

Case Study

AVEMO 



AVEMO Group relies on Microsoft 365

Company Profile

Founded in 2023 through the merger of the automotive retail groups Best, Gelder & Sorg, Göthling & Kaufmann, and Marnet, AVEMO combines the strengths of multiple dealerships and experienced teams with more than 2,500 employees and seven brands. This creates a clear advantage: delivering the right car and service to customers faster, easier, and more reliably.

<https://avemo-group.de/de>

Technologies

#M365

#Viva Engage

#Intranet

#Change & Adoption

Challenges

- Merger of four automotive retail groups with different system landscapes and ways of working
- Lack of a central platform for communication, collaboration, and knowledge management
- Diverse requirements of desktop and frontline workers (e.g., workshop staff)
- Consolidation and introduction of new ways of working

Solution

- Implementation of Microsoft 365 including Microsoft Teams, SharePoint Online, and Viva Engage
- Development of the AVEMO Connect intranet, including the novaCapta wiki as a central knowledge and training platform
- Establishment of a structured change and adoption approach, including training programs
- Development of a Digital Codex to ensure governance and consistent use of tools
- Rollout across all business units supported by a key user concept

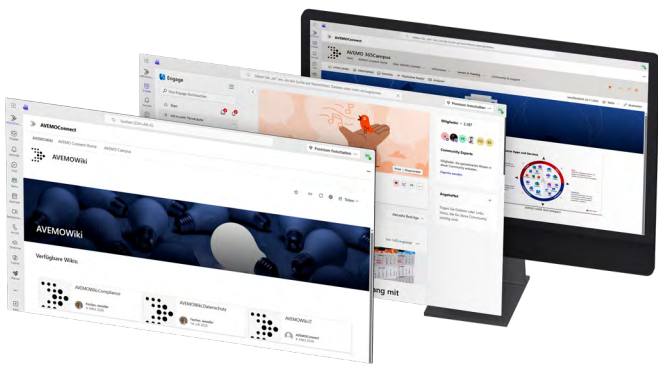
Benefit

- Improved cross-location collaboration and faster access to information
- Greater transparency and stronger networking through Viva Engage communities
- More efficient onboarding through centralized information and knowledge structures
- Foundation for future innovations such as the use of AI
- Strengthened sense of unity (AVEMO identity)

Following the merger of four automotive retail groups, AVEMO Group faced a complex challenge: around 40 locations and 2,500 employees needed to grow together into a unified organization – organizationally, culturally, and communicatively. Previously, different IT systems, fragmented communication channels, and a lack of transparency made cross-location collaboration difficult. The deliberate decision to implement Microsoft 365 aimed to establish a central platform for communication, collaboration, and knowledge management – laying the foundation for a modern digital workplace.

Microsoft as a unified platform for collaboration and communication

Together with novaCapta, AVEMO introduced Microsoft 365 with a focus on **Microsoft Teams**, **SharePoint Intranet**, **Wiki**, and **Viva Engage**. The goal was to create an integrated solution that supports both desktop workers and frontline workers (e.g., in workshops).



The core of the new digital workplace is **AVEMO Connect**, a central collaborative communication platform built on Microsoft solutions. The **SharePoint Online-based intranet** serves as the central information hub and includes the corporate wiki. SharePoint provides structured organizational knowledge, while **Microsoft Teams** acts as the hub for project work and day-to-day collaboration. For open exchange and networking, **Viva Engage** was established as a social intranet component. Central and location-specific communities enable transparent communication, encourage feedback, and strengthen a shared sense of identity across all locations.

While the intranet primarily serves as an information and knowledge structure, active communication takes place in Viva Engage. The result: faster access to information and significantly more efficient collaboration.

Change & adoption management as a success factor

A key component of the project was a targeted **change and adoption approach**. Through key user training sessions,

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The close project support and targeted change and adoption measures by novaCapta were a decisive success factor. They engaged our employees early on and contributed significantly to the project's success.



Felix Hart

Head of Data & Process Management
AVEMO Group

“Coffee Corner” calls, and dedicated leadership trainings, all target groups were involved at an early stage.

At the same time, AVEMO and novaCapta developed a **Digital Codex** defining clear guidelines for the use of Microsoft 365. This provides orientation, ensures consistent ways of working, and forms the basis for sustainable governance.



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A content and communication strategy was also actively developed: editors from different departments ensure that content is structured, audience-specific, and continuously maintained. As a result, the transformation went beyond implementing a new system landscape – it enabled a cultural shift toward greater transparency, connectivity, and individual responsibility.

Fundament for the digital future

The roadmap includes further expanding platform usage, particularly by increasing the integration of frontline workers via mobile devices. With the introduction of Microsoft 365, AVEMO has simultaneously established the foundation for future innovation. By building structured data environments and centralized knowledge management, the company is now well positioned for the use of AI applications.

The project demonstrates that successful digital transformation does not end with technical implementation. Sustainable value is only created through strategic change management, clear governance, and a well-designed communication strategy. Today, AVEMO benefits from a modern, scalable platform that not only improves collaboration but also sets the course for a digital future.

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Our goal was to establish a unified, scalable platform for communication, exchange, and collaboration. With Microsoft 365, we have laid the foundation on which we continue to build consistently.

Marcel Heusinger

Team Lead IT
AVEMO Group

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