Navigating the Next Normal with Workplace Transformation
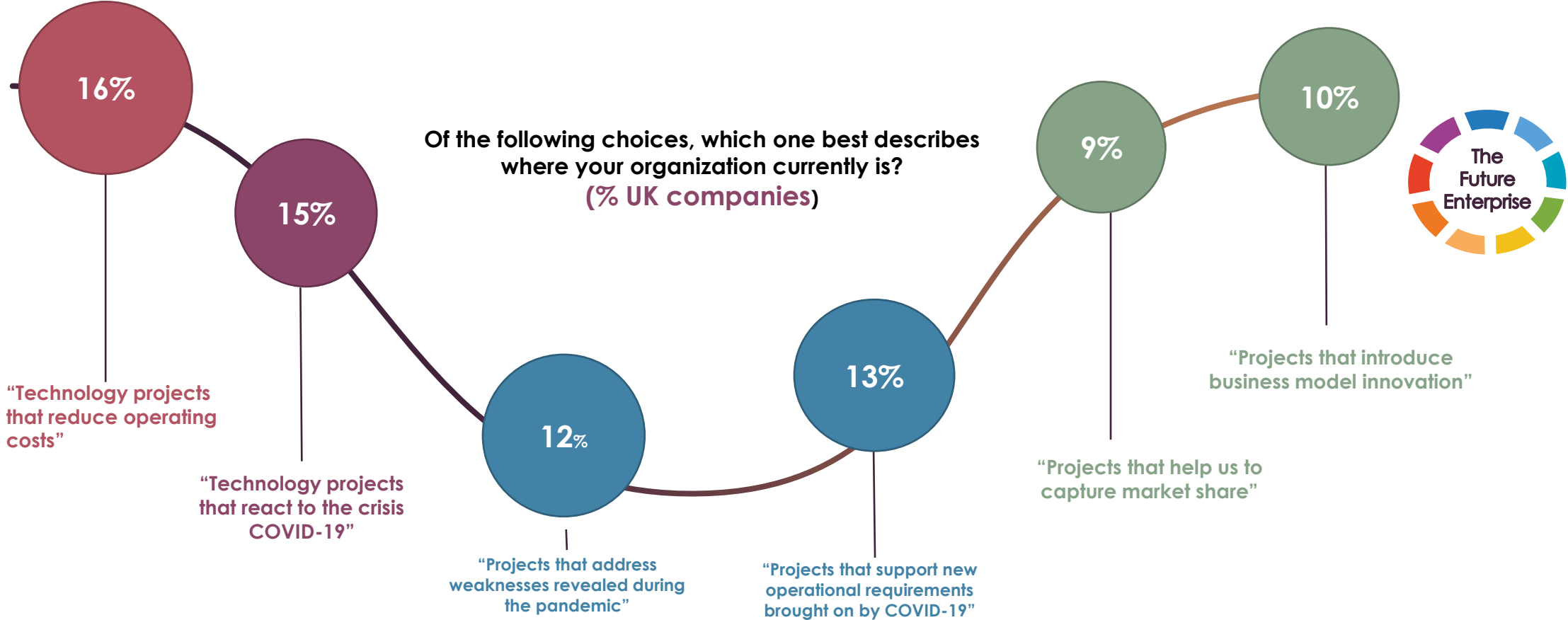
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IDC Future of Work, IDC Digital Forum U.K.

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Accelerating the Transition to the *Future Enterprise*

Of the following choices, which one best describes where your organization currently is?
(% UK companies)

16%

15%

12%

13%

9%

10%

The Future Enterprise

"Technology projects that reduce operating costs"

"Technology projects that react to the crisis COVID-19"

"Projects that address weaknesses revealed during the pandemic"

"Projects that support new operational requirements brought on by COVID-19"

"Projects that help us to capture market share"

"Projects that introduce business model innovation"

TECH INVESTMENT	Crisis response Business continuity	Adaptation Business resiliency	Acceleration Business innovation

However, companies won't transition to the **Future Enterprise** unless they put their people first.

