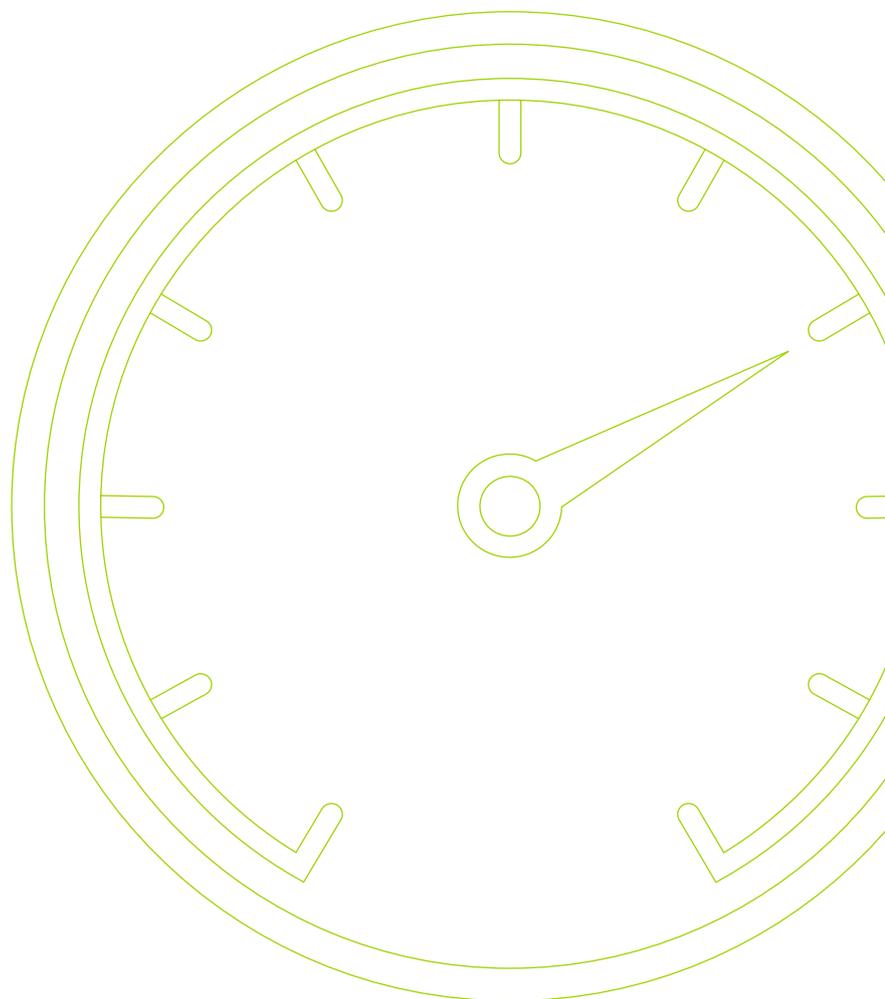




# IN THE FAST LANE

Enable the digital workplace by matching the right IT experiences to the right users





# TAKE THE LEAD

**Discover how workstyles can help CIOs make IT services, solutions and strategies more relevant to the user and more valuable to the business**

Sabine works in sales and wants to win new deals faster. Andrew works in accounts and wants to close the books earlier. Marcus works in marketing and wants to track campaign results better. Christine works in customer services and wants to respond quicker.

Maximising agility and efficiency is essential for safeguarding competitive advantage, customer satisfaction and quality of service. Enabling individual users to deliver these results means enabling them with individual solutions.

Every experience and technology can be tailored to the individual in today's digital workplace – from devices and dashboards to apps and analytics. But personalisation comes at a price. With IT budgets still under pressure, personalisation has to be driven by business need not employee demand.

As users like Sabine and Andrew become increasingly vocal about the type of IT experiences they want, CIOs need to know when to personalise and when to standardise. Achieving this balance is proving a massive challenge: only one in five employees think their employer is great at providing access to the technology they need to do their jobs well<sup>1</sup>.

Before smartphones and apps became the backbone of consumer IT, users didn't have a benchmark for corporate IT. But now they do – and 60 per cent of employees think their IT at home is better than their IT at work<sup>1</sup>.

