

# DIGITAL ME PERSONA KNOWLEDGE WORKER



A Knowledge Worker is both a creator and consumer of digital content. They are typically based at a single site or campus, and will need access to a combination of office productivity tools, other corporate applications and Intranet services.

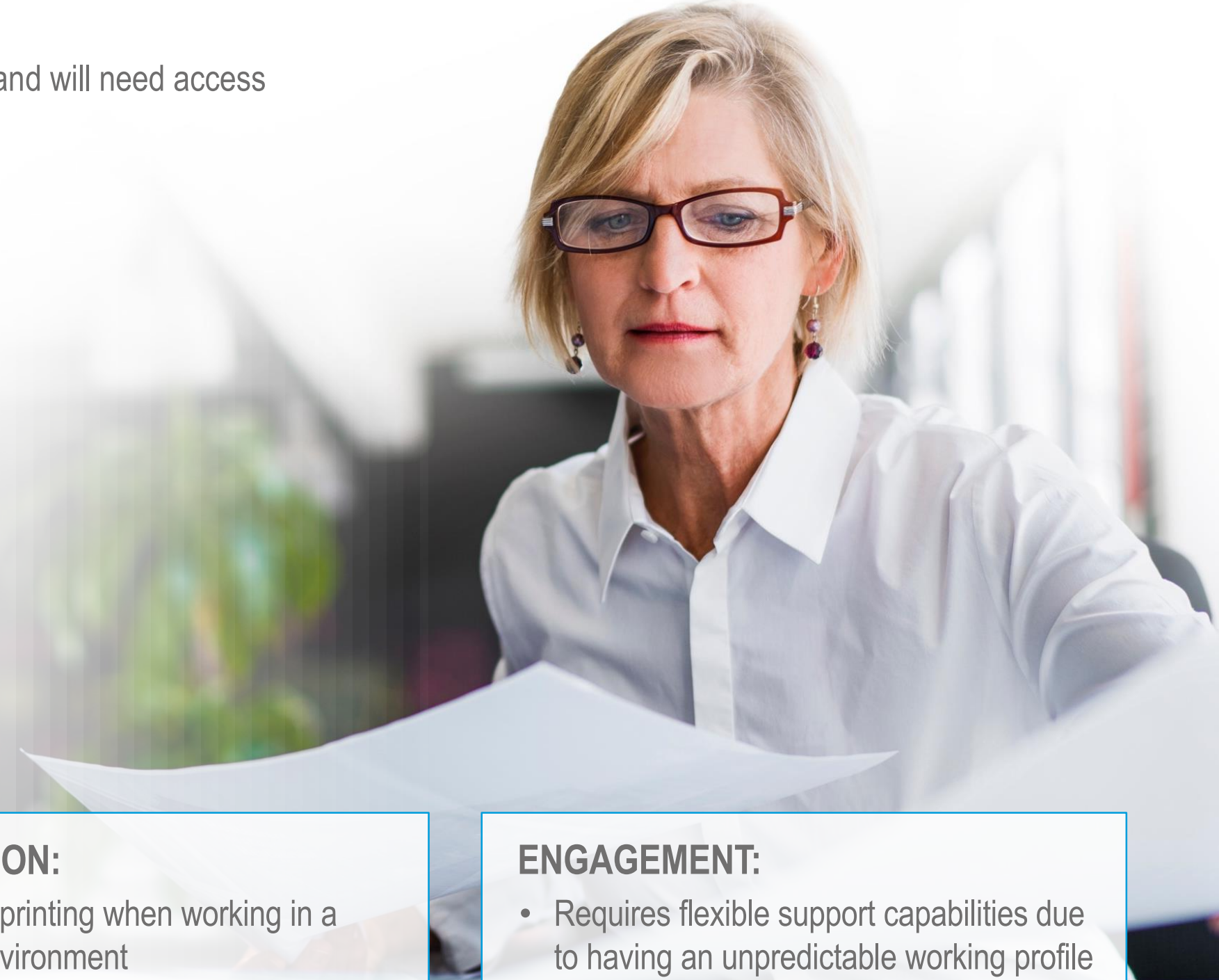
## Examples of Knowledge Workers within specific industries:

**Project Manager:** Access to specialist management systems to effectively plan, scope, schedule and execute projects. The ability to collaborate and maintain successful team member and client relationships is crucial to the Project Managers role.

**Field Sales:** Requires on-the-go access to business information and content. Digital tools, system and processes that enhance client engagement are paramount. Devices must be optimised to harness the power of networking within and outside the corporation.

**Professional services – e.g. Solicitor:** Needs access to sensitive data and information. Professional services workers are typically office-based but require mobile access for out of hours. Multi-device users that need robust support systems for time management.

**Regional Manager:** Uses mobile-enabled tools that support collaboration and drive business efficiencies. Regional Managers will invariably operate out of the office and will use a variety of collaboration tools.



### PLATFORM:

- Needs access to knowledge sources within and outside the corporate networks
- Device with a keyboard usually with complementary devices (multi-device)
- Mobility management and access

### COLLABORATION:

- Enterprise Social Networking tools as well as other collaboration platforms such as email, voice and video, instant messaging
- Meeting room booking facility
- Hot desking and on-site working

### INFORMATION:

- Follow-me printing when working in a campus environment
- Sharing of data across multiple devices via a cloud file sync type solution
- Ability to share and distribute content both within and outside their organisation

### ENGAGEMENT:

- Requires flexible support capabilities due to having an unpredictable working profile
- Will exploit online Knowledge bases or accept automated fixes and remediation to common issues