing,' Touchett said.

## Results

### Microsoft Teams transformed how Paradigm's employees meet and collaborate

Once the implementation was complete, the positive impact on the organization was evident. Paradigm's Head of Marketing, Ryan Mayrand said, 'The project transformed the way we meet and collaborate. Where we used to use disparate systems and technologies, collaboration is now centralized in Microsoft Teams.' Specifically, his team appreciates how the platform's video conferencing and screen sharing capabilities help improve engagement with remote employees and contractors.

Over in the human resources team, Lissa Instefjord, said, 'Microsoft Teams has been a game changer. We instantly share files without sending over email. We work on them together in real time, which is infinitely helpful, especially when we are trying to train on new projects. Microsoft Teams also gives us a collaborative space where we can share ideas, then refer back to them.'

In addition to the collaboration benefits the company has realized with Microsoft Teams, Paradigm has been impressed with the lower overall cost of using Teams as a phone system. 'The real savings for us came from simplifying everything,' Touchett said, when discussing the ease of setting up a new user and the benefit of consolidating to one telephony provider and bill.

Overall, we delivered the flexibility, efficiency and cost benefits of moving its enterprise communications to the cloud, and they couldn't be happier, according to Touchett.

'We have found a way to leverage the technology and tools we have in place to be a better organization. Microsoft Teams, delivered by NTT, was the right solution for us.'