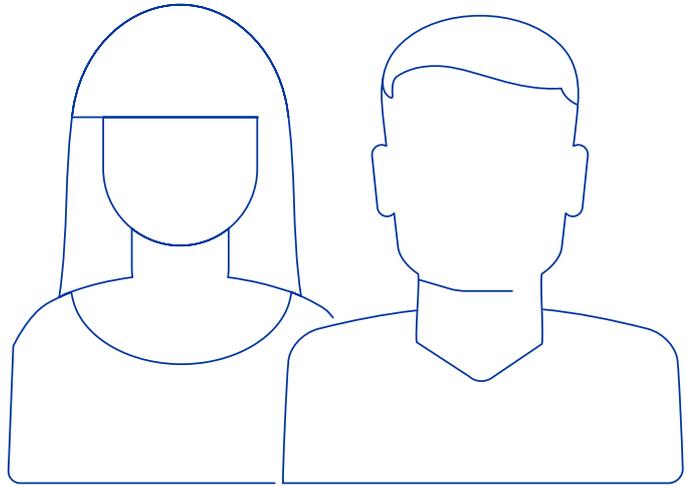
Today's users know the art of the possible – from document collaboration and big data to web chats and wearable devices – and they won't settle for anything less. For the CIO, managing these expectations is not easy: internal resources are limited while the technology choices are limitless. New devices, applications, cloud services and delivery models are emerging all the time – and CIOs need to know when and where to invest to enable both the business and its users.

Fail to make the right choices, and employees and business units will take matters into their own hands, creating a shadow IT environment outside of the CIO's control. With software, infrastructure and development resources all available as a service via the cloud, IT procurement has been democratised. Anyone with a credit card can now set the IT sourcing agenda. But is anyone being held accountable for these decisions?

**In today's digital workplace world, the need to better understand what tools employees use and how they work will only increase.<sup>2</sup>**

**Gartner**

# PUTTING THE USER FIRST



To bridge the gap between what the user wants and what the user gets, organisations need to fundamentally change how they prioritise and provision workplace IT. Instead of being driven by technology choices, they need to be driven by business outcomes. They need to understand and enable the workstyles of the likes of Sabine, Andrew, Marcus and Christine.

Workstyles help put the user first. From the sales representative who wants to spend more time in customer meetings to the service agent who wants to spend less time on administrative tasks, workstyles go beyond personas to reveal not just the type of work, but also the context of work. For example, a workstyle might reflect how data sensitivity, team collaboration and customer proximity impacts different users.

With such insights, CIOs can do more than map the right devices to user needs; they can map service parameters, mobility strategies, security measures and collaboration tools to user needs. They can ensure every component of the digital workplace enables both users and the business.

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## **STRAIGHT TALK: PERSONA**

Based on fictional characters, personas represent a stereotypical user within any organisation.

## **STRAIGHT TALK: WORKSTYLE**

Based on real use cases, a thorough understanding of users gleaned from comprehensive analysis, workstyles create an accurate representation of the location, nature and context of work performed by your employees.

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Customising and enriching the IT experience for users will become increasingly important to an organisation's competitive advantage. Employee productivity and engagement are the biggest casualties of failing to keep up with technology expectations<sup>1</sup>. And these expectations are getting more diverse by the day.

As Gartner states: "In the emerging environment defined by the digital workplace and the personal cloud, user differences will magnify. Each user will have a unique set of services, devices and applications they use on a daily basis and will want incorporated into their work lives."<sup>3</sup>

The era of standardised workplace IT is gone; the era of personalised workplace IT has just begun. We look at five boardroom priorities for 2016 where workstyle analysis can help CIOs and business stakeholders make more relevant decisions and deliver more relevant IT.

# THE PERSONAL TOUCH

## 1. INCREASING WORKFORCE MOBILITY

A hotel reception, an airport lounge, a customer's office: users increasingly need to be able to work from multiple locations. And that means they need access to the technologies that make remote working as easy as possible. However, user demand for new mobile capabilities is not always driven by business needs but personal desires.

A workstyle analysis will help the CIO cut through the new technology hype. By evaluating the different activities carried out by different employees in different locations, the CIO can determine a user's Mobile Profile and build an IT experience to match.

Provisioning the right device - or devices - is just part of this experience; the CIO also needs to deliver the right apps, data controls and connectivity. By linking all these elements to defined workstyles, CIOs will be able to develop a mobility strategy that enable users to work seamlessly across multiple locations.

**OUTCOME:**  
Greater workforce mobility increases user productivity and business agility.

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### KEY QUESTIONS TO ASK

- How do your work activities differ between a mobile and fixed location?
  - What type of files do you need to access when away from the office?
  - How would the business benefit if you had the freedom to choose where and how you work?
- 

**85%** of employees at a major broadcaster work from home

## 2. MAXIMISING CYBER SECURITY

In 2014, 31 percent of the year's worst security breaches were caused by inadvertent human error. By 2015, this has increased to 50 percent.<sup>4</sup>

To strengthen security, users need to be better educated and protected especially as endpoints, such as smartphones and laptops, are increasingly being used as the launchpad for attacks.

The shift from targeting datacenter systems to workplace devices means that users are now at the security front-line – whether it's a malware attack, phishing attempt, malicious wifi hotspot or data theft. , but not everyone is subject to the same risks. Sabine in sales is exposed to device theft. Andrew in accounts is a target for phishers. Marcus in marketing is vulnerable to malware. And Christine in customer services is susceptible to spyware.