The Future Enterprise
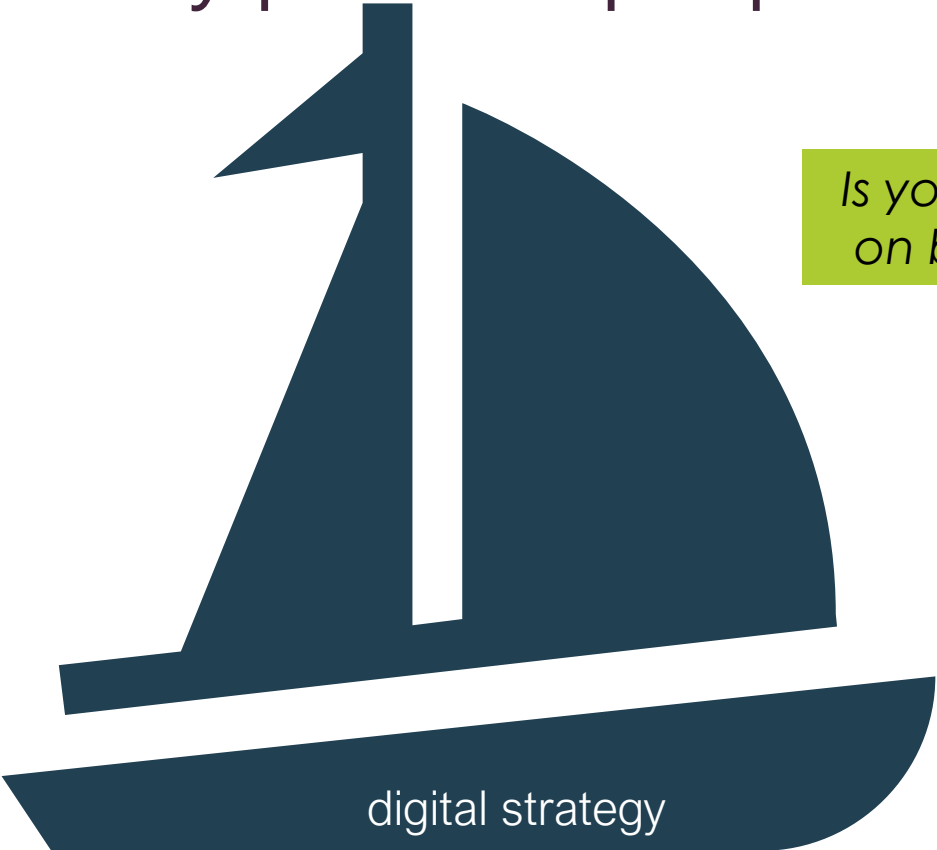
Is your crew on board?

