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Firm LLP

Communications Plan for Office 2010/Windows 7 Desktop Refresh Project

August 15, 2010

Kraft Kennedy

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1 Overview

This document outlines the communications requirements for the primary project stakeholders. It includes the nature of the communication required, the frequency, and any sign-off requirements that may result and have been agreed to by the Project Sponsor.

2 Communications to the Client

2.1 Sponsor Meetings

At key milestones Sponsor Meetings will be held by the Project Lead, Pat Mansuy, with the Firm Project Sponsor, CIO Name, to review the status of the project and gain approval for the next phase of the project. These meetings will provide an opportunity to review any high level issues and confirm the objectives and next steps for the project.

2.2 Project Status Reports

Project Status Reports will be produced monthly on a day of the month to be determined. The Project Status Reports will be prepared by the Kraft Kennedy Project Manager. The purpose of this report is to document the following items:

- Overall status
- Status of project milestones and deliverables
- Summary of activity in the period
- Key goals for next period
- Issues and risks requiring attention

The Project Status Report will be delivered by the Kraft Kennedy Project Manager to the Firm Project Sponsor.

2.3 Project Log

The project log will be the primary vehicle for managing and tracking issues, decisions, and follow up items. Updates will be made to the project log during each meeting. On a weekly basis a revised version of the project log will be circulated to the team. The

Kraft Kennedy team will maintain the project log and report on it at Project Status Meetings.

2.4 Project Schedule

A Project Schedule has been developed in MS Project and will be maintained by the Kraft Kennedy Project Manager. The Firm Project Manager will be responsible for assigning tasks that Firm is responsible for delivering or assisting with to the Core Team. The Project Schedule may be reviewed at Project Status Meetings (see 3.1) as necessary. The Kraft Kennedy Project Manager will be responsible for updating the Project Schedule based on team member feedback.

3 Communications Within the Team

3.1 Project Status Meetings

Project Status Meetings will be held weekly on Friday afternoons. The meetings will be led and managed jointly by the Firm Project Manager and the Kraft Kennedy project manager. The purpose of this meeting is to review the overall progress of the project, and plan for upcoming activities. Upon approval from the Firm Project Manager, this meeting may be used to cover specific technical and/or policy decision topics. If specific topics are agreed upon to be covered during this meeting, then an agenda will be sent out via e-mail the day before the meeting to ensure team members are prepared to discuss the topics. If no topics are identified, then the meeting will be used to report and assess the overall progress of the project and therefore no agenda will be distributed before hand. Meeting minutes, including documentation of key points and action items, will be distributed to the team via e-mail within three (3) business days after the meeting.

The participants in the Project Status Meeting will include the Kraft Kennedy Project Team and Firm Core Team.

3.2 E-mail

E-mail will be the primary form of communication between meetings. Kraft Kennedy has set up an e-mail distribution group for Firm (FirmLLP@kraftkennedy.com). All e-mail intended to go to the entire Kraft Kennedy team should go this address. Team members should respond to project related e-mail within 24 hours (or the specified time frame).

Firm has set up an e-mail distribution list (Win7_office2010@Firm.com) for communication with the Firm Core Team.

E-mail will also be the primary method of distributing information. Meeting agendas, minutes, project plans, documentation, and all other project documents will be distributed electronically through e-mail even if they are also distributed in a paper form.

3.3 Firm Team SharePoint Site

While e-mail will be the primary form of distributing information, in addition to circulating materials via e-mail, materials will also be posted to the Team SharePoint Site (https://extranet.Firm.com/win7Offc2010). See also section 4.3.

4 Project Communications Repository

Three central communications repositories will be used during this project.

4.1 Kraft Kennedy DMS

Kraft Kennedy will maintain an archive of all documents in its internal DMS. External documents will be scanned and imported into the Kraft Kennedy document management system as PDF documents.

All documents created for the project will be stored in the Kraft Kennedy document management system including Word, Visio, MS Project, Excel, PowerPoint, and PDF. Sales order information will be stored in the Kraft Kennedy accounting system.

4.2 Kraft Kennedy E-mail Folder

All e-mail messages addressed to the team at the FirmLLP@kraftkennedy.com address will be stored in a folder labeled Firm in the Kraft Kennedy Exchange system. Additional e-mails sent to individual team members that contain information pertinent to the project will also be moved to the Firm folder, unless that information is sensitive.

