

SEIZE THE ADVANTAGE

Join the leagues of digital disruptors with integrated devices, platforms, collaboration tools and cloud services for the workplace

A DISRUPTIVE INFLUENCE

Facilitate greater innovation, smarter decision-making and better customer service with intuitive workplace technologies

Disruption is just around the corner for any business. For some, it has already happened, often with irreversible consequences when company leaders failed to respond fast enough to the sea of change. For others, disruptive influences can act as a wake-up call that leads them to reinvent their business and reinvigorate their industry.

More than half of the UK's leading organisations expect disruption in their market within the next 24 months, and almost half of those anticipate that their business models will cease to exist within the next five years.¹

Digital transformation is widely recognised as not only key to surviving market disruption, but also to improving the customer experience. Social, mobile and digital are automatically embedded in new entrants' business models, and established organisations need to follow their example.

IMPROVING THE CUSTOMER EXPERIENCE IS THE NUMBER ONE DRIVER BEHIND THE MAJORITY OF TODAY'S DIGITAL TRANSFORMATIONS¹

Ensuring an exceptional customer experience doesn't just involve the digitalisation of front-line processes and channels. Given the fundamental role that employees play in

satisfying customer needs and expectations, organisations need to ensure the user experience is prioritised just as much as the customer experience.

EMPOWERING THE VERY EMPLOYEES THAT SERVE THOSE CUSTOMERS ONLY APPEARS SEVENTH IN THE LIST¹

This user-centric focus is even more important given today's potential for personalisation in the workplace. New consumption models for both services and devices mean that CIOs can now take a pick and mix approach to workplace IT to address the bespoke needs of different user communities without over-investing or under-provisioning.

From flexible devices and unified collaboration tools to robust security and scalable cloud platforms, Microsoft provides an end-to-end suite of solutions to support an organisation's digital transformation journey.

By making workplace IT intuitive, integrated and individual to users' needs, Microsoft technology is helping organisations to realise the full potential of their digital transformations and stay in the disruption driving seat.

¹ Digital Transformation: The Age of Innocence, Inertia or Innovation?, Microsoft, 2016

PEOPLE POWER

Achieve better transformation outcomes with greater user adoption and personalisation

Cost, risk and time are the traditional considerations for CIOs and business leaders when embarking on an IT-enabled business transformation. But a digital age demands a new approach.

In today's experience-driven world, people need to be at the heart of every new IT implementation and investment.

Equipped with the right tools and knowledge, employees will not only be empowered to deliver excellent customer service, they will also be more productive and innovative.

Personalisation, adoption and satisfaction must take centre-stage. The employee experience needs to be considered at every step of the transformation lifecycle, with users playing an active role long before acceptance testing.

By taking a more people-based approach to designing and delivering IT, organisations will be able to overcome the fragmented landscape that exists in many of today's workplaces. Instead of having silos of information and disparate devices, organisations will have a holistic IT environment that supports the digital, social and mobile expectations of both employees and customers.

With user technologies constantly evolving, organisations also need to be prepared for disruptive influences in the workplace – especially given the evergreen nature of cloud platforms

and services. CIOs need to be ready to adapt to constant change and take advantage of emerging features to maintain competitive advantage.

Security and support are key considerations in such a dynamic environment as they can both impact employee and customer experience. A good user experience goes beyond the device and how users interact with it. Users want intuitive apps, integrated systems, a consolidated identity and single sign-on capabilities to be able to more quickly and easily service customers, whether internal or external. They also need stable, consistent and reliable support services.

Microsoft is helping to accelerate the digital transformation across different lines of business. Through offerings such as Windows 10 and Office 365, it helps CIOs achieve their vision for a digital workplace that enables users to securely connect, communicate and collaborate from anywhere, anytime.

By considering the needs of individual users in every aspect of the digital workplace – from technology decisions and migration strategies to security and support – organisations can boost productivity and innovation not only at an individual level but across the entire organisation.

ONE STEP AHEAD

There are four common digital workplace enablers that will help minimise risks and maximise results. From user interfaces and workstyles to collaboration capabilities and infrastructure operations, find out how to make digital work for your organisation and your users.

1: INTUITIVE INTERFACES

Enhance user experience by introducing intuitive interfaces that support the way your people work.

The millennial generation has had a major influence on the changing shape of the workplace. According to a Computacenter survey, 41 per cent of users revealed they would sign up for job alerts if their employer failed to keep up with their technology expectations².

