Maximizing your business value with Digital Workspace 2.0

An IT leader's guide







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Another Monday morning arrives, with emails waiting to be answered. You've got team meetings, a brainstorming session with your agency, and a presentation for which you still have to pull information from the company database. However, you're not sitting at your desk in an open-plan office; you're actually on the train on the way back from visiting family.

So, you flip open your laptop and dive into your digital workspace. With just your fingerprint, you've logged your device onto the cloud-based platform. You now have a variety of digital workflows and software solutions at your disposal. You can access information, communicate with colleagues, and collaborate seamlessly with your team - no matter where you are.

The pandemic drove digital transformation forward

What was only possible for employees of progressive companies before the pandemic is now commonplace for many employees: mobile working in a digital workspace. In fact, the chaotic times of coronavirus have greatly increased the investment in digital transformation in general, and in digital office and business processes in particular.

According to a McKinsey survey of global executives, companies advanced customer and supply chain digitization by three to four years early in the pandemic, while their digital and digitally-enabled product portfolios jumped seven years. Almost all of the companies surveyed use digital office solutions. Large companies with over 500 employees even achieve a DOI value of 68 on a scale of 0 (not digital at all) to 100 (fully digital).

Digital Workspace 2.0 - Your answer to today's challenges

Digital workspaces are now part and parcel of the majority of companies. No one needs persuading of the benefits. Yet the world continues to turn, and the demands of the business and working world are constantly evolving. As a result, digital workspaces are also subject to change.

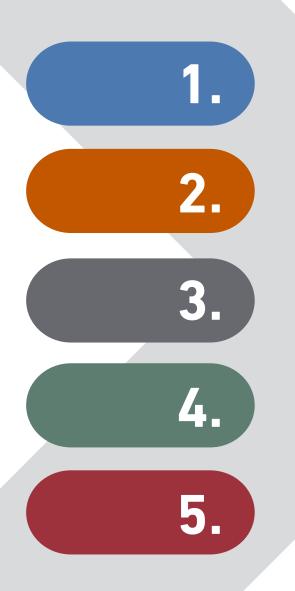
Companies across the globe are once again being asked to put their operational processes and digital collaboration to the test in order to withstand **growing financial, personnel, and economic pressures**. This guide will provide you with direction and an outlook on working in tomorrow's Digital Workspace 2.0.

You'll discover:

- What macroeconomic obstacles lie ahead for companies
- How to make the most of your existing digital workspace setup in these trying times
- What a Digital Workspace 2.0 is and the benefits you can reap
- How to unlock even more business value with a Digital Workspace 2.0 in strategically important business areas

Smart IT leaders look ahead instead of being satisfied with what has been achieved already.

1.1 Five factors driving changes to your company's digital workspace



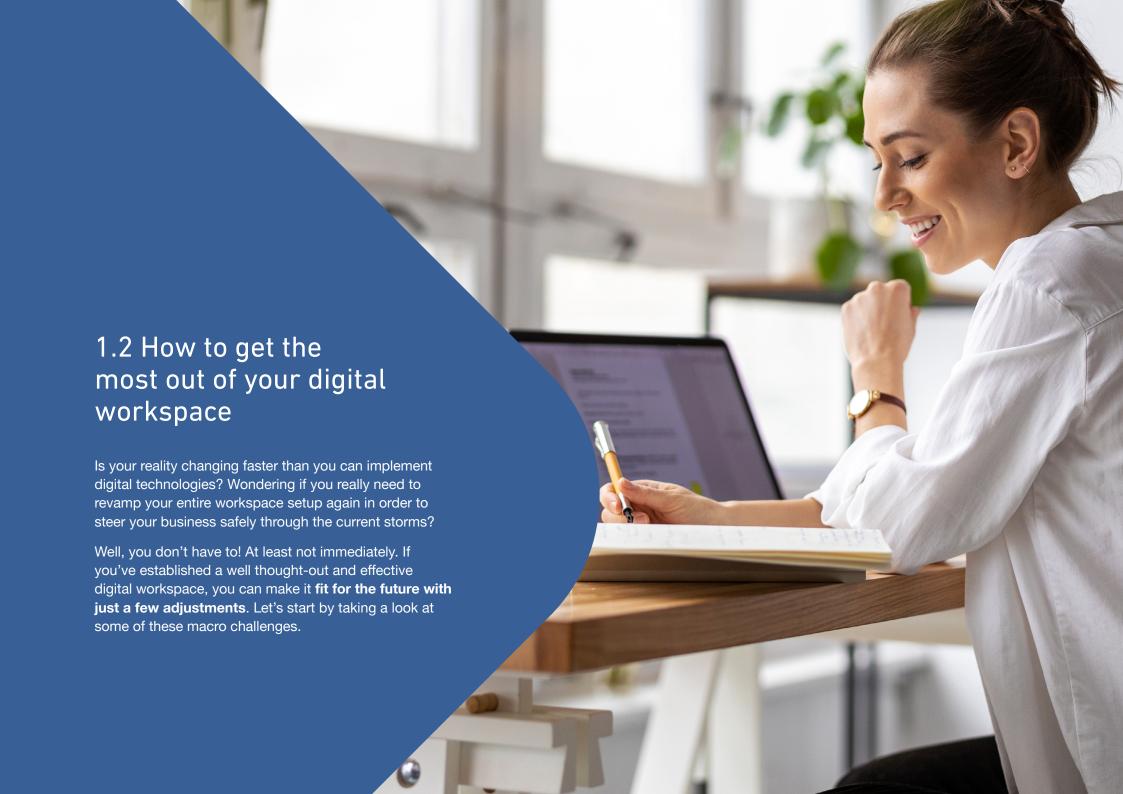
Growing financial, personnel and economic pressures are putting more and more stress on our digital workspaces. An upgrade is needed to balance **return on experience and return on investment.**

