

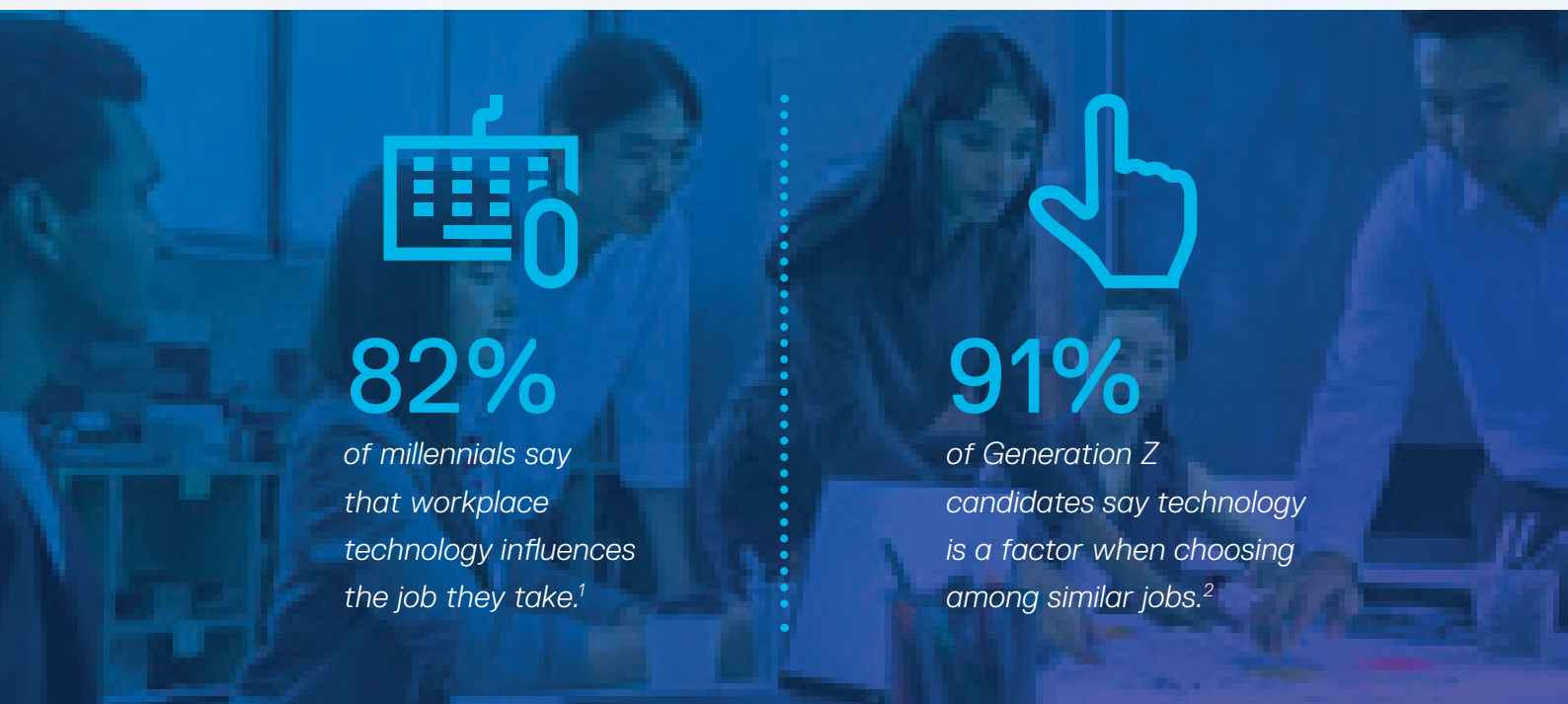
ATTRACTING AND RETAINING TALENT

The Straightforward Guide to Creating a Digital Workplace

Moving to a Digital Workplace: The Time Is Now

In a borderless workplace, the companies that succeed will have the right combination of technology and talent. In order to attract top talent, companies need to create a digital workplace that fosters a unique work experience while increasing productivity. And to spur innovation and outrun the competition, they need to source and hire talent that's fluent in emerging technologies.