But the workplace is multi-generational, and while the needs of 'digital natives' must be met to attract new talent, the needs of 'digital novices' must also be considered to retain vital knowledge and experience.

Familiar, intuitive workplace solutions are key to meeting the needs of both user communities. By implementing new consumer-inspired technologies, organisations can finally catch up with the experience users are already used to at home.

The way in which we interact with devices has fundamentally changed over the last few years, with touch-screens, voice-recognition and stylus pens providing a more 'natural' experience than the conventional keyboard. Although not suited to every task and every situation, these types of interfaces are often more fitting for the anytime, anywhere requirements of today's workplaces and workforces.

Hybrid devices have been specifically designed to meet the need for different types of interaction. By combining the power of a laptop with the mobility of a tablet, a versatile hybrid device can reduce the number of devices a user requires, while providing the best experience across different use cases and scenarios.

MICROSOFT SURFACE

Microsoft's Surface range, which includes convertible desktop all-in-one, hybrid tablets and 2-in-1 detachable notebooks, combines a sleek design with greater portability and processing power to deliver an exceptional user experience.

KEY BENEFITS:

- Enables natural interactions with touch-screens, detachable keyboards and stylus pens
- Simplifies IT management with enterprise-standard ports, apps and security features

WINDOWS 10

The Windows 10 operating system brings together innovative collaboration and productivity tools so users can work faster and smarter.

KEY BENEFITS:

- Robust security from the ground up, with enhanced features over previous versions such as anti-virus, firewall, anti-malware and anti-phishing technologies
 - More personalised and responsive browsing experience with Microsoft Edge
 - Tools to enhance your productivity with the Cortana personal digital assistant
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2: USER WORKSTYLES

Optimise productivity by aligning mobility and security needs to employees' digital personas.

In the digital workplace, employee productivity is increasingly dependent on the availability, flexibility and suitability of technology. In some cases, mobility will be key to greater efficiency, but not every user will need the latest phablet or smartphone.

Workstyles enable organisations to profile users to identify the most appropriate technologies and tools for their role. By assessing information and application access requirements, internal and external interactions, risk exposure and work locations, organisations can design and build digital personas that accurately reflect a user's needs.

Security requirements should also be an integral component of workstyle analysis and must be balanced with demands for greater mobility – both in terms of devices and data. Using contextual awareness tools and analytics to detect threats can help organisations strengthen security measures without holding users back.

MOBILITY WILL BE KEY TO GREATER EFFICIENCY, BUT NOT EVERY USER WILL NEED THE LATEST PHABLET OR SMARTPHONE.

ENTERPRISE MOBILITY AND SECURITY (EM&S)

Microsoft's enterprise mobility and security solutions deliver identity-driven innovations to help organisations stay secure and productive.

KEY BENEFITS:

- Improve control over devices and apps, particularly in the cloud, with mobile device management software
- Detect attacks before they cause damage with deeper visibility into user activity and behavioural analytics
- Simplify desktop virtualisation with Remote Desktop Services

OFFICE 365

Whether in the office or on the go, Office 365 enables users to create, share and edit documents from any device in real time.

KEY BENEFITS:

- Improve engagement and enable faster decision-making with Skype for Business for instant messaging and video-conferencing and Yammer for enterprise social networking
 - Simplify access to files with OneDrive and SharePoint Online
 - Enhance digital communications with Exchange Online and Office Pro Plus
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3: EFFECTIVE COLLABORATION

Break down geographical boundaries and make meetings more productive with integrated collaboration solutions.

In today's digital world, users need to be able to collaborate and communicate seamlessly across geographical boundaries. With colleagues often separated by timezones and oceans, email is no longer sufficient to keep teams and projects in sync.

Providing employees with a variety of real-time tools, such as video-conferencing, instant messaging, file sharing and enterprise social media, will ensure they can collaborate and communicate effectively regardless of their location or workstyle.

While desktop/laptop-enabled collaboration solutions are increasingly prevalent in the workplace, room-based meeting technologies are still important - even if some of the attendees join virtually.

Traditional disparate meeting room technologies can be cumbersome, causing delays and making it difficult to share notes and outcomes after the event. Integrated and intuitive solutions such as interactive whiteboards and built-in collaboration tools, will help optimise user adoption and productivity.