CIOs are facing challenging times. Costs are rising due to inflation and the energy crisis. Skilled workers are in short supply, while sustainability and emerging new technologies like Al are placing ever greater demands on business. The good news, however, is that **you** can leverage your existing IT landscape to meet the challenges in the near future.

In the long term, you should **upgrade to Digital Workspace 2.0**. This new concept is a holistic solution for digital collaboration, security, employee engagement, and sustainability.

Digital Workspace 2.0 brings completely new business cases into play and enables companies to **unlock hidden value opportunities**. There are still a lot of unexploited opportunities, especially when it comes to employee experience.

Security and **agility** are the core qualities that companies will need in the future. Transitioning to the cloud is the way to get there, as it extends the experience of digital transformation beyond what has been achieved so far.



The challenges that companies must overcome today

No sooner does the health crisis seem to be over than new issues come to the fore with a vengeance. Sometimes managers don't even know where to start when faced with such a **plethora of difficulties**.

Soaring costs: inflation, energy prices, and rising salaries

The pressing topic of finance is at the top of many people's agendas today. Although a slight slowdown is in sight, **inflation** worldwide is still at a very high level. According to <u>Statista</u>, the rate of inflation worldwide is estimated to be nearly 7 percent in 2023. This means that money is becoming worth less and less while purchasing power is also falling.

Other costs, such as the **cost of raw** materials and energy, also continue to increase, leading to higher expenses that are burning holes in many companies'

wallets. What's more, companies will also have to raise **salaries** sooner or later in order to remain attractive to top talent.

Barriers to recruitment and employee retention

In the U.S., 74% of employers in IT are having trouble finding the skilled professionals they need, and in Canada, that number is 76%. This includes IT project managers, software developers, cybersecurity analysts, and Al and machine learning specialists (source: ManpowerGroup Employment Outlook Survey, Q3 2023). This is one example of many of the glaring skills shortages that are hindering corporate innovation and growth like nothing else.

Once a company has successfully filled a position, this does not mean lasting recruitment success. A <u>data survey</u> <u>conducted by LinkedIn</u> showed that the technology sector has almost the

highest fluctuation rates at 12.9%. One reason for this is that employees expect more from their jobs than ever before, demanding things like:

- A value-driven corporate culture that creates meaning
- Individual freedom to arrange working hours and location
- A modern working environment with intuitive, digital workflows

Companies that lag behind on these important issues and fail to meet expectations will be hard-pressed to attract and retain employees in the long run.



Sustainability: a demanding must-have

Sustainability is the hot topic of our time. Of course, companies are not unaffected by this either. Legal regulations and social pressure ensure that green business decisions have long been more than just a boost for brand image. Sooner or later, there will simply be no alternative.

Time is of the essence for companies to think about how they can reduce their CO₂ emissions and promote environmentally conscious processes.

This is particularly true for the IT sector, which consumes a lot of energy and resources.

