SET THE STAGE FOR GREATER SUCCESS IN THE WORKPLACE

DELIVERING CONSISTENT USER EXPERIENCES WITH DYNAMIC IT PLATFORMS
The devices are disparate. The platforms are mixed. The applications are evolving. And this diversity is only going to intensify.

In today’s dynamic workplace environment, standardisation has gone out of the window. Yet it’s a standard and consistent experience that users want – on their smartphone and on their laptop; in the office and in the hotel; from the enterprise platform and the mobile app. And it’s down to the CIO to make it happen.

According to a study by Forrester Consulting, 64 per cent of IT decision-makers believe consistency across all application services is part of an optimal user experience.

To enable a consistent experience, CIOs must first understand the extent of the disparity that exists in the workplace – from the hardware and the software to the security measures and the provisioning methods.
The smartphone is often credited with launching the great IT variety show, declaring curtains up for the consumerisation of the workplace. And its star turn is set to continue in 2015 and beyond.

Although global shipments of desktops and laptops are destined to fall in 2015, their mobile counterparts are all tipped for growth, with smartphone shipments reaching nearly two billion units in 2016.

This growth will intensify the battle between the big three – Windows, Apple and Android – for operating system supremacy in the enterprise space. It will also intensify the use of mobile apps.

With users able to self-serve from the cloud for not only business apps but also compute and storage capacity, it’s becoming increasingly difficult for the CIO to keep track of the current state of workplace IT. It’s estimated that more than 70 per cent of European companies don’t know the scope of shadow IT in their organisation.

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2 BILLION units estimated smartphone shipments reached by 2016.

70% of European companies don’t know scope of shadow IT in their organisation.
Whether new technology assets enter through the stage door or front of house, they still have the same diversifying impact on the workplace portfolio: goodbye standardised IT, hello hybrid IT.

It’s not just apps that are adding to this hybrid line-up; existing software and operating systems are also constantly evolving. There were almost 19,000 updates to the open-source Android software in 2014; while Apple released 16 updates for its iOS4.

With these and many other changes waiting in the workplace wings, organisations need to ensure they can keep up – especially in the mobile space.

Establishing a dynamic platform is essential for such a dynamic environment. Dynamic platforms can support diverse devices, platforms, ownership models and workstyles and provide a bridge between the cloud and traditional IT. With flexible capacity and robust security, they can be easily adapted to support new services and meet evolving user demands.

CIOs also need to develop a framework for the lifecycle management of the myriad of workplace technologies that have been deployed; for example evaluating and applying patches and updates across all endpoints, operating systems and applications. Skipping one update might simplify today but it could seriously complicate tomorrow.

### 10 STEPS FOR SURVIVING AND THRIVING IN A HYBRID WORLD

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<tr>
<th>EDGE</th>
<th>CORE</th>
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<td>1. Assess the extent of shadow IT in the workplace by undertaking audits and assessments, this will provide insight into how your users are actually working and what their needs are.</td>
<td>6. Embrace virtualisation both in the workplace and the datacenter to increase elasticity and flexibility.</td>
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<td>2. Evaluate the current and future needs of users with workstyle profiles that look beyond job locations and roles to risk exposure, transaction values and stakeholder interactions.</td>
<td>7. Exploit operational analytics to understand application performance, data throughput and platform availability to improve the user experience.</td>
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<td>3. Encourage greater collaboration between users and the IT department by setting up forums, feedback mechanisms and focus groups.</td>
<td>8. Migrate relevant workloads to a hybrid cloud environment to increase capacity without compromising security.</td>
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<td>4. Establish a flexible support framework that delivers a consistent experience across multiple channels and device ownership models while also encouraging self-service.</td>
<td>9. Adopt open standards and buy/customise off-the-shelf solutions rather than them build from scratch.</td>
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<td>5. Focus on business outcomes not technology choices to ensure users’ collaboration, mobility and social needs are addressed and to prevent the creation of IT silos.</td>
<td>10. Investigate the viability of consuming core services from third-party cloud providers and abstracting services from specific platforms to meet business demands for greater agility.</td>
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For CIOs, 2015 won’t just feature more updates but also two potential showstoppers: the release of Windows 10 and iOS9.

With many organisations already running a mix of Windows 7 and 8, another Microsoft operating system will either present an opportunity for greater consolidation – or greater fragmentation.

The ongoing support of the Windows operating system is also going hybrid, with Microsoft planning to introduce three options for releasing updates to Windows 10, including a cloud-based dynamic approach.