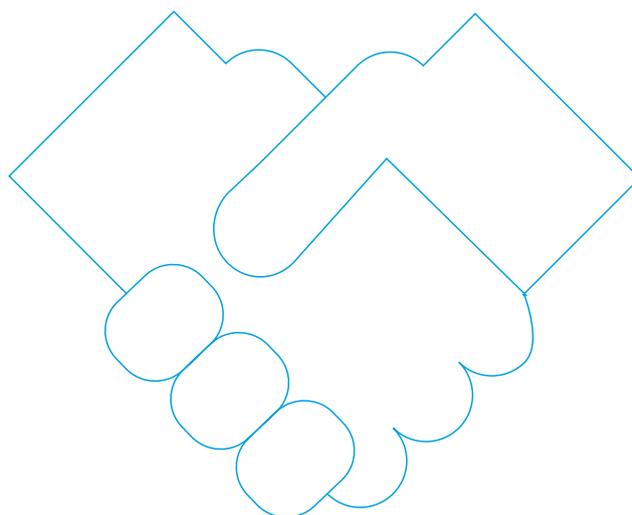
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MICROSOFT SURFACE HUB

Built for teamwork, Microsoft Surface Hub integrates with Windows 10 and Microsoft Office to provide a seamless experience.

KEY BENEFITS:

- Meets different budget and business needs with flexible mounting, interaction options and screen sizes
 - Provides seamless experience with built-in collaboration tools, such as Skype for Business, Microsoft Office and whiteboard capabilities
 - Simplifies information-sharing with automated updates between devices and integration with users' laptops, tablets and phones
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4: OPTIMISED INFRASTRUCTURE

Leverage the cloud to increase the scalability and flexibility of core platforms underpinning the digital workplace.

Behind every digital workplace is a diverse infrastructure of systems, workloads and platforms that impact the performance experienced by users. From virtual desktops and tablets to printers and email, no workplace technology operates in isolation in today's connected world.

With user needs, business drivers and technologies constantly evolving, the core infrastructure must be agile and scalable to support new datasets, services and workstyles. Traditional on-premise solutions can lack the flexibility needed in the digital workplace.

By moving some of the infrastructure elements that support the workplace from on-premise to the cloud, CIOs can minimise capital investment, cut management overheads and reduce the constant cycle of upgrades and maintenance. As a result, the business and its users will not only benefit from a more cost-effective infrastructure but a more agile and responsive infrastructure.

MICROSOFT AZURE

Microsoft's infrastructure-as-a-service offering is an open, flexible and enterprise-grade cloud computing platform.

FEATURES:

- Ensures consistent performance and experience with cross-platform integration
 - Maximises IT budget with pay-as-you-go services that can be scaled up and down to match demand
 - Safeguards data sovereignty and simplifies compliance with European data protection and privacy laws
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NO WORKPLACE TECHNOLOGY
OPERATES IN ISOLATION IN
TODAY'S CONNECTED WORLD.

ADAPT TO SURVIVE

Boost competitive advantage and the user experience with an effective digital workplace

Computacenter and Microsoft have a wealth of experience in helping organisations take a user-centric approach to digital transformation and integrate platforms across every process, system and interaction, to create the workplace environment needed to survive and to thrive.

Combining an intuitive experience with enhanced collaboration capabilities and an optimised infrastructure will empower users to reach their full potential, enabling productivity and innovation to flourish.

With an effective digital workplace, organisations can achieve the agility they need to prepare for digital disruption – whether they're spearheading it or responding to it.

COMPUTACENTER'S DIGITAL TRANSFORMATION CREDENTIALS:

- We have a 30-year track record in helping customers transform the workplace to embrace new user workstyles, business processes and technologies
 - We are investing in off-the-shelf digitalised solutions, such as our Next Generation Service Desk, to bring a user-centric, consumer-like IT experience to the workplace
 - We are Microsoft's number one Enterprise Partner for Group Corporate Accounts in the UK and have more than 300 Microsoft Certified Systems Engineers
 - Our Global Solutions Center enables organisations to test and prove new digital workplace deployments without any risk to live environments
 - We have Microsoft Gold Partner Status for various capabilities, including Devices and Deployment, Volume Licensing, and Communications
 - With more than 1,000 technical and service management experts and seven Operational Command Center, we have the resources to support workplace transformation initiatives on a global scale.
 - We have migrated in excess of 1.5 million users to Office 365 for email and 80,000 users to full licences and support 150,000 Office 365 users across multiple devices
 - From planning and initiation to delivery and closure, our Tempo project management methodology ensures rigorous control and compliance
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GET IN TOUCH

To find out more about how Computacenter and Microsoft can help you achieve your digital transformation goals, please contact your Computacenter Account Manager, call **01707 631000** or email digitalme@computacenter.com

[computacenter.com](https://www.computacenter.com)

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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