As the talent gap widens, the implications are immense. At work, people now expect the same technology experiences that they enjoy in their personal lives. And when businesses fail to provide a user experience befitting today's digital age, employees will likely leave for a more digitally advanced competitor. The following is food for thought:



Despite this reality, businesses are struggling to differentiate themselves in the talent market. Ninety-nine percent of organizations see the need for digital transformation, with two-thirds having begun the process, according to a survey by Forrester Consulting conducted on behalf of Dell Technologies.³ Yet IT teams typically lack the bandwidth and expertise to drive innovation.

A key question to ask is: Are IT resources and time going into lower value-add jobs such as device imaging, lengthy access permissions and client administration? If you have yet to reach a high degree of workforce transformation, you are not alone. It is a process that doesn't happen overnight, and everyone is at different phases of their digital workplace journey.

Formulating a Digital Workplace Strategy

As businesses compete for top talent, creating a digital workplace is an essential priority. As one corporate CEO put it, “The question we should be asking is not, ‘What will the digital workplace look like?’ but ‘How fast can we get there?’”⁴ Unfortunately, many organizations lack a clear understanding of the goals of a workforce transformation vision or where to start, thus delaying their path to digital workplace nirvana. To be successful, companies must ask the right questions and gather the sentiment of the workforce to better understand their people and establish clear objectives from the outset.

This entails planning an overall digital workplace strategy and the architecture that supports ongoing workforce transformation across the organization.

Most new workplace technologies are designed to solve a single problem, and many are sourced from different vendors. Therefore, as CIO, there are specific questions you should ask as you start to bring your technology under control while also integrating the people and processes with any workforce strategy.

5 questions to ask as you strive to establish clear objectives

1. How do you manage all the technology you already have in the workplace?
2. Do you have an overall governance plan for this technology?
3. Can all your employees find the tools they need to be always-on, collaborative and productive?
4. Is your workplace technology sprawl fueling shadow IT or legacy apps hindering automation or user experience?
5. What is your smart space and agile worker strategy?

“We believe that it is important to build a new workforce culture based on collaboration and modernization. We encourage collaboration between different divisions, as well as within our own groups, so that we can provide the right information in a timely manner—people don’t have to spend a lot of time looking for information. Our vision is that data across Intel will be shared seamlessly so that everyone can focus on purposeful, meaningful, and effective work as opposed to reinventing the wheel.”

—SHESHA KRISHNAPURA,
INTEL FELLOW & CTO, INTEL CORP.

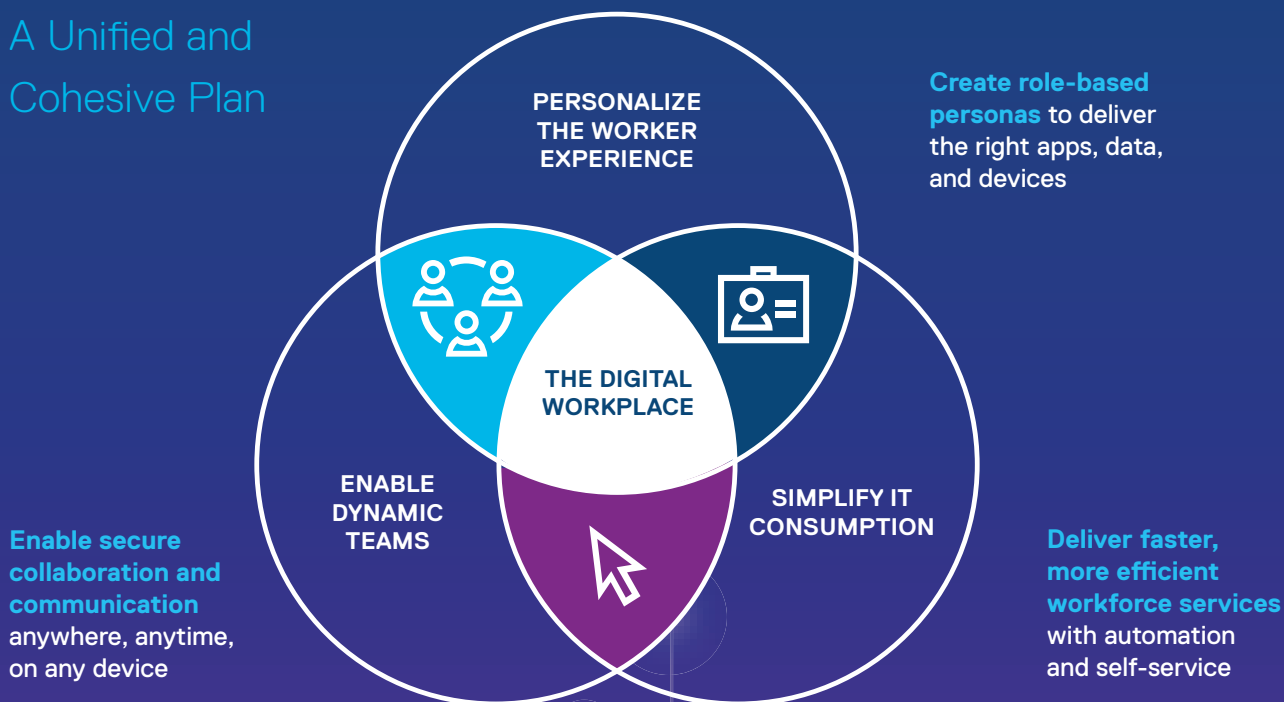
Like Intel, we know there are many challenges associated with a disjointed approach to workplace technology. The best way to solve this is to take a holistic approach, ensuring all of your technology can be managed and governed as a single entity. We call this the “digital workplace”—approaching technologies with an integrated mindset to deliver a more cohesive user experience.