New technologies and big data

New technologies are springing up everywhere. Big data and Al offer businesses a fantastic wealth of information, but they do need suitable processes and the necessary know-how to leverage it.

Companies face the challenge of keeping up to date with new IT trends and selecting them. Which ones make sense to use and how can they be integrated into the IT landscape? IT security is also becoming increasingly complex as technology develops.

How can digital workspaces help to deal with today's challenges?

These challenges affect companies as a whole. However, they do also have implications for the digital workspace:



The user experience of the digital workspace must improve while simultaneously reducing costs.



The digital workspace should provide a solution to ensure greater sustainability and concretely help to protect the environment.



Digital workspace technology must keep up with new developments.



Flexibility and security are the most important goals for IT leaders when it comes to digital workspaces. The digital workspace must be agile to adapt to circumstances, as well as manage the risk of data loss and cyberattacks.



5 tips for your existing digital workspace





2.1 Definition of Digital Workspace 2.0

Digital Workspace 2.0 is a holistic solution for digital collaboration. IT security, employee retention, and sustainability.

By "digital workspace", we mean a digital workspace in the cloud, on-premises or as a hybrid, which can be accessed anywhere, anytime, using mobile or stationary devices. It enables employees to access information, communicate with each other, and collaborate efficiently, wherever they are.

However, Digital Workspace 2.0 goes beyond this. It sees itself as a holistic solution for digital collaboration, IT security, employee retention, and sustainability.

It merges the physical and digital worlds even more closely. Digital Workspace 2.0 is a **secure virtual ecosystem** with devices and applications that cover or support all the requirements of a modern organizarti.

Digital Workspace 2.0 includes solutions for:

- Platform management to design, support, and maintain the digital platform
- Endpoint management to deploy, manage, and secure devices across the company
- Connected multi-channel communication with associated communication lines in all directions
- Collaboration with new dimensions, such as the stream and flow of activities
- Backend integration of apps and applications
- Employee journey & employee experience management at all digital touchpoints
- Knowledge transfer via self-service analytics and e-learning
- Environmental protection and resource conservation, e.g., through an endpoint device tracker
- Data analysis and automation, e.g., the automated use of analytics results
- User support both in digital and physical form

2.2 The benefits of Digital Workspace 2.0

Your existing work processes have facilitated seamless collaboration within your business. You regard your digital workspace as a tool for communication and collaboration. Now it's time for the scope to be broadened. Your business can reap the benefits of Digital Workspace 2.0 in the following ways:

Agility: Flexible adaptability is possibly THE core competence of our time. Digital Workspace 2.0 helps your company to adapt in an agile manner to evolving behavior and requirements, e.g., in the area of sustainability.

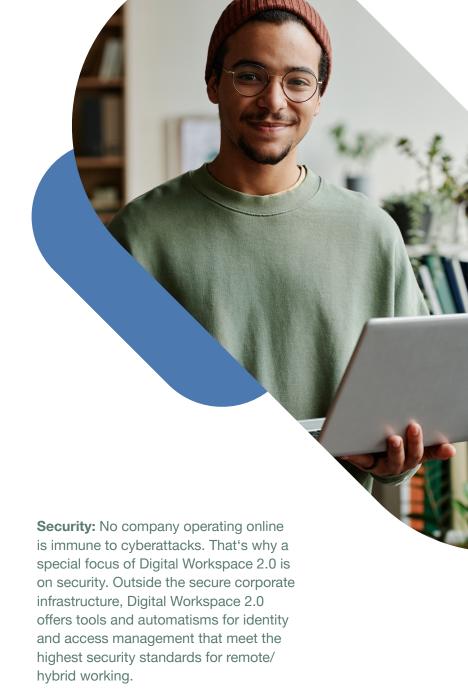
Simplicity and usability: Digital Workspace 2.0 brings all your workplace technology together in a single understandable and organized hub. You can finally say goodbye to the digital clutter of numerous different accounts. platforms, and channels.

More loval employees: Digital Workspace 2.0 puts people and their needs right at the center. Your satisfied employees remain loyal to the company for longer and are less likely to be on sick leave.

Increased efficiency: Digital Workspace 2.0 allows your employees to focus on the tasks that really generate added value. It frees them from unnecessary bureaucracy and paperwork and places collaboration right at the forefront.