Business innovation

Business resiliency / agility

Business continuity

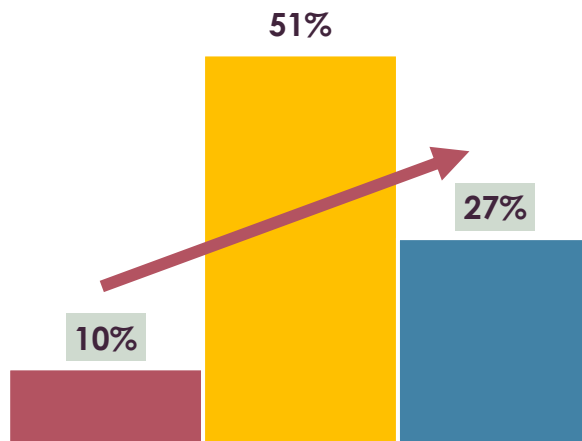digital strategy

0 People-first / Purpose-driven strategy

Employee engagement, Employee experience

Transition to the *Future Enterprise*

From 5:2 to 3:2:2 – the hybrid workplace by design

% UK companies primarily working from home

- ■ Pre Covid ■ Now ■ Post Covid

51%

27%

10%

* Many more companies will enable employees to work from home 1 or 2 days a week

Technology parity – Top 5 tech investments 2020/2021

#1 Upgrading PC, mobile devices

#2 Video Conferencing

#3 Secure remote access to enterprise apps

#4 End-user computing management and security

#5 Content sharing and collaboration

IDC | ANALYZE THE FUTURE

42% of U.K. companies are prioritizing workplace transformation programs in Q4 2020 and 2021
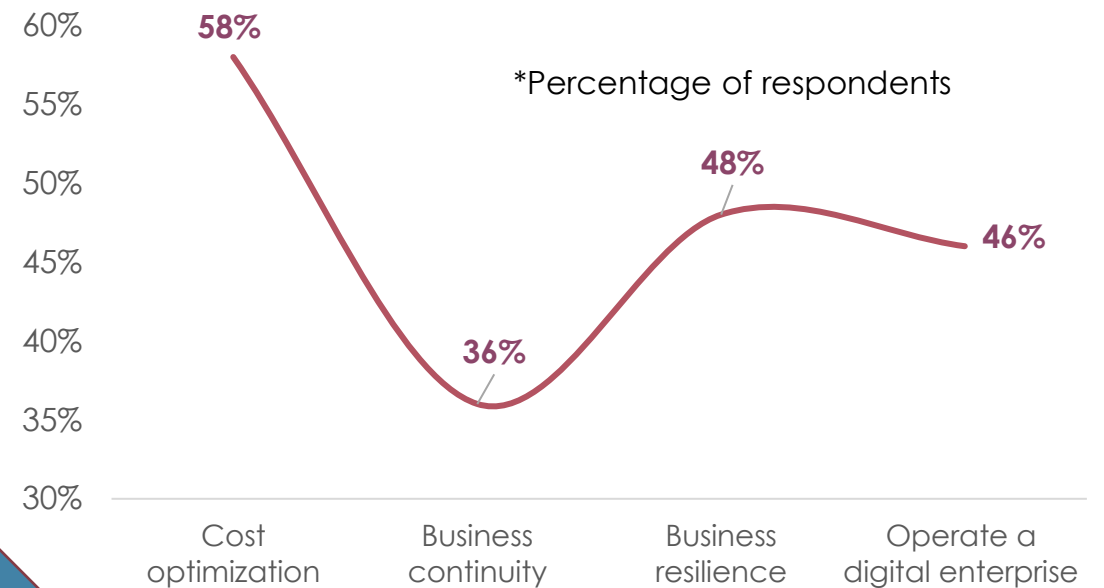
Workplace transformation is most effective to drive employee experience and business performance

What are the most important drivers for implementing workplace transformation?

Driver	Percentage
Employee productivity	48%
Employee experience	48%
Employee retention	38%
Competitive advantage	36%
Engagement with customers and partners	30%
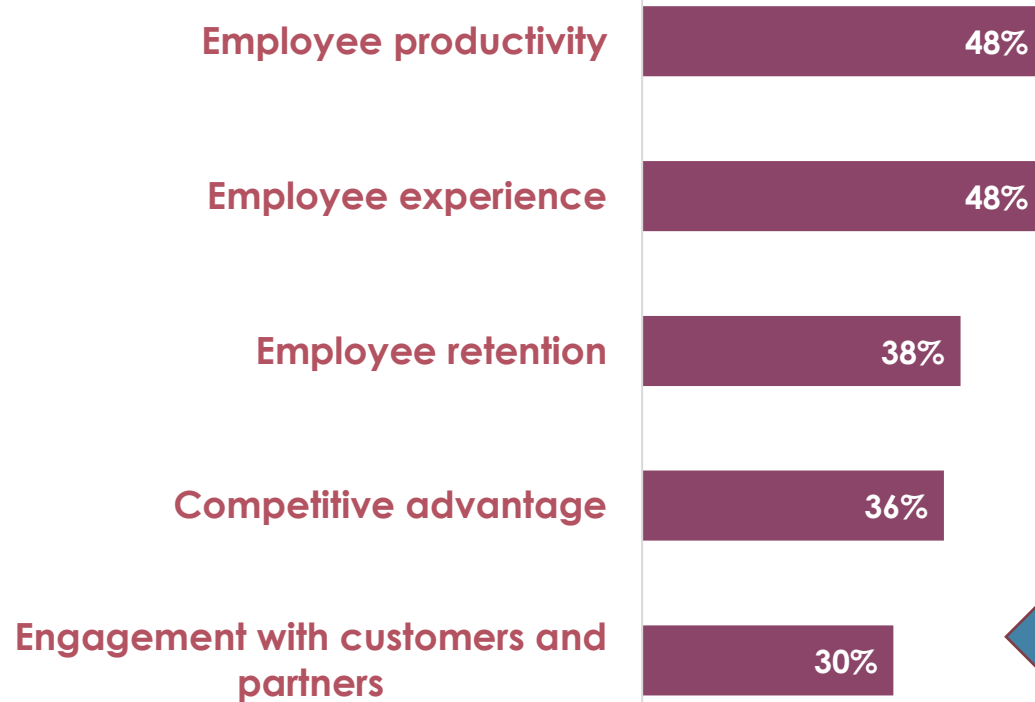
Where will work transformation technologies (e.g. digital workspaces) help you the most?