Creating a Digital Workplace

Digital enterprises that are worker centric will obtain a clear competitive edge. Workforce transformation means securely offering hyper-tailored and personalized experiences and services to dynamic talent anytime, anywhere, from any device. This is achieved by setting up exciting, inspiring environments that have a huge impact on individual and team output, innovation and productivity. As a CIO formulating your digital workplace plan, it's important to obtain buy-in from your CEO, executive leadership and functional leads such as HR and Facilities, changing the perception of IT as an order taker into that of a true business partner.

Just **28%** of today's firms are delivering great employee experiences through technology. Those that do foster greater employee engagement that drives business outcomes.⁵

A Unified and Cohesive Plan



Personalize the worker experience. A key first step to improving workforce productivity, creativity and experiences is creating role-based personas. In collaboration with the business, IT needs to understand how, why and where every employee consumes technology for work. With this data in hand, IT can ensure it provides the right apps, data, services and inspiring devices to meet the needs of a modern workplace—where work is not a place, but an activity.

Enable dynamic teams. Social contact and the sharing of ideas play a critical role in attracting and retaining people. By forming a vision of the technologies needed to enable the ideal virtual workspace, you can ensure that dynamic teams within your organization securely collaborate and communicate anywhere, anytime productively on liberating devices and technology.

Streamline and simplify IT. This means delivering quicker, more efficient workforce services using automation and self-service to unburden IT. It also means deploying your systems and support with zero employee downtime on-premises or off-premises on one integrated platform.

Workplace Transformation in Action

The Dell Digital Way: Sharing Our Digital Workplace Story⁶

Dell Technologies is on its own workforce transformation journey, and with the Dell EMC integration behind us, we are laser focused on attracting and retaining the best in the business. We are working to ensure IT is positioned to meet the needs of our workforce, and that requires prioritizing people, processes, culture while placing technology at the center of the employee experience. As we continue to work on and move toward a digital workplace, our focus has been on the following four initiatives:



Transforming the employee experience: These days, our employees work outside the corporate network more often than inside. As mobility has increased, it is critical to communicate more and listen to employee sentiment. As we listened to our employees, we learned that remote connectivity, reliable device and mobile experiences were among the lowest scoring services. To address this issue, we recalibrated and re-adjusted our priorities to focus on remote connectivity and mobile experience and tools for productivity.



Simplifying device management: We streamlined what was once a lengthy process of delivering devices and services to our employees. Today, devices are delivered factory-direct to our team members using an automated process that offers immediate, out-of-box productivity - pre-imaged with all the apps employees require. This allows employees to be productive in minutes rather than hours or days. It also eliminates manual provisioning work and inventory requirements, while allowing IT to reallocating staff to higher-value work.