Increased creativity & productivity: Break down the barriers between people, workspaces, and technologies. The collaborative climate of Digital Workspace 2.0 empowers your employees to be productive and creative wherever they are.

Platform extensibility: Digital Workspace 2.0 can be easily extended without having to change the original software platform code base.





Reduce costs with Digital Workspace 2.0

Digital Workspace 2.0 is a solution to the most pressing problem of most CIOs, namely **cost management**. Digital Workspace 2.0 reduces costs by:

- Standardizing, streamlining, and reducing processes. You adopt an integrated platform instead of paying for fragmented, standalone solutions. This way, you save on licensing costs, infrastructure purchases, and deployment complexity.
- Optimizing cash flow management.
 You convert license prepayments into operating expenses.
- Managing hardware and software more efficiently. This results in savings in IT administration and IT development.
- Promoting automated processes.
 Get more done in less time thanks to workflows, dashboards, and Al.
- Relying on individual autonomy to reduce management complexity and enable seamless workflows.

Reducing expenditure: Digital Workspace 2.0 plays a pivotal role in this ambitious undertaking.

Costs too high? Have less support!

When problems arise among team members, they can be resolved with a mix of automated and manual support.





High costs are incurred when employees contact support for minor requests. That's why you should give your employees fewer reasons to request support. In the digital workspace, this is done through the following measures:

Automation: For example, place a chatbot in front of the hotline. This helps the employee to solve the problem on their own or will direct them to a help database. This way, you can handle a large number of inquiries automatically. Another example would be an automatic calendar for hardware update actions in the office. If the company's laptops need an update, the system sends automatic emails to notify them.

End user autonomy: Digital Workspace 2.0 strengthens the autonomy of users so that they can initiate processes themselves. How about, for example, lockers for hardware rental, distribution or repair that are open to all employees? Team members can help themselves here when needed without wasting time and without having to make an official request. Network-linked devices such as vending machines to dispense hardware peripheries such as a new mouse should also be available.

Training and knowledge: Build knowledge banks into your Digital Workspace 2.0 and provide training to give your employees the knowledge they need to work digitally.

Promote sustainability in your business with Digital Workspace 2.0

Did you know that 50% of the energy consumed by a PC is wasted in sleep mode?

Source: New York Times

Global impact on climate change

In terms of infrastructure:

Everyone knows that operating information technology is not exactly sustainable. It consumes electricity and generates CO₂; there are controversial raw materials in hardware. while the ever-shortening life cycles of PCs and mobile phones are creating mountains of plastic waste.

But simply switching off IT isn't an option either. After all, it provides us with **important innovations**, insights, and data that we can use to build a more sustainable business environment. Are you looking to develop a "green vision" for your company? If so, Digital Workspace 2.0 with its innovative processes is just what you need.

Devices (PCs, hardware, other devices)	79 %
IT network	16 %
Cloud / data center	5 %

In terms of life cycle:

Production	78 %
Distribution	1 %
Usage	21 %
End of life cycle	>1 %

Identify the energy guzzlers

Making better use of our planet's valuable resources should be the goal of every company. In the IT sector, energy is one of these resources. It is here that you can make a great difference with minimal effort. Most people think that the cloud is the worst energy guzzler in the IT sector; but it's actually PCs!

With Digital Workspace 2.0, you can view your total energy consumption compared to your PC energy usage. This way, you can see if you consume a lot of energy when not using PCs. With a few modifications to your hardware range, you can save 40-50% on your energy usage.

Monitor the energy consumption of the IT landscape

As the old saying goes, you can't control what you can't measure. Can you quantify how much energy your IT network consumes?

By engaging with these new technologies, your Digital Workspace 2.0 will provide you with the answer to this question! It includes an on-site solution that constantly monitors the consumption of your IT landscape.

- A local agent is added to each device.
- This collects data and makes it available on an SaaS platform.
- You can see the effects of your decisions through graphics.

This allows you to effectively reduce the carbon footprint of your IT network. This makes perfect sense because 60-70% of a company's CO₂ footprint is generated by its IT network.

Reducing energy consumption: longer PC life cycle

If you want to further reduce your energy consumption, you should also work on extending your PC life cycle. The longer the PC life cycle, the higher the cost savings.

Consider this also in terms of savings beyond the warranty period. If the PC works properly, the digital workspace can extend the warranty period. If the PC is broken, you can repair it. Due to the CO₂ savings, it could be part of the CIO payback model.