*Percentage of respondents

- Cost optimization: 58%
- Business continuity: 36%
- Business resilience: 48%
- Operate a digital enterprise: 46%

Employee experience needs to be aligned to business strategy

Make the workplace personal

User personas

User Experience (key parameters)

Change management

- Partnership between IT, HR and LoB
- User journeys / design thinking
- Technology parity across different workplaces

- No / minimum downtime
- Frictionless experience
- Context aware environments

- Training
- What's in it for me?
- Campaigns and gamification

"Technology is as good as the people who operate it" - CIO, global manufacturing company

Redefining how work gets done: faster, smarter and more innovative

Work challenges to drive business value

Outdated technology — 50%

Complex processes to get the job done — 42%
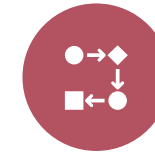
Inability to efficiently access data — 36%
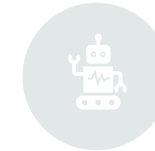
Inefficient and/or manual processes — 34%

Limited mobile access to enterprise resources — 30%

The way forward

Re-engineering workflows

Automation and digitization

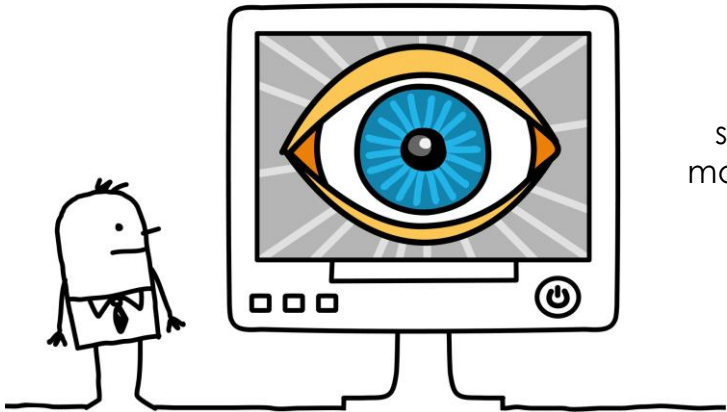Contextually aware environments

Single source of truth Actionable insight

New development tools - low code / no code

Source: *IDC Future of Work Survey*, **UK only results,** March 2020

Redefining *employee productivity* for business resilience

The right people in the right teams and at the right time.
Agile working at scale