Delivering seamless IT everywhere: As we created a digital workplace, we needed to bring all our devices under a single management system. To do this, we implemented Dell Technologies Unified Workspace, which allowed us to provide a single, consistent experience to our users on any end-point device—saving costs while embedding security from the edge to the cloud. We also modernized our VPN and conferencing capabilities and are in the process of rolling out Workspace One from VMware and Outlook Anywhere across diverse device types and configurations. Dell Technologies is also automating daily repetitive IT tasks, making it easier to support and provision hardware and software on-demand, no matter where our employees are working.



Developing an agile, modernized infrastructure: A big challenge we had was managing numerous data centers and more than 3,000 applications, varying levels of virtualization, and workload management. What should we invest in? Where should we divest? Our goal was enabling faster business outcomes with more flexible IT delivery to the end user. And to deliver this, we implemented a Dell Technologies Cloud Platform, leveraging platforms so we could spend less time building critical infrastructure and more time automating to deliver new services and applications. This provided more integrated architecture with Unified Workspace to deploy, secure, manage and support users from the cloud.

Given the speed at which our world is changing, we no longer rely on long-term project roadmaps but agile product development. Instead, we talk to our talent at least once a quarter to understand their needs. We try things, we learn fast and we make quick changes that enable us to be more agile. It's a big change for an organization that is accustomed to planning far in advance, but it's essential to remain modern and flexible in today's digital age.

McLaren: Creating a Digital Workplace That Looks to the Future

Team members who come to work for McLaren, are driven by the vision and desire to innovate. Whether in the field of racing, automotive or applied technologies, McLaren is committed to a journey of relentless improvement that challenges convention, disrupts markets and delivers a powerful competitive advantage.

As the company continues to attract top talent, a tight working relationship with the business is high on the agenda for McLaren's IT team. Rather than working in a silo, the IT team engages with the business as part of a multi-disciplinary team that includes HR, Finance, Facilities, and other divisions across the organization. This way the team ensures it's supporting all aspects of the business and bringing value to the organization in ways that are not often obvious. Sometimes the team might be talking about employee wellness metrics or things that might not at first seem relevant to IT. Understanding each other is really important, and IT helps to bring teams together and drive solutions that once seemed impossible. For the IT team, every day is about removing barriers and empowering people to do their jobs.

McLaren compares employee experience to picking up the keys to your car where the experience is personalized to the needs of the customer. A digital workplace is about creating the right workplace, relationships and trust. McLaren develops physical and virtual universal spaces – so people can work anytime and from any work location with interactive and collaborative experiences.

Additionally, having seamless user environments means that McLaren can facilitate always-on global collaboration without expanding space or increasing costs as the business grows.

Getting tools and devices up and running out of the box on Day 1 is critical. Employees have confidence in the IT team, and they know things will happen quickly when they're striving to meet deadlines. Using Dell Technologies end-to-end digital workplace solutions, McLaren has been able to balance what employees want with what the business needs—the ability to deploy, secure, manage and support users and devices from the cloud – all while providing exceptional user experiences, regardless of location or role.

When new devices are delivered to employees, approximately 90% of the configuration is already completed out-of-the-box, saving administrative overhead and reducing employee downtime. Having a cohesive user management solution like Unified Workspace gives IT visibility across their end-point environment. This helps to reduce non-value added work and re-direct more IT talent and resources into innovative projects that facilitate the company's growth.

McLaren is still on its digital workplace journey. With user end management solutions such as Unified Workspace along with Dell Technologies' partnership and technology portfolio, McLaren can continue to attract and retain the top talent needed to drive full speed into the future.

"People have been able to shift from manual overhead tasks into business centric and innovation roles. This has enabled and allowed us to understand more of what business divisions want to do in the future."

—MCLAREN

Measurable Business Results from a Digital Workplace

While digital and workforce transformation is hard work, the resulting business outcomes change the game at a time when many organizations are struggling to survive. Not every outcome happens overnight. Yet with a clear strategy and a unified architecture to support your digital priorities, you can reshape the modern working environment with measurable outcomes and results that you can track and report on.

