



# A Modern Digital Workplace Strategy: Why Working and Learning from Anywhere Matters



Where work or learning physically happens no longer defines the user experience. Fueled by an appetite for digital experiences and capabilities, we've clearly entered a "do anything from anywhere" world, creating limitless potential for borderless innovation and flexible collaboration.

As the office experience we once knew continues to evolve, organizational leaders have a monumental opportunity to rethink the future of work and how they maximize agility, data, innovation and productivity across their digital workplace.

While recent events accelerated this shift, the future has always tracked to more fluid and flexible digital workplace experiences as CIOs drive their organizations to achieve greater value. According to the Dell Technologies Digital Transformation Index (DTI)—a global study of business transformation trends—89% of respondents say the global disruption

showed the need for a more agile/scalable IT environment, while 79% said they are now reinventing their business model as a result of the disruption.<sup>1</sup> Without a doubt, the digital workplace will play an even greater role in powering these new business models, with research showing a 2.8x increase of remote users in the past year.<sup>2</sup>

Now that remote and hybrid experiences—where team members shift between performing remotely and on-site—have become standard, CIOs have new opportunities to rethink their approach to technology and embrace a hybrid culture to deliver an engaging and seamless user experience. Looking toward the future, they're also conscious of how their decisions impact employee happiness: 48% fear they are at risk of employee burn-out from trying to adapt their IT strategy in these abnormal times.<sup>1</sup>

The new normal, a do-anything-from-anywhere future, is here; read on for key strategies C-suite leaders should consider to drive organizational success in this new hybrid world.

## Table of contents:

- Why the digital workplace is a C-suite priority 3
- What does it take to deliver the digital workplace? 4
- Key strategies for digital workplace success 5
- Welcome to the future of work 6



## Why the digital workplace is a C-suite priority

Recent experience demonstrated to both organizational leaders and users that relatively few jobs must be done completely—if at all—in an office. Not only that, but there are benefits to enabling a digital workplace beyond business adaptability. Leading organizations experienced a 21% increase in employee productivity, 62% more than organizations that struggle to support remote work.<sup>3</sup> Furthermore, these leading organizations saw a 28% reduction in time IT spends managing their digital workplace environment, which is a 47% greater reduction than organizations that still struggle to manage legacy on-premises technology.<sup>3</sup>

The key to a successful digital workplace is the right mix of flexible, secure and responsive technologies. Just like in a traditional working or learning environment, users need efficient tools to work and collaborate from anywhere. They need access to the organization's data, and they need high-performing, intelligent and secure devices to accomplish all of their tasks. Leading CIOs keep pace with changing organizational and user needs by leveraging on-demand and as-a-Service experiences that let them readily adapt IT resources as needed.

To continue forward momentum, the CIO must ensure their organization's technology strategy is location-agnostic so that IT can serve users equally effectively half a world away or just down the hall. And everything needs to be consistently and cost-effectively managed.

The Dell Technologies DTI research also underscores the importance of enabling productivity from anywhere, as Digital Leaders are increasingly focused on transforming their operations to a borderless world. While just 6% of organizations met the criteria for Digital Leader classification:



63%

report rolling out broader working from home/remote working capabilities;<sup>1</sup>



61%

are transforming their services and consumption models to meet the new needs of today's business climate.<sup>1</sup>

By empowering their people with digital work and learning experiences, Digital Leaders give their organizations the ability to attract and leverage global talent from anywhere. This flexibility and scalability not only bolster operational resiliency but provide the organization the agility it requires to take advantage of new opportunities, deliver ongoing value and outpace disruptions.

# What does it take to deliver the digital workplace?

While many organizations drastically accelerated their adoption of a digital workplace at the start of the decade, they now have the opportunity to optimize their technology strategy for the long term.

Visionary CIOs critically evaluate the technology and cultural shifts that will enable them to thrive with a sustainable, cost-effective digital-first strategy. Those who do so accelerate their organization's digital maturity, leading them to gain several advantages over less mature organizations.

When crafting a digital workplace strategy, there are four key CIO considerations:

## 1. Delivering a winning work-and-learn experience:

As the primary tool employees use to work, the PC has always played a critical role in the employee experience. But with people now working and learning from their couches and kitchen tables, the PC is most often the gateway to their interactions with their organizations and team members. Delivering and supporting a high-performing, secure and intelligent PC experience has never been more important.



Leading organizations are twice as likely as less mature organizations to say their employee technology experience helps them navigate challenging times, leading to 6.4x higher user satisfaction scores.<sup>3</sup>

## 2. Enabling seamless collaboration:

Just because employees can't always gather in a conference room doesn't mean they're working alone. Whether it's through shared productivity tools, cloud applications or live video conferencing, CIOs need to ensure team members are seamlessly productive and can collaborate from anywhere.