Digital Workspace 2.0 shows the individual equipment components such as CPU, display, processes, and applications. By recording their usage, you know which parts you should replace to extend the life cycle.





Employee experience: How to use a digital workspace for the entire employee lifecycle

The digital workspace makes a decisive contribution to a positive employee experience.

In the past, employees worked hard to satisfy customers. Today, employees are in some sense also customers of the company. Successful employee retention requires that companies inspire their employees as much as their customers.

The term "employee experience" underscores this. Similar to the customer experience, the experience that employees have at their workplace should be positive at all stages - from the application process and onboarding right through to when they finally leave. The digital workspace makes a decisive contribution to this.

However, it's not only about employee satisfaction; you also have to think about efficiency, process transparency, and process costs. Distracted, frustrated, or even sick employees are a cost factor that should not be underestimated. Whether it's onboarding, offboarding (e.g., certificate preparation), or employee lifecycle events such as relocation, travel expense reporting, sick leave, or parental leave, these HR matters cost both time and money. The more transparent and simple the process is, the less employees, supervisors, and HR departments are tied down and the lower the process costs.

Employees are also consumers

Employees are the consumers of the digital workspace. By giving the opportunity to work in a digital workspace, employers enhance the employee experience.

- Employees who don't have an obligation to be present feel trusted and are more likely to act in a proactive manner.
- Digital tools make daily work easier and contribute to general well-being. Employees who feel good work more productively and change jobs less frequently.
- The shared online workspace keeps employees connected and in constant communication, which helps to strengthen team cohesion.

The 6 stages of Digital Workspace 2.0 in HR/employee experience

Digital Workspace 2.0



HR tech. HR analysis tools, and HR systems implemented:



Employee life cycle optimized: **Design:** Selected and implemented design

Analyze: Employee performance and insights

Upskill: Applicant and employee experience

Digital Workspace 1.0



Employee devices and software managed and secured: **Deployment:** Remote and hybrid working

IT systems: Office systems management

Devices, equipment, accessories: Device management

Definition: What does employee experience mean in the digital workspace?

If your employees are in the office, aspects such as the lighting, kitchen supplies, and communication play a pivotal role in influencing the employee experience. In the digital workspace, however, physical factors are no longer relevant. Nevertheless, you do have the opportunity to shape the employee experience in a profound manner. The following points affect the satisfaction levels of employees in the digital workspace:

Consistent user interface: Confusing, overcrowded front ends are annoying. Switching back and forth between user interfaces consumes an incredible amount of time. On the other hand, it's a delight to be welcomed in the morning by a clear user interface from which you can reach every application, database, and communication channel.

Seamless hardware deployment:

Do you need a headset or a new laptop? After just a few clicks, the fully set-up device arrives at your door. Now that is service!

Self-service in daily processes: Those who work far away from their colleagues want to be as self-sufficient as possible and not hindered in their workflow by disruptive approval loops or intermediate stops at other departments for every need. The self-service approach allows employees to initiate or control important processes themselves.

Efficient communication:

Employee to employee: A team is formed by exchanging ideas with each other. Digital Workspace 2.0 enables employees to communicate with their colleagues in different ways: by message, chat, or video. No matter where they are, all employees can meet online to share information, chat, or work together on a document.

- Company to employee: Digital Workspace 2.0 makes it easy for the company to communicate with its various teams. It has exactly the right information ready for the respective employee. It also uses AI to do this.
- Employee to company: Communication in the digital workspace is by no means a one-way street: it runs in both directions. Each employee can seamlessly provide their feedback to the company.

Did you know?

You can use your digital workspace to positively influence the experience of potential employees in the application process: what we call the "candidate experience". Let important contact points such as the submission of application documents, the video interview and the contract provision run through your digital workspace.

Onboarding experience and leaving experience

Digital Workspace 2.0 also displays its strengths during the onboarding process, i.e., when a new team member starts.

It's the new team member's first day and all the exciting tasks disappear behind a pile of paperwork. With a digital workspace, the focus is on the actual work from the very outset. Create an **onboarding workflow** to help new employees get on the road to productivity quickly. This includes the following tasks:

- Provision of devices/equipment, software. licenses
- Grant access to tools, data, buildings...
- Distribution of badge, canteen card/ restaurant vouchers, pull-print dongles...
- Inclusion in corporate communication, e.g., in distribution lists

- Invite and schedule training sessions on safety, compliance
- Ensure mobility (bicycle, company car, train ticket, etc.)

