

Empowering your employees to boost your business

Reimagine the Digital Workspace

 **Business**



Enabling the future of work

The world of work is changing, and to keep pace businesses need to deploy technology, in the right way, to support their workforces. This change is also bringing new challenges, from deploying the right secure infrastructure services and managing legacy processes, to supporting new employee experiences and improving talent attraction and retention.

Solving them requires the deployment of a flexible and secure digital workspace.

Businesses are being challenged to move away from one-size fits all working models. Changing expectations, continued disruption around being in the office and conflicting data on the positives and negatives about different ways of working are challenging conventional thinking. This is a part of a drive to better equip and increase the productivity of knowledge workers.

Employers are increasingly being forced to look at new ways to support employees in their roles, as workers themselves search for greater variation in where they do their jobs. Globally, 76% of knowledge workers are looking for added flexibility in where they work.

The challenge is immense. Employers that get it right will be able to connect with new talent pools by offering more remote working opportunities; re-engage with employees by enabling more flexible working; right size physical presences; and align technology to the task for greater levels of productivity. Or, as Holly Muscolino, research vice

president for content and process strategies and the future of work at IDC, put it in the introduction to the analyst's Future of Work predictions, "As digital enterprises move from hybrid workforces by circumstance to hybrid by design, we will see the evolution of both physical and digital workspaces, innovative learning styles, and a new approach to leadership, ultimately driving innovation as well as productivity, a better worker experience, and business resiliency."

Read on to find out how to get the most from this new approach.

71% of executives believe employee engagement is crucial to their company's success

- The HR World

Recognizing and overcoming challenges

Remote work is set to be in place permanently. Gartner predicts that 48% of employees will work remotely at least some of the time in the post-pandemic world.

A new era of work does signals a new era of challenges. With an increase in workforces not coming into the office as much, how do you ensure employees have secure access to the technology that they need to do their jobs?

How can you support both the newly remote (i.e., knowledge workers) and those that have never been based in the office (such as field or production and manufacturing staff), without adding to workloads or overstretched corporate networks?

This is a challenge known as a dancing landscape of requirements, and it isn't just a technical question; it's an HR issue too. With more opportunities, employees are far more mobile, and attracting the right talent costs more. Why would you invest in an exemplary recruitment process and experience if the first days and weeks of onboarding are not as inspirational? Mounting anecdotal evidence suggests new joiners are prepared to walk away if the IT on-boarding experience isn't right, and with more employees initially joining virtually, getting the technology in place to improve first day retention is critical.

This extends to existing talent as well. A Gartner study noted that "organizations that offer employees flexibility over when, where and how much they work, see 55% of their work force as high performers."

User adoption and support issues

A more remote workforce also requires technology that just plugs and plays. With less opportunity for face-to-face instruction, organizations run a significant risk of low or under adoption of critical applications and services. Users may only use the bare minimum of features, relying on instruction from peers (which could well be based on older systems and processes) to provide more effective training than theory-focused workshops delivered by central IT teams.

Answering the question of what happens when it goes wrong is also critical. Most traditional IT support desks are ticket-based, with service level agreements that focus on infrastructure rather than user experience. The focus is on prioritizing urgency – if an individual's problem only affects this single user then it is less likely to be resolved quickly. The SLA is intact but the user is and their tasks are frustrated.

Addressing security issues

Security is also a major concern. The pandemic period has decentralized endpoint connections at a scale never before seen, creating significant issues for businesses. However, trying to extend the office network by using Virtual Private Network (VPN) solutions has proved expensive, difficult to manage and frustrating for both administrators and users. This leaves companies with a security challenge at such a scale that endpoint protection platform was the second-fastest growing segment of the worldwide security market in 2020, according to Gartner.

A more permanent switch demands a new approach to protecting corporate networks, data and applications. Those apps may be cloud-native; equally they may be part of the legacy landscape, anchored in on-premises infrastructure and not designed to be accessed by any device from anywhere.

Common IT barriers to workspace innovation

Your current workspace evolved organically over time. Some elements of that workspace have become a burden, holding you back from taking the next step in innovation.

- 1 **VPN clients**
- 2 **The application delivery model**
- 3 **Legacy applications**
- 4 **Employee experience across devices**



1 VPN clients

Many companies use VPN clients to allow their employees to connect to the company network from home. Putting aside the fact that VPN clients can only be used on company-owned devices, the disadvantage of this kind of VPN connection is that all the network traffic first goes to the office. This can have a huge impact on performance where all these VPN clients come together.