A workstyle analysis will help the CIO understand the risk exposure of different users based on the data that they access and share, and the devices and networks that they use.

With these insights, user-based security controls, such as identity and access management, can be tiered to minimise business risk while maximising employee flexibility. For example, Sabine might be permitted remote access to the company's customer database from her home network but not from a wifi hotspot, while Andrew can look at payroll records from his corporate laptop but not his personal smartphone.

Applying contextual security measures based on both a user's device and location help CIOs achieve a balance between enabling employees and safeguarding data.

Security policies and education strategies can also be tailored to different workstyles, ensuring that users are targeted only with the training and communications that are relevant to their role.

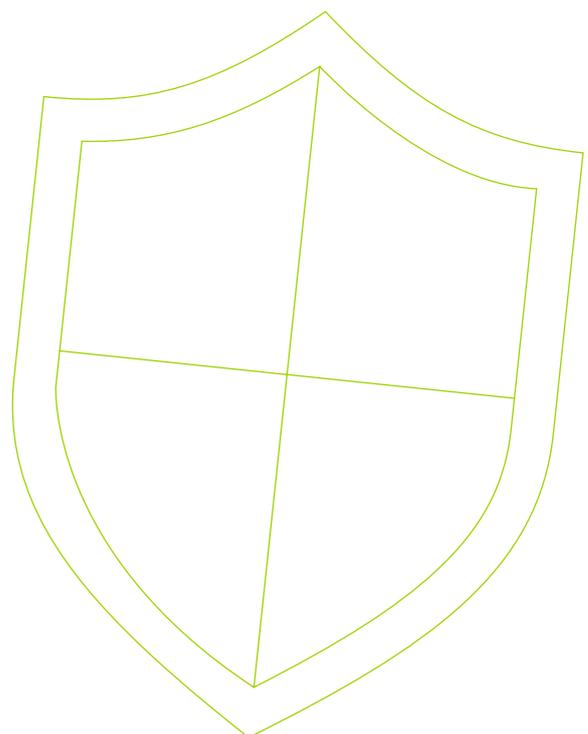
### OUTCOME:

CIOs can establish a balanced and multi-layered security framework that protects the business while at the same time enabling its users.

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### KEY QUESTIONS TO ASK

- Do you know what devices and networks are used by employees to access corporate systems?
  - How do you assure the integrity and authenticity of enterprise data?
  - How many users have privileged access rights to enterprise data and systems?
  - What steps have you taken to stop sensitive information from leaking outside the organisation?
  - Do you run a user awareness programme to highlight the risks the internet poses? online security risks?
- 



### 3. EXPLOITING THE CLOUD

Syncing files. Collaborating with colleagues. Managing projects. Users need to be able to do all these things seamlessly. And the cloud is helping them do it.

With its on-demand, self-serve model, public cloud adoption is increasing all the time – with or without the CIO's backing. The average European organisation used 1,038 cloud services in Q4 2015 – up by a third on the previous year.<sup>5</sup> Yet only eight percent of today's 16,000 cloud services meet strict enterprise security and privacy requirements.<sup>5</sup>

Workstyle analysis establish why and how different employees use public cloud services – whether they are endorsed by

the company or not. This helps flag up gaps between what users need and what IT provides.

CIOs can use this information to not only drive new investments but also regain control of cloud usage and associated security risks, with an employee's workstyle dictating their access rights to different public resources.

#### OUTCOME:

The right users can be empowered to use the right cloud resources without compromising business continuity or data integrity.

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#### KEY QUESTIONS TO ASK

- Do users share information or collaborate with colleagues via public cloud services?
  - How do you ensure users' access to cloud resources is controlled and secure?
  - Do you know if users are accessing cloud services not endorsed by the company?
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### 4. OPTIMISING USER SUPPORT

Self-service features. Web chats. Knowledge articles. Users' expectations for IT support have changed. They want to engage across multiple channels; they want constant progress updates; and they want to solve their own IT issues.

A workstyle analysis will help the CIO understand the changing support requirements of a digital workplace. As a result, preferred engagement channels can be identified and prioritised to ensure a better user experience.

Support service level agreements (SLAs) can also be adapted to reflect different workstyles and the impact user downtime could have on the business. For example, Sabine in sales might need her faulty device replaced in four hours while a next-day service is sufficient for Marcus.

Applying such traditional SLAs will eventually become irrelevant to users in the digital workplace. Any downtime for any user will impact their experience.

With users' workstyles clearly defined, the CIO will be able to understand the extent and context of this impact and prioritise support resources and responses accordingly. For example, downtime for Andrew in accounts will have greater ramifications at quarter end than at other times of the year.

#### OUTCOME:

Using workstyles to tier user support requirements minimises costs and downtime.