There is another process at the end of the employee lifecycle that is often underestimated, namely how people leave the company. Your digital workspace can also be of great service here, allowing you to automate and standardize typical tasks such as returning equipment and revoking access to IT systems.

Simple HR processes minimize costs

Digital Workspace 2.0 inspires employees and HR staff because it makes lots of things easier in day-to-day operations. But it's not only about employee satisfaction; you also have to think about efficiency, process transparency, and process costs.

Distracted, frustrated. or even sick employees are a cost factor that should not be underestimated.

Whether it is onboarding, offboarding (e.g., certificate preparation) or employee lifecycle events such as relocation, travel expense reporting, sick leave or parental leave, these HR matters cost both time and money.

The more transparent and simple the process is, the less employees, supervisors, and HR departments are tied down and the lower the process costs.



Digital Workspace 2.0 opens up access to innovative technologies

Ensure IT security with the cloud

Working in a digital environment places particularly high demands on IT security. BYOD (bring your own device), multiple data accesses, the opening of systems to the outside world, and the number of connected applications make **companies vulnerable**. At the current growth rate, the damage caused by cyber attacks will amount to about \$10.5 trillion per year by 2025 - an increase of 300 percent compared to 2015 levels.

Your digital workspace urgently needs a watertight security concept that protects your corporate network from both internal and external attacks. This is the only way to keep information channels and data storage concealed from unauthorized access. However. there are some challenges here:

 On the one hand, your IT structure must ensure that users can access data and tools conveniently and without barriers, but that unauthorized persons cannot access them through the firewall.

- Data protection regulations and security rules change quickly and are becoming more and more complex. Companies can hardly manage to stay up to date.
- There is a lack of trained professionals to counter the increasingly sophisticated cyber attacks.

However, hosting in the cloud is recommended to protect your users, devices, and data.

The security benefits in the cloud



Controlled data storage:

The days of giving up data security for the convenience and agility of the cloud are well and truly over. Cloud providers often issue security baselines that you can install on your systems. Moreover, you can often determine the country in which your data is stored.



Integrated data loss prevention:

With the help of targeted policies, important and confidential data can be automatically detected in the cloud and protected from being deleted.



Seamless, secure access:

Single sign-on lets you manage authentication across multiple devices, cloud apps, and on-premises apps - and drives productivity by reducing passwords to one set of login credentials per team member.



Monitoring risky apps and data:

It's not always possible to prevent employees from using cloud applications without approval from the IT department. By using appropriate programs, however, you can uncover these risk factors and take appropriate measures.



Dynamic access controls at multiple levels:

Make access doubly secure with multi-factor authentication and conditional access policies to limit access to sensitive data to specific individuals and compliant devices. Biometric access promises even greater security, which involves logging into devices with biometric data such as fingerprint or face ID instead of passwords.



Keep the security situation in view at all times:

Many cloud providers allow real-time analysis of the current cyber security status, including performance metrics. Upgrades are also automatically applied so that users always have the latest (and most secure) version of their system.

Leverage the potential of artificial intelligence

When talking about modern, digital ways of working, artificial intelligence is never far away from the conversation. It goes without saying that Digital Workspace 2.0 utilizes the power of AI to enrich both the (collaborative) work itself and the underlying processes.

- Al programs analyze behaviors in the digital workspace and make suggestions for more productive patterns. For example, if you have too many meetings in a row, the AI will suggest having a break.
- Al can be used to create **better** content in collaborative work by creating texts, supplying templates, and providing correction notes.
- Al helps and guides users through challenges without them needing any

support. Did someone forget how to submit their holiday leave? The Al notices this and displays a tutorial on what to do.

- Al helps to collect data and draw the right conclusions from it. For example, it can recommend the next best action in larger projects.
- Al handles boring repetitive work like filing tables and reports.
- Company portals, which in the past were often limited to ordering IT or HR services, now provide Al-based support for internal communication. This way, relevant information and notices are distributed to the right groups without getting lost in the flood of emails.
- Al is also used to detect if the user's behavior is abnormal and to ask for re-authentication at the right time by asking "Is this really you?"





Business apps and low-code/no-code tools

Business apps with a no-code or low-code approach are the future. This means that employees can directly contribute to their digital workspace without in-depth development knowledge.