Shift away from presenteeism, surveillance

18%

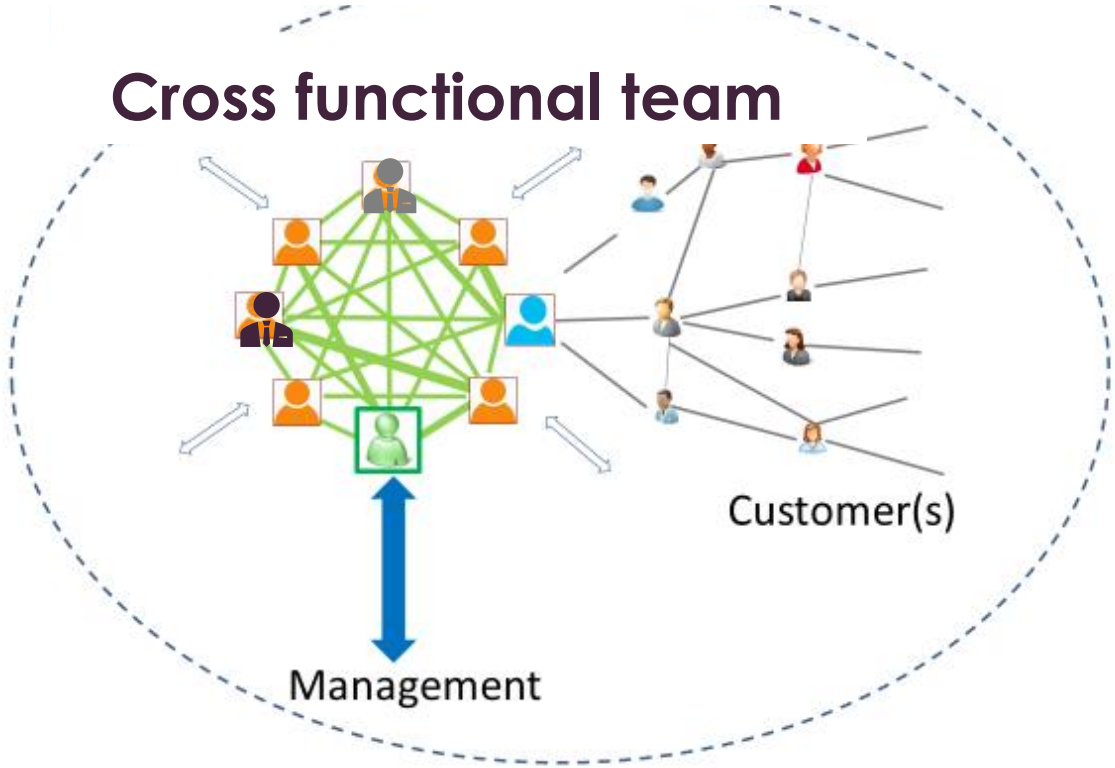Deployment of software analytics monitoring employee activity

