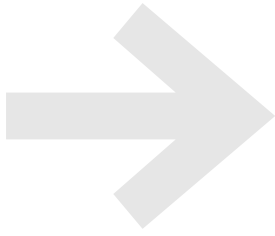


# Enable connectedness and evolve your company





**If your business has employees or supply chains in other areas of the world, you need collaboration tools that support and enhance your communication channels and business processes – without putting roadblocks in the way.**



Unlike big corporations, every expenditure can have an impact on profitability for small and medium-sized businesses, so looking for ways to automate processes, reduce spend and otherwise operate lean is a common solution. While a new tool can add value, buying and implementing that tool can force a trade-off for small and medium-sized companies – either invest in an IT solution or invest elsewhere in the company. Meanwhile, spending a day optimising your website’s home page could increase subscriptions and go directly to your top line.

You have these and many other decisions to make, but finding the right collaboration tool to keep employees connected and processes operating smoothly can be a simple one.



**Armoire, a Seattle-based start-up on a mission to make owning a diverse, high-end wardrobe accessible to busy women, sought to maintain collaboration and community when their business was growing 5× year over year.**

## Enable efficient collaboration, no matter where you're at

To manage its diverse team, Armoire's process is supported through technology like messaging apps, email, online video calls and collaborative spreadsheets and documents. Being able to ping someone and let them respond in their own time through a single platform is essential to how Armoire employees work together.

Armoire operates seven days a week, and since its employees work from multiple locations, the company needed a tool that could help it maintain its culture of collaboration, especially while it was experiencing rapid growth.





Staying connected as a community is incredibly important for us, and we're constantly looking for ways to connect the digital experience with the physical as we grow."

Ambika Singh  
Chief Boss lady  
Armoire

## Tools that empower internal and external culture

By using the cloud-based tools in Microsoft 365 to collaborate and share, Armoire has fostered an office culture that's available 24/7, where everyone can stay in the loop, whether about celebratory life events or office news.

Berea Schaffer, Head of product and technology, says,



**Tools that allow you to have asynchronous communication between team members, or even a quick chat, have foundationally changed the way people work together."**

Schaffer also notes,



**That melding of digital and in-person communication is what helps us make better decisions, keep in touch with our customers and keep our incredibly complex business on a sustainable and profitable growth path. Finding the right balance of collaboration in your own company can lead to equally amazing results."**

## Read more in this series



# Collaboration with Microsoft 365

Explore how process, technology, costs and culture combine to empower your team and help you connect more effectively with your customers.