Solutions are generated among users who also have the greatest knowledge of the processes.



Employees are more motivated to use solutions they have (co-) developed themselves.

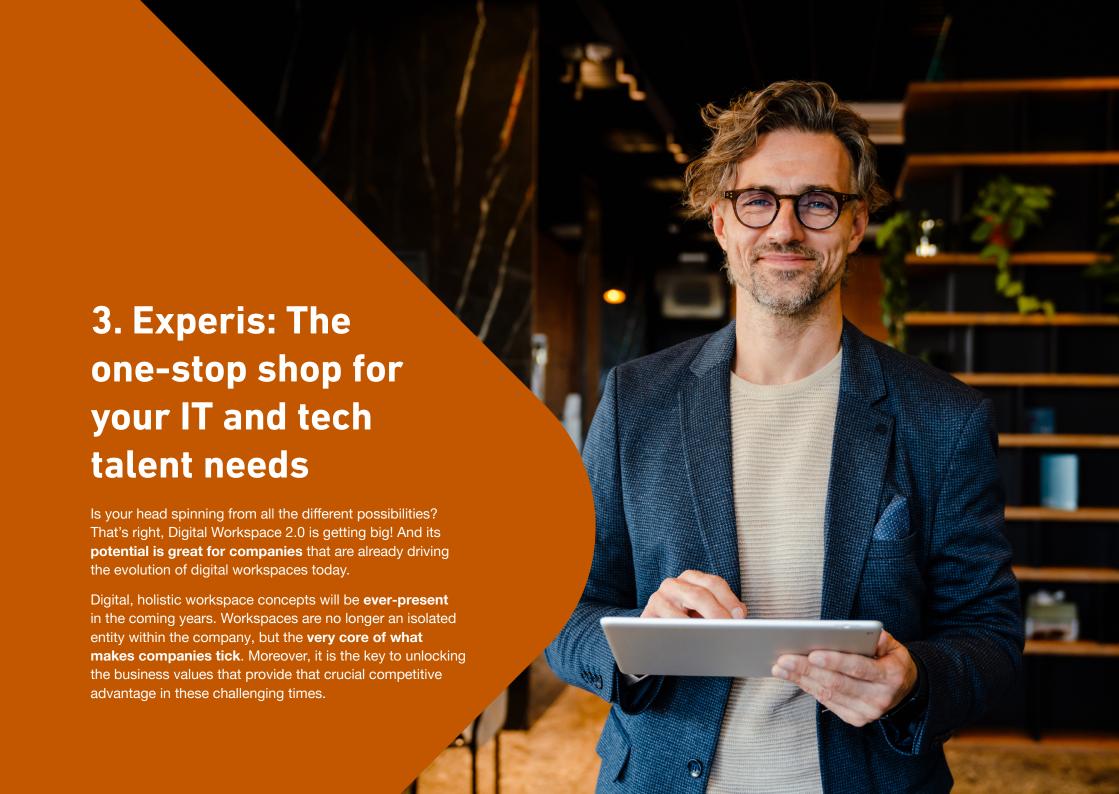


Users can help themselves in case of missing functions or if problems arise.



The costs for software development and maintenance decrease.

It's clear that this new concept also brings new challenges. Instead of using a classic tick system, corporate IT will increasingly be confronted with bug fixing and incident management.



Actively manage your transformation to Digital Workspace 2.0 now

Handling the evolution of the workspace system requires foresight, prudence, and know-how. In short, it's not something you should tackle alone. Allow an expert in this field to accompany you in the transformation to your personal Digital Workspace 2.0. Experis has the experience of over 400 implemented workspace projects worldwide. Whether it's needs analysis or ongoing support, we have you covered.

- Experis is a leading expert in the field of digital workspaces. We support you with experienced staff to facilitate your own internal journey to Digital Workspace 2.0. In this way, we help you make the most of new technologies.
- You don't have to worry about anything. As your single point of contact, we make sure everything runs smoothly.
- We act as a one-stop shop for all workspace technologies. In addition, we support you with non-technical issues related to communication and other framework conditions.

To learn more about what we can do for your digital workspace, contact us:

www.experis.com



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Driver for digital transformation

Technologies and the associated skills and qualifications are always evolving. Experis supports its clients throughout the technology adoption lifecycle with flexible expert and business solutions that adapt to the needs of the business.



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