4.3 Project Team SharePoint Site

Firm has created a SharePoint site (https://extranet.Firm.com/win7Offc2010) dedicated to the project for the use of the project team (this is separate from the SharePoint site for the user community described below). This site will provide an overview of the project, basic project information, and provide a location to store both e-mail and project documents.

5 Communications with the User Community

Communications to the user community should cover new policies and processes, set user expectations and gain user buy-in. Buy-in from the user community is key to the success of this project. Gaining user buy-in involves:

- Providing information about the overall project
- Providing information about the new products
- Explaining how this will change and improve the business processes
- Soliciting feedback
- Answering questions
- Addressing concerns
- Providing timeline information
- Setting expectations of user involvement

We recommend the following methods of communication with the user community.

5.1 Electronic Newsletter

A biweekly or monthly newsletter containing project updates should be circulated on an established schedule. The newsletter should be concise, providing a manageable amount of information in a 1-2 page layout.

This newsletter can be circulated via e-mail as well as posted on a SharePoint site, allowing users to post questions and comments.

Responsible team member(s) to be determined.

5.2 Targeted E-mails

At specific points in the project when users need to know specific pieces of information, need to take action or need to provide information to the team, targeted e-mails should be used.

Responsible team member(s) to be determined.

5.3 User Community SharePoint Site

In addition to the Team SharePoint Site we recommend setting up a User Community SharePoint site. This site will provide basic project information as well as store the volumes of the Electronic Newsletter and provide a forum for user questions and comments.

Responsible team member(s) to be determined.

5.4 Seminars

Seminars may be used to communicate major milestones for this project. It would also serve as a good forum for opinion gathering.

Responsible team member(s) to be determined.

6 Reporting Relationships and Escalation Procedures

6.1 The Kraft Kennedy Team

The Kraft Kennedy Team will be managed and coordinated by the Management Consultant and Project Manager. The Kraft Kennedy Project Manager will be responsible for making the team members available to Firm as necessary.

Any issues, disagreements with or complaints about the Kraft Kennedy team members should be brought to the attention of the Kraft Kennedy Management Consultant. If these issues need to be addressed or escalated at a higher level, Donald Sternfeld (Practice Lead, Management Consulting) will be the contact person.

6.2 Firm Team

The Firm Team will be managed and coordinated by the Firm IT Project Manager. The Firm Project Manager will be responsible for making the team members available to Kraft Kennedy as necessary.

Any issues, disagreements with or complaints about Firm team members should be brought to the attention of the Firm Project Manager. If these issues need to be addressed or escalated at a higher level, then (CIO) will be the contact person.

7 Contact Information

7.1 Kraft Kennedy

Kraft Kennedy Project Team e-mail address: FirmLLP@kraftkennedy.com

Please note: The best way to contact the Kraft Kennedy project team is to use the team address. This address is a distribution list that will automatically forwards e-mail to everyone on the Kraft Kennedy project team, allowing the entire team to keep up-to-date on project communications and deliverables.

Name	Title/Role	E-mail	Phone
Pat Mansuy	Management Consultant / Project Lead	mansuy@kraftkennedy.com	212.692.5679 x6190*
Olivia Parkin	Project Manager	oparkin@kraftkennedy.com	212.692.5607
Ahsun Saleem	Technical Consultant / Technical Advisor	saleem@kraftkennedy.com	212.692.5652
Chris Wilson	Technical Consultant / Technical Lead	wilson@kraftkennedy.com	212.692.5618 x6189*

** Firm workspace extensions, 202.844+ext externally.*

7.2 Firm LLP

Firm Core Team distribution list: Win7_office2010@Firm.com

Name	Title/Role	E-mail	Phone
	CIO / Project Sponsor		
	Firm Project Manager		
	Team Member		
	Team Member		
	Team Member		
	Team Member		
	Team Member		
	Team Member		
	Team Member		
	Team Member		

8 Document Change Log

Version	Date	Author	Notes
1.0	01/13/2010	Olivia Parkin	Prepared initial version.
1.1	01/15/2010	Olivia Parkin	Updated initial version with Firm team information.