IDENTIFYING USER WORKSTYLES TO INCREASE STAFF PRODUCTIVITY AND MOBILITY

STYLE SETTING
WORKSTYLES HOLD THE KEY TO DETERMINING WHAT AN EMPLOYEE REALLY NEEDS FROM WORKPLACE IT TO MAXIMISE PRODUCTIVITY.

The workplace IT wish list is getting longer. Today’s users want flexibility and autonomy. They want remote access and real-time collaboration. They want always-on technology always online. Most of all, they want the latest devices. But what the user wants is not always what they need to work efficiently.

As new mobile and desktop device form factors hit the market, this schism between user desire and business demand will only get bigger, adding both cost and risk to workplace IT.

It’s not just the users that are struggling to understand the difference between novelty and necessity – IT departments have also become embroiled in the device dilemma.

As well as mobile devices, such as tablets and convertibles, laptops and ultrabooks and smartphones there is now a much broader array of static devices available too, including thin clients, zero clients and high-performance workstations. And they are all vying for a seat at the enterprise IT table.
SET THE STYLE

Matching the right device to the right user is imperative. Employees need to feel empowered and liberated not encumbered and limited. Fail to meet these expectations, and satisfaction will fall and the use of unauthorised devices and applications will rise.

IT departments will only be able to make the right match if they understand user needs. And that means understanding the different workstyles that exist across the organisation.

Workstyles are not a new concept. Most IT departments already use job functions to define employees’ technology requirements, but in today’s dynamic workplace this is not enough. Workstyle assessments must also include other factors, such as:

• Information and application access requirements
• Internal and external interactions
• Value of transactions
• Risk exposure
• Energy consumption
• Work locations

By determining where a user works, organisations will also be able to establish their mobility index, which quantifies a users mobility requirement – for example a back office worker would score zero per cent whereas a field engineer would top more than 80 per cent (see graphic on pg.6).

MOBILE VERSUS DESKTOP

More than half of enterprises plan to issue employees with mobile devices in 20141. Although greater mobility can herald greater workplace productivity, it can also bring with it greater risk.

Organisations must therefore ensure they consider the full business impact of their mobility initiatives – before investing in any devices. For example, if users are accessing sensitive data, certain mobile solutions might pose too many security risks, upsetting the delicate balance between flexibility and control and exposing organisations to regulatory breaches, financial penalties and reputational damage. These constraints can often be overcome, but may impact the type of solution and level of mobility offered to the user.

Multi-tenancy, where a single device is shared by multiple users, also requires careful consideration. Employees might want the latest tablet but a static solution could prove a more sensible choice for the business, providing both greater functionality and security for a lower cost.

By undertaking a thorough workstyle assessment, organisations will be able to make more informed choices between mobile and static devices – and not just based on cost but also on user productivity.

For example, even if a mobile device appears more costly in the short-term, long-term productivity gains could outweigh these costs resulting in a greater return on investment.

THE TABLET GENERATION

Mobility, however, is not a vanilla activity; there are many flavours - and a myriad of devices to match. According to the Oxford Dictionary, mobility is “the ability to move freely and easily” – whether this involves multiple or single work locations is immaterial.

Although the mobile worker has become synonymous with the remote worker, mobility exists in different forms in the contemporary workplace. For example, a warehouse supervisor might work at a fixed site but within that location they need to be highly mobile to perform their role. They are therefore not a back office worker but a corridor warrior, with a mobility rating index of more than 50 per cent and a genuine need for a highly portable device.

A workstyling exercise is essential for establishing such genuine mobile device requirements and separating the ‘I wants’ from the ‘I needs’. This mobility transparency is most needed when it comes to tablets – the new darling of workplace IT.
By 2015, it’s predicted that tablets will exceed 10 per cent of global mobile data traffic. And it’s not just the consumer love affair driving this growth – the tablet has gone corporate. It can be supported, it can be secured, and it can be docked. As a result, the tablet has earned its place in the enterprise IT portfolio, with several FTSE 100 companies among the early adopters.

In fact, 43 per cent of IT managers plan on implementing a project to provide employees with tablets in 2014. Although 46 per cent of these IT managers are doing this because they are responding to employee demand rather than realising this is what their business needs in the ever-changing work environment.

With tablets entering the enterprise – both via the front and back door – organisations need to ensure they understand their current assets before they start adding yet more devices to the workplace IT portfolio.

