

Embrace

A Readiness Management & Adoption Program

What is Readiness Management?

Readiness Management

Readiness Management is the application of standard processes and tools for leading the people side of change. At Core BTS, it's the way in which we prepare, equip, and support individuals to successfully adopt technology and prevent disruption.



Prepare End Users



Increase Adoption



Drive faster ROI

Dimensions of Readiness



Why Readiness Management?

A faded background image showing a man and a woman in business attire. The woman, on the left, is wearing glasses and a light-colored blazer over a white shirt. The man, on the right, is wearing a dark suit jacket over a striped shirt. They are both looking down at a tablet computer that the man is holding. The background is a bright, out-of-focus office or modern building interior.

- Prepares your workforce for upcoming changes
- Optimizes end user adoption and usage
- Mitigates project risk and resistance
- Drives faster ROI
- Ensures a project achieves intended outcomes
- Makes IT initiatives more successful

How is Embrace Implemented?



Readiness Managers

Readiness Managers are dedicated to helping IT staff and end users prepare for change.

They're the liaison between the technical project team and those impacted by upcoming changes.



Manage
Scheduling



Plan & Develop
Communications



Implement Training
Resources

CATS Model

A proven readiness management model that ensures consistent program delivery and client success.



Communications



Awareness



Training



Scheduling





BrainStorm QuickHelp

An intelligent learning platform that makes navigating change easy for management, IT and end users.

It's designed to transform the way users work with Microsoft technology.

The best part: Core BTS clients get free access.



Personalize



Attract



Change

Embrace in Action

G-Suite to Microsoft 365

Lexmark International partnered with Core BTS to move 10,000 users from Google G Suite to Microsoft 365 to provide a more secure, modern and collaborative environment. Leveraging all aspects of Embrace, the transition from Gmail to Exchange Online was seamless for end users.

BrainStorm
Training Videos

Communication
Strategy &
Resource Hub

9,000 Mailboxes
from Gmail to
Exchange
Online

7,000 Windows
10 In-Place
Upgrades

