IT'S TIME TO JOIN THE EVOLUTION

Digital workplace executive briefing
The world around us is evolving at an unprecedented pace. In today’s dynamic, hyper-competitive and always-on global economy, change has become the new normal as organisations of every type and size grapple to maintain competitive advantage – and this shows no sign of abating.

The chances are that your markets are already being disrupted by new entrants transforming the competitive landscape. Unrestrained by legacy processes or infrastructure, they are able to move quickly and act decisively.

At the same time, many of your traditional competitors will be undergoing digital transformations of their own. To successfully compete, you too must become agile in the face of change, and be able to rapidly seize new opportunities, deploy new products and services, or even address new markets.

You must respond to the changing needs of your customers, who demand the ability to interact with your organisation on their terms. They seek more engaging, personal and productive experiences at every touch point – delivered consistently, across an array of channels.

Much of this change will be felt in the digital workplace where the emphasis is on the need to drive productivity, increase collaborations and enable new and smarter ways of working.

The demographics of your workforce are changing too. As baby boomers retire, they are taking vital experience and know-how with them. Millennials will soon dominate the work force, and their experience and workstyles will ultimately influence the culture around them.

With the inevitable disruption comes opportunity. There will be winners and losers. Creating a Digital Workplace is key to ensuring your organisation stays on top of its game – to protect your position today and secure on-going competitive advantage.
The digital workplace is everything your people need to get the job done. From devices and applications, to locations, data and intelligence. The needs of users define what digital workplace means to your organisation – from the systems and tools used, to the networks that connect them. From how you plan, provision and deploy technology, to how you proactively and responsively support users. An effective digital workplace requires a holistic and integrated approach.

Work is no longer a place you go to, and the lines between professional and personal lives have blurred. So it’s essential that you enable your people to work effectively and securely where, when and how they need to, in order to deliver your business outcomes. This is about doing new things in new ways, to enable new workstyles made possible by the technologies we now have at our disposal.

In today’s experience economy, the workplace should feel slick, seamless, borderless and smooth. Now is the time to define your vision and determine the future of your organisation – to create a business that your people and customers can believe in.
Whilst technology may be a key enabler to business transformation, people and processes are still integral to the fabric of the digital workplace.

Becoming a destination employer is a major goal for many organisations. A reputation for empowering employees with the right tools, and a modern working culture to maximise the exploitation of these technologies, are powerful weapons in the war for talent.

The employee journey begins from the point that a potential recruit begins to research your organisation. How easy is it to find information? How smooth is the application process? How do you support and enable a great work culture? How does your brand measure up?

People want to feel valued and empowered – equipped to perform their best work and maximise their potential. The digital workplace makes this possible.

Your ambition should be to exceed user expectations in how you enable them in their role. It’s essential that you understand and support the workstyles and preferences of your people, and to join these up to deliver a rich, connected and consumer-style experience.

**DRIVING INNOVATION:**

Enabling employees to access intelligence, share knowhow, exchange ideas, co-create and work effectively in teams, across disciplines and territories, are fundamental for a vibrant culture of collaboration, exploration and co-creation. This will increase your people’s productivity and satisfaction – and ultimately your ability to retain them.

Improving access to information, and increasing collaboration, are key to driving innovation. By turning your organisation into an ideas hothouse, you will become increasingly agile at tackling the challenges and opportunities you face.

**FROM SCEPTICS TO ADVOCATES:**

Having overcome the challenges of creating a vibrant, engaging and adaptive Digital Workplace – one that fully understands and responds to how your people need to work – your next consideration is to ensure that your users embrace it.

The Digital Workplace environment and engaged users go hand in hand, so its key to ‘sell’ the digital workplace in a language that your users understand. However elegant your Digital Workplace solution is, if your people can’t or won’t make appropriate use of the technologies and processes you provide, its unlikely that you will realise the benefits of your investments.
The Digital Workplace isn’t about future vision. There is a need to act now. Many of the components may already be in place – e-mail, instant messaging, social media, and virtual meeting tools. But there is more to consider.

The challenge is to integrate and optimise a suite of technologies and services to drive performance, empower employees and ultimately achieve commercial and competitive advantage.

As the orchestrators of change, the IT department must deliver change at pace, whilst maintaining efficiency, performance and stability. Failure to respond to the needs of the business will inevitably result in the growth of shadow IT. This in turn leads to a misalignment of the business functions and the IT department, leaving your organisation open to uncontrolled spend and security breaches.

To tackle these challenges, many organisations have created digital departments – to accelerate the development and management of digital touch points for their consumers and users. But digital is not isolated to a specific department or business unit. Digital principles and capabilities must be pervasive throughout the entire organisation.

The role of IT has changed beyond recognition – from a function that focused on building and maintaining business systems – to one that is now quite clearly the catalyst for transformation.

We have hit an inflection point. Our “heritage” systems that have driven our business often do not provide the types of functions and insights required for a digital experience. The Systems of Record may be incompatible with modern technology and integration is a struggle. Modern systems, born in the cloud and mobile native are both an opportunity and a threat.

Many organisations have already embarked on their journey to digital, by adopting individual cloud-based applications. For those who do this, the agility and flexibility these platforms afford are offering significant benefits, and this amplifies the need to transform and digitise the other, traditional critical applications within the business. This is a significant challenge, but the risks are outweighed by the gains.

In response to the exponential growth of information driven by digitalisation, you’ll also be equipped to harvest intelligence; store and aggregate it; and make it available for further interrogation – growing insight and enhancing your ability to act definitively.

The optimum outcomes here are performance, productivity and agility at all times. Success in today’s truly global economy often demands a fluid, mobile, even nomadic workforce. For many, this means developing the ability to rapidly set up new teams, or new locations, without the traditional overheads of building significant new infrastructure.

A dynamic, streamlined supply chain will ensure that your people can be quickly deployed to new work scenarios, connected immediately to the information, systems and people they rely on to do their job effectively.

With such a broad opportunity for technology-enabled change, it’s essential that your investments align to business outcomes as part of a broader transformation strategy. The business case for any new investment in technology must carefully consider how it enables people and processes; integrates with existing infrastructure; increases value; and mitigates risk.

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The evolution of the digital workplace needs to accelerate. This is a direct response to boardroom ambitions; to optimise operations; become a destination employer; deliver engaging, productive customer experiences; and grow competitive advantage.

Current trends in technology, such as Automation and The Internet of Things (IoT), will continue to drive demands for change, bringing yet more interaction points and more data to manage. This will fundamentally change the relationship between people and IT.

But people remain your greatest asset. Whether from your customers, partners or your own people, expect to see demand growing for personalisation and self-service; frictionless user experiences; and predictive, pre-emptive support.

Given the significant rewards of investing in the work environment, and the threat of falling behind competitors by failing to act; organisations of every type and size are committing IT budget to fulfilling their digital workplace strategy.

Some may be further along the journey than they realise, with many of the core elements of a digital workplace already in place – but they need to do more. The great news is that, in almost every case, the business benefits significantly outweigh investment costs.

It’s time to collaborate, innovate and deliver great customer experience at every touch point. To empower your people to work effectively and efficiently however, wherever, and whenever they need to. To drive performance and profits, and to secure your ongoing competitive advantage.

It’s time to evolve your digital workplace.
GET IN TOUCH

For more information about how Computacenter can help you on your digital workplace journey, please contact your Computacenter Account Manager. You can also visit our Global Solutions Centre to discover how a consumer-like Digital Me experience will enable your users to deliver business outcomes.

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