An audit is particularly key for identifying where multiple devices are being used – whether they are employee or employer owned – as this will lead to consolidation opportunities. Nearly a third of employees already use three or more devices, and this number will only increase as the mobility curve gets steeper.
# WORKSTYLE PROFILES

<table>
<thead>
<tr>
<th>Mobility index</th>
<th>Workstyle</th>
<th>Definition</th>
<th>Example job roles</th>
<th>Business need</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Back Office</td>
<td>A role performed from a single location</td>
<td>Accounts Payable, Facilities, Procurement</td>
<td>Consistent user experience, high customer service levels, rapid implementation at new sites</td>
</tr>
<tr>
<td>0</td>
<td>Kiosk</td>
<td>Multiple users at a fixed point, information input and referral only - not data creation</td>
<td>Receptionist, Shop assistant, Bank cashier, Call centre</td>
<td>Rapid sign on, consistent user experience high customer service levels, rapid implementation at new sites</td>
</tr>
<tr>
<td>0</td>
<td>Power</td>
<td>Single location specialist user</td>
<td>CAD designers, Traders, Media Production</td>
<td>Multiple applications, Digital Video</td>
</tr>
<tr>
<td>&gt;10%</td>
<td>Mobile Power</td>
<td>Mobile location specialist user</td>
<td>CAD designers, Traders, Media Production</td>
<td>Multiple applications, Digital Video</td>
</tr>
<tr>
<td>&lt;20%</td>
<td>Boomerang</td>
<td>Home desk with occasional visits to various locations</td>
<td>Personal assistant, HR Manager, Solicitor, Architect, Social worker</td>
<td>Remote access to selective corporate apps, synchronised email and calendar data, data and device loss protection</td>
</tr>
<tr>
<td>&lt;50%</td>
<td>Roaming</td>
<td>Employees that move between multiple fixed locations, including company offices, customer sites and their home</td>
<td>Community nurse, Project manager, Senior executive</td>
<td>Remote access to corporate applications, real-time collaboration,</td>
</tr>
<tr>
<td>&gt;50%</td>
<td>Corridor Warrior</td>
<td>Although based at a fixed location, the worker needs to be mobile within this environment</td>
<td>Warehouse supervisor, Stock controller, Factory maintenance operator, Showroom sales assistant, Merchandiser</td>
<td>Repetitive tasks made easy and clipboard replacement, constant data and application access, no downtime</td>
</tr>
<tr>
<td>&gt;80%</td>
<td>Field Consultant</td>
<td>A non-office-based role where the majority of work is performed remotely at a variety of sites</td>
<td>Police office, Surveyor, Sales Professional</td>
<td>Remote access to corporate applications, real-time collaboration</td>
</tr>
<tr>
<td>&gt;80%</td>
<td>Field Engineer</td>
<td>A non-office-based role where the majority of work is performed remotely at a variety of sites</td>
<td>Engineer, Driver, Maintenance Engineer, Service Engineer, &amp; Courier</td>
<td>Data and device loss protection, simple document and information management, in-field support</td>
</tr>
<tr>
<td>IT solution</td>
<td>Applications</td>
<td>Recommended devices</td>
<td>Support</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------------</td>
<td>--------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td>Standardised image and build, real-time data recovery and centralised storage, repeatable solution</td>
<td>LoB, Intranet, Office suite</td>
<td>Thin client, zero client, PC, all-in-one PC, workstation, all-in-one workstation, electronic point of sale</td>
<td>Swap</td>
<td></td>
</tr>
<tr>
<td>Standardised image and build, real-time data recovery and centralised storage, repeatable solution</td>
<td>LoB, Intranet</td>
<td>Thin client, zero client, PC, all-in-one PC, workstation, all-in-one workstation, electronic point of sale</td>
<td>Swap</td>
<td></td>
</tr>
<tr>
<td>Niche uses, running specialist applications, requiring significant compute power</td>
<td>Niche, LoB, Intranet</td>
<td>Workstation</td>
<td>On-site</td>
<td></td>
</tr>
<tr>
<td>Niche uses, running specialist applications, requiring significant compute power</td>
<td>Niche, LoB, Intranet</td>
<td>Mobile workstation</td>
<td>On-site</td>
<td></td>
</tr>
<tr>
<td>Role-based security controls, reliable WLAN connectivity, two-factor authentication and mobile device management</td>
<td>Productivity applications, LoB, Intranet</td>
<td>Laptop and smartphone</td>
<td>Swap and on-site</td>
<td></td>
</tr>
<tr>
<td>Role-based security controls, reliable WLAN connectivity, two-factor authentication and mobile device management, seamless connectivity</td>
<td>LoB, PIM, Intranet, Collaboration</td>
<td>Thin client running VDI, ultrabook, convertible device, tablet</td>
<td>Swap, on-site or Return to Base</td>
<td></td>
</tr>
<tr>
<td>Automated workflows, reliable WLAN connectivity, device SWAP service</td>
<td>LoB, Intranet</td>
<td>Convertible or hybrid</td>
<td>On-site</td>
<td></td>
</tr>
<tr>
<td>Role-based security controls, reliable WLAN connectivity, two-factor authentication and mobile device management, seamless connectivity</td>
<td>LoB, Intranet</td>
<td>Ultrabook, hybrid, smartphone</td>
<td>Swap, on-site or Return to Base</td>
<td></td>
</tr>
<tr>
<td>Two-factor authentication and mobile device management, mobile print capabilities and corporate collaboration tools, automated patching and software upgrades</td>
<td>LoB, Intranet, PIM</td>
<td>Ruggedised laptop or tablet</td>
<td>Swap</td>
<td></td>
</tr>
</tbody>
</table>
CHOICE AND CONTROL

Workstyles are not just key to ensuring tablets and other mobile devices are provisioned – and used - appropriately, they can also help determine the deployment strategies for other workplace technologies.