Windows 10 could, however, help the CIO get one step closer to achieving the consistent workplace experience that users are demanding. ‘Universal apps’ will allow the same code to run on any Windows device form factor, from desktop to phone, while the operating system’s interface will support touch, mouse, keyboard and gesture commands.

Microsoft now also supports iOS and Android devices and has ported the flagship Office applications to these platforms, helping rather than hindering the CIO as they too adjust to a hybrid world.

As well as simplifying security management, a more dynamic operating system will also enable organisations to embrace device ownership models, such as BYOD, COPE and CYOD, which have flourished since consumerisation first took to the workplace stage.

**DYNAMIC PLATFORMS:**
**WHY YOU NEED TO ACT NOW**

- Expanding diversity of devices and operating systems
- Evolving workstyles based on new locations, profiles and cyclical factors
- Rising expectations for business agility
- Growing prevalence of cloud services and consumerisation
With more mobile devices – both employee and employer owned – joining the IT ranks, CIOs need to rethink how they provide support. By 2018, 40 per cent of contact with the IT service desk will relate to smartphones and tablets – a leap from less than 20 per cent today.

As a result, consistency isn’t just on the user’s wish-list; it’s on the CIO’s too. To deliver seamless support services across multiple devices and channels, IT departments need standardised tools, unified processes and a digitised approach.

Organisations don’t just need to think about processes and platforms when redefining their IT support framework; they need to think about people too.

Mobility has created a wealth of new workstyles – from the corridor warrior to the field consultant – which mean desk-side support is no longer practical. And it’s not just where and how people work that’s changing; employment practices are also shifting.

More than 80 per cent of companies already augment their workforce with non-traditional staff, and by 2020 it’s estimated that 50 per cent of the workforce will be made up of freelance or contingency employees. Cue an even more colourful cast of devices and apps and the need to launch services for new users in a rapid timeframe.

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**DYNAMIC IT PLATFORMS: WHY THEY MATTER IN THE WORKPLACE**

**FOR THE CIO**
- Reduces capital and operational expenditure
- Embraces technical diversity and avoids IT silos
- Provides greater flexibility

**FOR THE USER**
- Improves experience and productivity
- Supports more flexible workstyles and ownership models
- Boosts satisfaction and retention

**FOR THE BUSINESS**
- Accelerates time-to-market for new products and services
- Facilitates business growth/change
- Promotes collaboration and knowledge-sharing
A CATALYST FOR CHANGE

With every element of the workforce diversifying and evolving, organisations need dynamic IT platforms and processes that can not only embrace and adapt to change but also drive it.

By their very nature, dynamic platforms are highly agile, being not only technology agnostic and user centric but also cloud-enabled. Many legacy workplace IT platforms fail to tick all these boxes, which will not only hold back individual users but eventually the entire business.

With dynamic platforms underpinning workplace apps, devices and data, CIOs will not only be able to balance consistency and choice but also control. They will be able to put social, mobility, analytics and cloud in the limelight. And they will be able to transform the hybrid workplace IT portfolio into an all-star line-up.

COMPUTACENTER’S WORKPLACE CAPABILITIES

- Computacenter has more than 30 years’ experience of workplace IT
- Our services and skills span the entire technology lifecycle – from procurement and deployment to transformation and management
- We have relationships and accreditations with all the major workplace technology vendors
- We have deployed more than three million Windows 7 seats and support 2.5 million Windows 7 users
- Our readiness assessments and rapid migration methodologies simplify the transformation of workplace IT and deployment of dynamic platforms
- We have experience across the infrastructure stack - from the workplace edge to the datacenter core - and can help integrate on-premise, off-premise and hybrid platforms and services

SOURCES

1 Delivering Contextual Experiences Drives Business, Forrester Research
2 http://www.gartner.com/newsroom/id/2954317
3 2014 Cloud Security Alliance Survey

To understand how Computacenter can help you deliver consistent user experiences with dynamic IT platforms please contact your account manager, email workplace@computacenter.com or visit www.computacenter.com/workplace
Computacenter is a leading independent provider of IT infrastructure services and solutions. From desktop to datacenter, we help our customers minimise the cost and maximise the value of IT to their businesses. We can advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage elements of our customers’ infrastructures on their behalf.

Computacenter operates in the UK, Germany, France and the Benelux countries, as well as providing transnational services across the globe.