



# DIGITAL ME PERSONA VIP WORKER



**DIGITAL**  
IT designed for people *me.*



The VIP Worker is a varied entity. It may be a specific individual (by role or grade) or the VIP may vary over time dependent upon context and scenario. The classic VIP is typically highly mobile, working within and outside the organisation's wide area network. VIP Workers often exercise their own desires and preference in the technology they use.

## Examples of VIP Workers within specific industries:

**C-Suite:** Requires comprehensive access to confidential, business-critical information. They will be office-based but constantly on the move and need secure mobile access. They will use the latest – and multiple – devices and will need shared data space.

**Members of Parliament:** Requires the highest level of security and data protection processes on all devices. Mobile access via encrypted networks with dedicated collaboration tools – able to support office-based work and international travel.

**Broadcast Journalist:** Uses the latest technology and devices and have a certain aptitude for specific tasks within the business. They will use public social media for networking and will often work within and outside the organisation's wide area network.

**Surgeons:** Needs access to highly confidential patient records. Increasingly, Surgeons are using wearable technologies to provide high fidelity audio-visual data whilst operating. Augmented reality (AR) and virtual reality (VR) are rapidly becoming standard tools for intraoperative surgery and post-operative rehabilitation.

### PLATFORM:

- Expects a degree of choice
- Typically has the latest tech and devices, often multiple devices
- Light-touch management
- Prefers the “native” technology experience for their chosen platforms and tools

### COLLABORATION:

- Likely to communicate and collaborate but within a much smaller circle than most other personas
- Increasing focus on public social media tools e.g. Twitter
- Wearable technology are rapidly becoming a core tool for some VIPs

### INFORMATION:

- Seamless access to information across a range of different devices
- Information is highly confidential and therefore must have strict security in place to protect the data and its users
- Access to web based dashboards and drill downs of data sets

### ENGAGEMENT:

- Enabled via a “white glove” type service
- Will often delegate support interactions to support staff such as Personal Assistants
- Require out of hours support