For example, desktop virtualisation is increasingly popular. Although it can support greater mobility in the workplace, it is not suited to every user or every application.

The workstyle remit should not just be limited to client hardware either: it can also be used to determine application access rights and support service levels and to avoid licensing issues as workplace IT becomes more diversified.

A business becomes liable for safeguarding licensing compliance as soon as a device is used to access corporate data and applications. This applies regardless of whether the device is employee or company owned.

To ensure this liability doesn’t result in an expensive audit or violation, IT departments need to ensure all workplace devices used for business purposes carry the right licences for in-scope software.

With devices growing both in volume and diversity and a lack of clear rules, this initial step is in itself a massive undertaking - especially when it comes to ubiquitous applications, such as Microsoft Office and Exchange.

12 QUESTIONS TO KICK-START YOUR WORKSTYLE PROGRAMME

1. What is the definition of mobility within your organisation?
2. How many workstyles have been identified across the workforce and how have these workstyles evolved over the last five years?
3. How will current workstyles change over the next decade?
4. What percentage of employees need to be mobile to be productive, and what percentage of employees want to be mobile?
5. How could greater mobility benefit different user communities?
6. What applications are users running and how are the apps managed?
7. What service levels are currently in place, and will they support a more mobile workforce?
8. Are current IT systems flexible enough to support these new ways of working?
9. Are new technologies being exploited to drive increased productivity?
10. Do employees and business departments have the technology they need to continually improve their outputs?
11. Are you considering adopting Employee Choice, COPE or BYOD as your provisioning model?
12. Do you have sufficient WiFi cover to support an increase in mobile workers?
A MATCH MADE IN HEAVEN

With greater insight into user needs, organisations will be able to develop an effective employee choice catalogue that spans the entire workplace IT portfolio – from software and hardware to the security and services wrap. This will help stem the tide of Bring Your Own Device - and the risk and complexity that follows in its wake.

A strategic and co-ordinated approach to workplace technologies will also enable IT departments to identify when existing processes or mobility strategies no longer meet the needs of the business.

By using workstyles to improve their overall workplace IT strategy, organisations will be able to ensure they invest in the right workplace technologies.

They will also be able to realise the full business benefits of an IT-enabled workforce, including:

• Greater productivity
• Faster innovation
• Lower facility costs
• Better customer service levels
• Higher employee retention

Workstyles will reveal the real needs of today’s users and tomorrow’s business models. As a result, IT departments will be able to ensure that employees are empowered to deliver what the business wants - and what it needs to stay competitive.

COMPUTACENTER’S CONTEMPORARY WORKPLACE CREDENTIALS

• Computacenter has more than 30 years’ experience of workplace IT
• We have been fulfilling customers’ workstyle requirements for more than 20 years via our portfolio management services
• Our services and skills span the entire technology lifecycle – from procurement and deployment to transformation and management
• We have developed unique readiness assessments and rapid migration methodologies to simplify the transformation of workplace IT
• Our dedicated workplace practice can provide independent solution-led advice on the latest technologies and trends, including virtualisation, collaboration, mobility and consumerisation
• We offer flexible commercial terms based on predictable costs
• Computacenter has relationships and accreditations with all the major workplace technology vendors
WORKSTYLE PROFILES IN ACTION

WORKSTYLE: BACK OFFICE
USE CASE: VIRGIN MEDIA
Virgin Media has deployed a standardised thin client environment that is capable of supporting up to 6,000 concurrent users across its contact centres. The solution enables staff to work smarter and faster, resulting in better customer services. It also minimises energy bills and IT support costs.

WORKSTYLE: KIOSK
USE CASE: AKZONOBEL
AkzoNobel has rolled out 900 thin clients running Microsoft Windows 7 across 900 Dulux Decorator Centre stores in the UK and Ireland. The devices use less power than traditional desktop computers and enable customer-facing employees to spend more time serving customers.

WORKSTYLE: ROAMING
USE CASE: BRISTOL CITY COUNCIL
As part of a major business transformation programme, Bristol City Council has implemented a new workplace environment for 7,000 employees. The new workplace technologies enable greater collaboration and support home and mobile working to improve productivity.

WORKSTYLE: CORRIDOR WARRIOR
USE CASE: MORRISONS
As part of a major IT transformation programme, Morrisons has deployed a voice-pick warehouse management solution across 16 sites. The solution eliminates the paper trail associated with collating goods for delivery to different stores. Instead, picking instructions are delivered via headsets that are controlled by a simple tapping motion. As a result, Morrisons has achieved a five per cent increase in productivity.

WORKSTYLE: FIELD ENGINEER
USE CASE: BRITISH GAS
British Gas deployed Microsoft Windows 8 tablets for its team of 1,200 Smart Energy Experts. The new mobile devices combine the reliability of a corporate device with the ease-of-use of a consumer interface and will be used every day by the team when installing smart meters. By simplifying day-to-day tasks, the devices improve employee satisfaction, productivity and customer services.
MORE INFORMATION:

To find out more about how Computacenter can help support your workstyle efforts, contact your Account Manager, email: workplace@computacenter.com or visit us at: www.computacenter.com/workplace

SOURCES
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.