56%

Despite initial reservations, employers agree they can trust employees

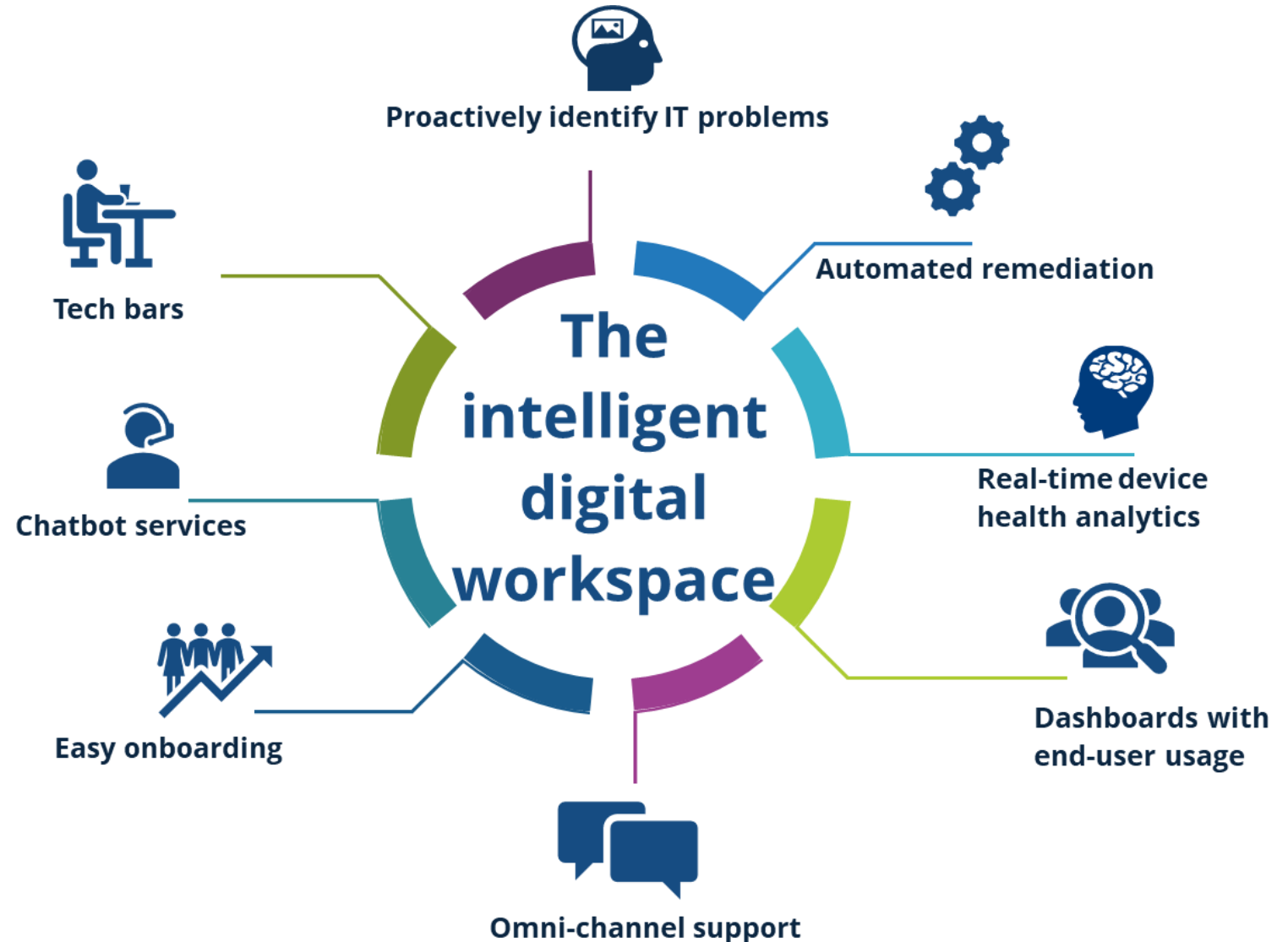*Source: European Future of Work COVID-19, April 2020 – **UK only results***

Build agile teams that are data-driven, and focused on business outcomes

Cross functional team

Customer(s)

Management

Redefining *IT management & support* in the workplace

Intelligent insights and automation are driving employee experience to the next level

Proactively identify IT problems

Automated remediation

Real-time device health analytics

Dashboards with end-user usage

Omni-channel support

Easy onboarding

Chatbot services

Tech bars

The intelligent digital workspace

IDC | ANALYZE THE FUTURE

Redefining the office environment

Real-estate optimization

- Real-time occupancy data and analytics
- Desk and meeting room usage optimization
- Carbon footprint: efficient use of energy resources

Smart collaboration

- Advanced conferencing systems
- Smart meeting room management
- Integrated workplace management platform

Wellbeing

- Light, air quality, temperature and humidity
- Dedicated health and safety apps / contact tracing
- Health & safety policies

"Never let a good crisis go to waste"
Winston Churchill

Where to start?

Ethical, socially responsible

How can my organization generate "long-term" value for all stakeholders? How can it drive social, humanitarian and ecological change?

Business outcomes

How can my company be more agile and deliver differentiated value to customers? How can I make it more operationally efficient?

Employee Experience

How can my employees feel empowered, valued and trusted? How can they feel more engaged?

○ To my sense of purpose

To my business

To my employees