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#### KEY QUESTIONS TO ASK

- If your device was damaged, how would it impact your effectiveness?
  - How do your support needs differ when travelling, working from home or based in the office?
  - Are you happy to use self-service options to resolve IT issues instead of raising a support ticket with the helpdesk?
- 

**86%** of employees at a large enterprise have used a public cloud service

Organisations need to consider not only how technology solutions evolve, but also how support processes need to evolve.<sup>6</sup>

Gartner

## 5. ATTRACTING AND RETAINING STAFF

Employee retention and satisfaction is increasingly influenced by technology. If businesses fail to provide the right devices, services and applications, users – and especially digital natives – will vote with their feet. Eight out of 10 digital natives believe they are prevented from getting the most from workplace IT<sup>1</sup>.

Independent workstyle analysis highlight users' real attitudes to IT and the type of functionality they need now and in the future.

With CIOs constrained by internal budgets and resources, these insights can help drive a more user-centric approach to IT investments and improvements.

### OUTCOME:

CIOs can put users and the business at the centre of their IT strategy, increasing engagement and enablement.

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### KEY QUESTIONS TO ASK

- Do you need to use your device outside of the working day?
  - Is there a device you use at home that would help you at work?
  - Does your employer provide you with what you need to be effective in your job?
- 

**65%** of employees at a major retailer use a personal device for work purposes

# SMARTER, FASTER

Workstyle analysis bring the CIO, the business and the user closer together. Instead of making decisions based on what IT is available, the CIO can make decisions based on what IT is valuable. As new technologies, processes and services are adopted, users will know their voice has been heard and action has been taken. This builds both trust and intimacy.

Developing workstyles is not about locking down unauthorised IT resources but about

opening up new opportunities for employees to work smarter and faster. It's about enabling the digital workplace.

"Organisational leaders acknowledge that becoming a digital business requires the transformation to a digital workplace. What they fail to acknowledge, however, is that the development of a digital workplace strategy requires a clear understanding of how people work," states Gartner<sup>7</sup>.

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## WHY WORKSTYLES MATTER



### FOR THE CIO

- Higher return on IT investments
- Stronger business alignment
- Better data security



### FOR THE BUSINESS

- Higher user productivity and engagement
- Stronger competitive advantage
- Greater customer engagement and retention



### FOR THE USER

- Ensures a richer experience
  - Greater flexibility
  - Better and faster access to relevant workplace technologies
-

# WORKSTYLES IN ACTION

## ROYAL BROMPTON & HAREFIELD NHS FOUNDATION TRUST IMPROVES PATIENT CARE

### Challenge

Royal Brompton & Harefield NHS Foundation Trust (RBHT) had a vision to employ better end user computing to enable superior clinical outcomes and patient care.

### Solution

Computacenter talked to more than 80 members of RBHT staff to understand their IT challenges and requirements. This enabled Computacenter to define five core workstyles and recommend different devices for each group along with other workplace transformation activities.

### Results

More efficient end user computing enables RBHT staff to deliver improved patient care. With a future-proofed end user computing strategy in place, the trust will be able to ensure its staff are equipped with the right devices for their role while reducing IT support costs and complexity.



With a variety of defined workstyles, we can make better choices for our employees so they can deliver the best outcomes for patients.

**Joanna Smith, CIO,**  
**Royal Brompton & Harefield NHS Foundation Trust**



## BROADCASTER DECREASES RISK AND INCREASES PRODUCTIVITY

### Challenge

The broadcaster wanted to better understand users' relationships with its IT services team and establish a more consistent experience.

### Solution

Computacenter engaged with nearly 100 members of staff from different areas of the business. The workstyle analysis looked at how employees use technology at home and work as well as their service desk experience and collaboration and mobility requirements.

### Results

The workstyle analysis helped flag up the need to refine existing security policies, improve file-sharing options and simplify user support. By acting on these recommendations, the broadcaster will be able to reduce business risk and improve user productivity.

Royal Brompton & Harefield   
NHS Foundation Trust

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5. The Cloud Adoption & Risk in Europe Report Q1 2016, Skyhigh Networks, January 2016
6. Making the Right Choices for End-User Computing Investments Over the Next Five Years, Gartner, July 2015
7. Examining the Promise and Progress of Digital Workplace Programs Globally, Gartner, January 2016

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#### **GET IN TOUCH**

To find out how Computacenter can help your organisation use workstyles to enable your digital workplace, please contact your Computacenter Account Manager, call **01707 63100** or email us at **[workplace@computacenter.com](mailto:workplace@computacenter.com)**

**[computacenter.com](http://computacenter.com)**

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## **Enabling users and their business**

Computacenter is Europe's leading independent provider of IT infrastructure services, enabling users and their business. We advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage our customers' infrastructures. In doing this we help CIOs and IT departments in enterprise and corporate organisations maximise productivity and the business value of IT for internal and external users.



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