2 The application delivery model

The application delivery model, the way in which you present applications to users, has been hidden in the Start menu for many years. This means that you're stuck with a Windows desktop. Many users find this quite handy... the Windows Start menu, the shortcuts, the H:\ or Y:\ drives have become familiar territory for many employees, especially older ones. Often, resistance is a key obstacle preventing organizations from switching to something else. But file integration with references to drive letters is also difficult to move away from. Just think of macros and scripts.

3 Legacy applications

If you are still dependent on old applications for critical business processes that only run on Windows, you also need to provide your employees with a Windows device. And if the application only runs on a specific or old version of Windows, this can really start to hold you back. On top of that, the various plugins in their different versions and the order of installation – which often turns out to be so important – create an ecosystem of dependencies that is incredibly difficult to unpick. Consequently, that application – or a small set of applications – can be a barrier to innovation.

4 Employee experience across devices

Traditionally, new laptops and other devices are made ready for use by the IT department. That means extra work and it takes a long time. So no one is happy – neither the waiting employee nor the IT staff. But the worst part is that you have to do it all again every three years, for every device and every user. Not to mention the times when a laptop breaks down or has to be reinstalled due to Windows erosion. This way of issuing laptops and devices is, to put it bluntly, incredibly out of date. It also means that you have to know everything about all the devices in order to be able to support them.

Digital workspace

What you need is a digital workspace – a way of using technology to manage devices, apps and data and to facilitate collaboration to support employees to work however they see fit or meets their needs.

The goal is to deliver the same experience (and applications and data) irrespective of location or even device, in a secure manner.

It's an overhaul of how technology supports working environments – the foundations of new approaches to working, whether that's fully remote, hybrid or in new, collaborative-focused offices.

Consistent experience

The digital workspace isn't just about devices or endpoints; getting apps and data to devices is just as critical. Deploying a role based customizable workspace portal, provides access to all type of apps:

- **Local apps**
- **SaaS apps**
- **Published apps via (on-premises) VDI**

Productivity and collaboration tools (Office 365), data and company information an employee needs. It means a consistent experience across the device of your employees' choice.

IT teams can deploy the workspace based on detailed user personas, ensuring security without hampering user choice when it comes to how they wish to work.

This model brings the familiarity of consuming cloud-based services and SaaS applications, which both businesses and individual have grown use to over the last few years.

What a digital workspace means for your business

- **Improved employee experience**
- **Enhanced productivity**
- **Refined collaboration**
- **Support hybrid ways of working**
- **Secure access to your company's apps & data**



Choosing the right partner

Changing the fabric of work is a significant undertaking for any organization, no matter how well resourced. As with any major transformation, it will require input from partners.

Businesses wanting to create a future-proofed, flexible digital workspace that suits their requirements should consider how an external transformation and managed services partner could not only identify the right solutions, but cover everything start to finish.

From initial fact-finding and persona investigation, through design and into the provisioning and integrating of the infrastructure services and apps, all with ongoing guidance and technical support, it is the sort of counsel Orange Business provides to our customers as they navigate new ways of working.

MSP with a user-centric approach

As an Managed Service Provider we put employee experience at the heart of what we do. Our user-centric approach means a shift from Service Level Agreement to eXperience Level Agreement, meaning you can expect support that meets the needs of employees.



Free consultation

Sign up for a free consultation where we'll discuss your challenges, the latest digital workspace innovations and map out a draft for your digital workspace transformation journey.

How it works

1 Innovation consultancy

Our innovation coaches are ready to give you free advice for two hours (online/in person). Learn how to shape a future-proof digital workspace that gives your organization a long-term competitive advantage.

2 Persona investigation

Any solution needs to be focused on the user, which means understanding the types of users within the organization, how they work, what tools they use and the processes which affect them.

3 Application landscape assessment

Once you know your user, it's time to understand the applications that enable them to perform their role. An application landscape assessment helps to map applications in use and which applications can be modernized so that any investment in a digital workspace supports all the relevant application types, whether it is legacy or SaaS.



Orange Business Services B.V.

Radarweg 60
1043 NT Amsterdam
+31 88 594 9000

cloud.orange-business.com/nl