Leading organizations have seen significantly larger increases in user productivity over the last 12 months, with a 21% improvement in productivity.<sup>2</sup>

## 3. Controlling costs:

While the digital workplace provides greater flexibility in where and how employees work and learn, CIOs must eliminate barriers to new technology adoption through flexible payment solutions and as-a-Service consumption and delivery models.



Leading organizations reduce the time IT takes to manage their environment by 28%, which is a 47% greater reduction than less mature organizations; this increase in IT efficiency helps generate 27% cost savings.<sup>3</sup>

## 4. Creating a secure environment:

Cybersecurity is difficult enough to provide when all the organization's devices are under one physical roof. With PCs connected to cloud-hosted data from variably unprotected home networks, risk and exposure is exponentially increased. CIOs and leadership must ensure employees and educators, respectively, can securely access all the tools and resources they need for their roles, and that they have the same secure and efficient experience no matter where they work or learn.



Leading organizations experience 18% fewer critical events tied to device compromise on average.<sup>2</sup>



## Key strategies for digital workplace success

With every organization fundamentally changed forever, you need to create a digital workplace that's ready ready for anything. This includes:



### **Personalized user experiences:**

Workers should have access to modern, intelligent, secure and high-performing PCs that allow them to do their best work from anywhere.



### **Intelligent collaboration:**

Artificial intelligence embedded into devices helps users be more productive by learning and adapting to how they like to work.



### **Flexible options for technology consumption:**

Align technology consumption with business strategy through flexible and as-a-Service delivery models PC lifecycle management that let you automate and simplify how you deploy, secure, manage and support devices to reduce employee downtime and improve IT productivity.



### **A secure digital environment:**

Protect your end-points and organization with built-in security on the hardware while providing options to ensure compliance for data protection, enable continuity and minimize data loss.



### **A scalable hybrid cloud strategy:**

Improve IT's visibility and oversight of all the technologies in your organization in order to maximize cloud consistency and flexibility.



### **An as-a-Service strategy:**

Take a holistic look at your organization's technology consumption to determine where flexible, as-a-Service models of on-premises infrastructure would provide more flexibility, agility and future scalability that can be easily modified as needs change over time.



### **A modern networking experience:**

SD-WAN delivers the ability to manage and scale the network digitally without worrying about bandwidth limitations, helping you ensure app performance and availability to improve the user experience.



## Welcome to the future of work

With work now being a thing people *do* instead of a place where they *go*, your ability to deliver a best-in-class digital workplace experience is critical to your future success. Today's visionary CIOs recognize the incredible value in a do-anything-from-anywhere culture; it's only with a truly digital workplace that organizations can push relentlessly through challenges and pivot to greater opportunities and success.

No matter where your organization finds itself today, Dell Technologies will stop at nothing to help you remove the complexities that come from supporting dispersed people, applications and data. We're here as your trusted technology partner to guide you to achieve a digital workplace that's ready for anything, fueled by secure and agile infrastructure.



[Learn how Dell Technologies can help you power the digital workplace.](#)

### Additional resources:



[Learn the keys to enabling the digital workplace in your organization.](#)



[Learn more about driving business agility and why that's critical in today's digital landscape.](#)

# DELL Technologies

#### Sources:

<sup>1</sup>Dell Technologies Digital Transformation Index, October 2020. Research conducted by Vanson Bourne surveying 4,300 business leaders across 18 countries. <https://www.delltechnologies.com/dtindex>.

<sup>2</sup>Based on the ESG study commissioned by Dell Technologies, Intel & VMware, "Organizations Accelerating Their Digital Workplace Achieve Improvements" April 2021. Results based on global double-blind online survey of 2,000 IT decision makers. Actual results will vary. Full report: <https://www.delltechnologies.com/resources/en-us/asset/analyst-reports/solutions/organizations-accelerating-their-digital-workplace-experience-achieve-improvements.pdf>.

<sup>3</sup>Based on the ESG study commissioned by Dell Technologies, Intel and VMware "Three Critical Initiatives to Accelerate Your Business Results with Technology: Hybrid Work Enablement, Data-led Innovation, and Flexible IT Delivery" March 2021. Results based on global double-blind online survey of 2,000 IT decision makers. Actual results will vary. Full report: <https://www.delltechnologies.com/resources/en-us/asset/analyst-reports/solutions/three-critical-initiatives-to-accelerate-your-business-results-with-technology.pdf>