Increased digital dexterity: A truly digital workplace enables employees to easily access the information they need, whenever they need it. Employees can seamlessly collaborate with others to drive creativity and problem-solving. And they can automatically complete mundane tasks, freeing up their time for more strategic initiatives.

Improved communication and collaboration: A modernized digital infrastructure makes it easy for employees to share information and effortlessly communicate and collaborate—anywhere, anytime. Not only does this translate to a happier workforce, but it enables talent with different specialties and backgrounds to come together and brainstorm innovative solutions that accelerate the organization’s performance.

More efficient IT: With an intelligent, unified approach to IT, CIOs and IT leaders are better able to assess their most time-consuming tasks. Cost savings can be obtained by unifying the infrastructure, automating tasks, and managing data and workloads across the organization, which can then be redirected into projects that further develop and attract the best talent.

Workplace culture and enhanced social responsibility: A digital workplace is critical to corporate social responsibility. It makes it easier to support telecommuting and create smart buildings that lower energy and resource usage. And the greater efficiency of a digital workplace can make it more cost-effective to procure sustainable products at scale. Not only do efforts such as these reduce carbon emissions, but they also create a more desirable workplace for employees who value working for organizations that care about the planet and the future of our communities.

Ultimately, all of these results add up to a digital workplace that gives talent the user experience they expect and need. Employees are empowered to work more productively, and workplace satisfaction increases. Companies can be confident that they have a clear competitive advantage—and that talent will stay and contribute to the business success and productivity in the long term.



Esri **cut delivery time from two weeks to a few days** by working with Dell Technologies—boosting both operational efficiency and employee satisfaction.⁷



Working with Dell Technologies, Draper has implemented cutting-edge technology to attract the brightest talent, while **cutting costs by 30% and improving IT staff productivity by 75%**.⁸



Shiseido **saved 25% of its PC budget** by adopting PC-as-a-service (PCaaS) from Dell Technologies.⁹



80% of Gen Z job candidates believe technology and automation will create a more equitable job environment.¹⁰

The Fastest Path to Workforce Transformation for CIOs

Dell Technologies enables your organization to work at full speed by prioritizing employee experience and productivity through the right apps, data, services and inspiring innovative devices and technologies. We also help you revolutionize the way your organization handles deployment, security, management and support using Unified Workspace. This comprehensive solution combines Dell's leadership in Desktop as a Service (DaaS) with VMware's leadership in virtualization to revolutionize PC lifecycle management. Our integrated solution is designed with intelligence and automation, providing you with full visibility into all the devices, operating systems and apps used across your business.

18 to 27 days

can be gained per user per year with the improved experience of unified endpoint management.¹¹

With Dell Technologies Unified Workspace, you can:



Accelerate deployment.

Reduce the time needed to get employees productive with fully customized devices shipped directly from the factory to them—wherever they are.



Manage your users.

Seamlessly manage all devices, operating systems and apps from a single console, while reducing the time required to deliver core applications to your employees.



Simplify security.

Embed security into all your technology and solutions in a way that promotes rather than limits user productivity.



Improve IT support.

Provide the fast, intelligent support employees need, while decreasing the time spent on resolving IT issues.

Work with One Company That Can Help Transform Your Workplace

A partner with over 35 years of experience that brings together a comprehensive portfolio in one place, from edge to core to cloud, is hard to find. As the world's largest end-to-end technology provider, Dell Technologies can deliver a holistic digital workplace like no other can. Bringing everything together is why Dell Technologies created **Unified Workspace, powered by VMware**—an industry-first solution that's truly integrated to simplify management, automate services and allow for the secure deployment and support of all devices in the cloud.

Dell Technologies can deliver transformation in ways no other company can.

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CIOS CAN ENGAGE:

With a Dell Technologies Executive Briefing Center to learn more about workforce transformation and interact with our technology firsthand.



READ ON FURTHER:

Empowering your Employees with a digital workplace



[DellTechnologies.com/ConnectedCIO](https://www.delltechnologies.com/ConnectedCIO)

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