

# 360°

Business & IT Transformation Insights from Pivot



## Better Install, Move, Add, Change (IMAC) for Better Employee Experiences

In the face of unprecedented market shifts, smart companies are investing in IMAC for improved employee experiences. But to make IMAC pay off, you need the right approach.



**Hank Fussell**

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In the past few months, companies have had to transform the way they function. Many employees now work from home, connected to operations electronically. That raises the bar on employee technologies.

At the same time, many customers are curtailing purchases, hampering revenues across industries. That means cost-saving productivity is paramount.

It's no wonder the vast majority of companies say employee technologies such as PCs are central to their business. Yet IT decision-makers concede their existing environments don't drive productivity. Users, for their part, complain that employee technologies don't meet their needs. (See Figure 1.)

**Figure 1: PCs and Productivity<sup>1</sup>**



Companies that say the PC is central to their business



IT decision-makers who say their current computing environment enables employee productivity



Enterprises & mid-market companies that plan to increase investments in PCs in 2021

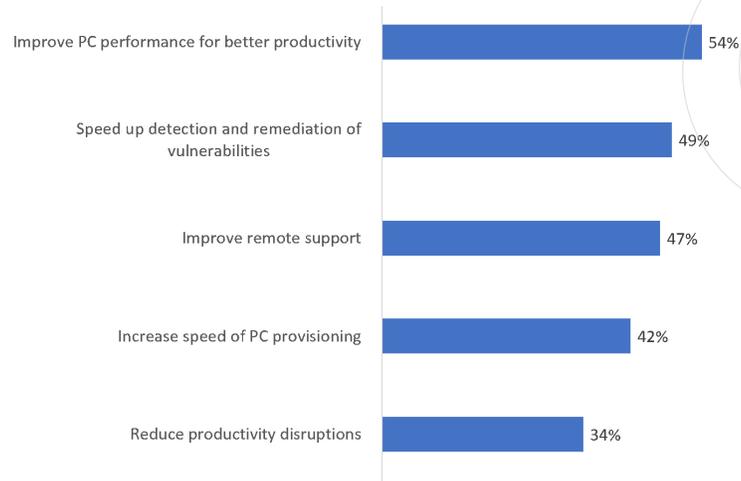


IT decision-makers who say employees are often dissatisfied with their PC's performance

That's why more organizations are increasing investments in employee technologies. Key areas of focus include productivity, remote support, and provisioning. (See Figure 2.)

In fact, essential IT activities like IMAC are increasingly strategic. Approached right, IMAC can lower IT costs, increase productivity, and improve employee satisfaction. But for IMAC to be effective, you need the right technologies, IT staff, deployment methodologies, and user understanding.

Figure 2: Top Priorities for Employee Technology, Next 12 Months<sup>2</sup>



## Technology That Works the Way Your Users Do

IMAC, at its core, involves technology. “But it’s never the technology itself,” says Hank Fussell, vice president of Deployment Services for Pivot. “The real goal is to meet the user’s needs.”

Fussell offers simple advice for identifying the right technology. “Find the least technical people in your company and make sure the technology is working for them,” he says. “If it works for them, then it will work for the rest of your teams.”

After all, the most important role of technology is to make people’s jobs easier. If their jobs are easier, they’ll be more effective, because they’ll be focused on why they’re doing the work, not on how it’s getting done.

## IT Staff With the Right Stuff

The secret sauce of effective IMAC is the IT team doing the work. That starts with having the right people in the right roles. “Technicians need to be enthusiastic about what they’re doing,” Fussell says. “If a technician is an Apple devotee, don’t assign her to install PCs, because her heart won’t be in it.”

Just as important, make sure the team has the right training. The more knowledgeable technicians are, the more confident they’ll be, and the more rewarding it will be for them to interact with users. That will result in better employee experiences and satisfaction.

“If someone asks you about a topic you know a lot about, you’re very happy to engage with them,” Fussell points out. “But if they ask you about something you’re not familiar with, you feel bad that you don’t know the answer.” It’s the same for IMAC technicians: Give them the knowledge they need, and they’ll be happier – and so will your users.

To that end, make sure your IT staff understands not just how the technology works, but also how it helps users do their jobs. “If techs see how the technology enables users, they’ll be excited about its implementation and become advocates for its use,” Fussell believes.

## Faster Is Better

IMAC is fairly straightforward. Even a company using poor methodologies can get IMAC done. But best-practices approaches are far more effective, Fussell notes, in part because they result in faster IMAC processes.

Faster installations and changes result in better experiences for users and IT staff alike. Users can get back to their work more quickly. IT staffs feel more productive – and their satisfaction helps drive user satisfaction.

“Installing a Windows 10 laptop can take one hour, or it can take three hours,” Fussell says. “Which do you think your users want? Which do you think your techs want?” Best-practice IMAC methodologies are worth the investment.

## User Understanding

Effective IMAC methodologies begin with understanding what users need and how they work. “Let’s say a user requests a change,” Fussell says. “Before the technician makes the change, she needs to understand why the user wants it.” For example, the user might say he needs a faster laptop or more sophisticated software.

“But that user might simply have so many processes running that his laptop isn’t performing optimally,” Fussell points out. “Or he might not fully understand how to use the software he already has.” If the technician better understands the user’s needs, she can suggest the best solution – saving time and money, and improving employee satisfaction.

Just as important is understanding how the user prefers to work. “Let’s say the technician is physically moving a user’s desktop to a new building,” Fussell says. “The technician should be responsible not just for the device, but also for how the user uses the device.”

For example, if the user is left-handed, his mouse should be placed to the left of his keyboard. If the user works with spreadsheets all day, his monitor should be oriented vertically – if that’s what the user prefers.

## Better IMAC for Better Experiences

Finally, effective IMAC should result in improved employee experiences. But when it comes to user satisfaction, IT can feel like it’s fighting an uphill battle. “Users often give technology a bad rap,” Fussell concedes. “If a process is broken, it’s easier to blame the technology than the process.”

At the same time, Fussell says, the job of your users is to be accountants or salespeople or logistics experts – not to understand technology. “Users are most aware of technology when it’s not working,” Fussell says.

The goal of IMAC, then, should be to flexibly and cost-effectively provide users with technology that lets them focus on running your business and serving your customers. “Ultimately, you want users not to be aware of technology at all,” Fussell concludes. “That’s when you know you’re delivering positive employee experiences.”

Approached right, IMAC can lower IT costs, increase productivity, and improve employee satisfaction. Learn more about delivering exceptional employee experiences. Visit us at [www.pivotts.com](http://www.pivotts.com).

<sup>1,2</sup> “How PCs Will Drive the Future of Work,” Forrester, January 2020

Pivot delivers best-in-class information technology services and solutions to help leading organizations optimize infrastructures, improve business processes, lower costs, and achieve strategic objectives. Our client-first approach combines leading-edge technology with expert design, rapid implementation and integration, and best-practice methodologies, powering digital transformation from the cloud to the edge to the workplace.