

## ZDNet Japan

### Repeatedly Ranked as One of the Best Companies to Work For, VMware is Changing the Way Its Employees Work Vice President of Business IT Explains

vFORUM 2017 took place in Tokyo on October 31st and November 1st, 2017, during which various case studies were presented to show the role digital transformation has played in increasing workplace productivity. One of these case studies was presented by Avon Puri, Vice President of the Business IT at VMware. Mr. Puri presented VMware's own efforts at digital transformation in a session titled "Internal Case Study: Going Mobile at VMware – Innovating in the Mobile Era."

*VMware Workspace ONE provides a "digital workspace" that is not restricted by time or location. In his presentation, Mr. Puri explained how VMware used Workspace ONE to build its own digital workspace.*

VMware repeatedly ranks as one of the best companies to work for and. In 2017 was recognized by Fortune magazine as a "Great Place to Work" for the third year in a row. The company began serious efforts toward improving its internal IT environment four years ago. According to Puri, there were two areas that required attention.

First, VMware's employees were asking for a simple, consumer-friendly workspace in a single environment. At the time, the company's internal IT environment was not compatible with responsive web technology and applications could not be operated without multiple screen transitions. In addition, it was difficult to use SaaS applications such as Salesforce.

Second, company management was looking to enhance company security, compliance and ID management to protect the privacy of its employees and the important data of its customers. It was evident that any applications created for employees would require greater security.

"We had two needs that were going head-to-head," recalled Puri. "It wasn't clear how we would build a platform to fulfill them both, so we revamped our internal IT environment using technology from Workspace ONE, which was still in development at the time."



Avon Puri, Vice President of Business IT, VMware

## Agile Software Development with a Mobile CoE

The first step involved improving the company's organizational structure by establishing a Mobile CoE (Center of Excellence) to promote internal mobility. The first task was to develop and deploy mobile applications for employees that were compatible with responsive web and SaaS technologies. The next step was to create the infrastructure to facilitate ID management, accessibility and enterprise mobility management, all of which would ensure security and compliance. These tasks responded directly to the needs of the company's employees and management.

However, consideration of the future was also required. The third task involved expanding the number of practical use cases that might have a positive effect on actual business. This led to more

use cases capable of contributing to business productivity through practical global support services and analytics.

"A framework for facilitating tasks was created through the work of the CoE," explained Puri. "A framework was built for collecting venture capital investments within the company to facilitate innovative ideas and for establishing cloud-native architecture. Then, we started using agile development and lean startup methodologies to advance initiatives."

## Efforts toward Incubation and Improving User Experience

Work took place largely in three phases, the focus of which were Incubation, Improving the User Experience and Business Innovation.

The Incubation phase involved the development of applications that focused on increasing web responsiveness and employee productivity. The challenge was figuring out how to manage user authentication and approvals while using various SaaS applications.

"The key lay in AirWatch, a technology we purchased in 2014. AirWatch consolidates management of various devices and when combined with VMware Identity Manager, allows for multi-factor authentication from mobile devices and one-touch access," said Puri.

Mobile applications were developed to increase employee productivity, and allowed users to search for employees with People Search and perform various approval functions with vApprove. Over 50% of the managerial staff use vApprove, making it a catalyst for all CoE tasks. People Search is currently the most widely used app within the company.

The second phase, which revolved around Improving the User Experience, involved the development of a consumer-friendly, simple user interface (UI) and ensuring enterprise-level security. First, a practical, but barebones product was introduced within the company. Then, a series of improvements was made over a period of four weeks.

According to Puri, "Development and operations were carried out through the transition to a joint DevOps team. Neither department needed to wait for instructions from the other and this accelerated development. Also, because we were giving users an application that was developed to suit their needs, we avoided investing in an application that might not be used."

This led to the development of applications such as the sales-oriented Sales Pulse and partner-oriented Partner Pulse.

## Accelerating Business Innovation

The CoE is currently in its third phase and the team is tackling the issue of Business Innovation. This involves improving upon the functions of the applications that have been created, developing new applications and deploying applications throughout the company.

Sales Pulse is an application that allows users to quickly view sales data on their dashboards with real-time updates. Previously, it took 24 hours of batch processing to move business data from the core system to a data warehouse and another 24 hours to see this reflected in the dashboard.

"We are now able to understand business conditions in real-time," explained Puri, "thanks not only to applications, but also updating our backend. We produced a video explaining the merits of Sales Pulse and that has been shown throughout the company. The application has been adopted by 25% of our salesforce."

In addition, VMware has also released Smart Workplace, which employs sensors to help users efficiently book conference rooms; vAssist, which performs user authentication and can provide automated answers to questions; and EV Charge, which helps users find charging stations for their electric vehicles.

Mr. Puri concluded his presentation by expressing that "Workspace ONE, which combines AirWatch, VMware Identity Manager and Horizon, is essential to our internal IT efforts at VMware. Through continuing development, we will improve VMware's digital workspace and increase business innovation."