

Building a Long-Term Strategy for Hybrid Work

VMware Horizon on ChromeOS
is powering the next phase



vmware®

 chromeOS

Introduction

The Next Phase
of Hybrid Work



Chapter 1

Key Ingredients for Success
with Hybrid Work



Chapter 2

Introducing VMware Horizon
on ChromeOS



Chapter 3

Improving the Employee
Experience and Productivity



Chapter 4

Simplifying Management
and Strengthening Security



Chapter 5

Delivering a Cost-Effective,
Enterprise-Ready Solution



The next phase of hybrid work

Five years ago, business leaders could barely have conceived of remotely running an enterprise. Yet a now-familiar story played out and the pandemic proved hybrid work is not only possible, but unexpectedly popular.

Having had a taste of the freedom that comes with remote work, the majority of workers believe it needs to be a permanent option. A recent Gallup poll found over half (59%) of people who work in ‘remote-capable’ jobs would prefer hybrid work into the future, compared to just 9% who would prefer to work fully on-site.¹

The same poll found that hybrid means different things to different people. Around four in ten people want complete autonomy, with the right to choose when they come into the office, and for how long. The remainder would prefer to be told when to make an appearance, yet are divided about what that policy should look like.¹

It’s clear that hybrid needs to be part of organizations’ ongoing strategies – or they risk losing talent. However, finding the right balance to meet your goals isn’t easy.

1. Gallup, 2022
2. Forbes, 2022

Adapting to this evolving model of work

In this new hybrid era, employers continue to grapple with their hybrid work policies, realizing that ‘hybrid’ isn’t just about offering the right mix of working locations. It’s about coordinating the comings and goings of staff to ensure the right balance of productivity, flexibility and collaboration. It’s about providing the right technologies to ensure secure access and enable the seamless transition between work environments. And it’s about providing the right support to empower teams with the freedom to be productive when and where it suits them.

Having hastily implemented stop-gap solutions in response to the lockdowns of the past few years, companies know it’s time to rethink their strategies and prepare for long-term success with hybrid work.



**of businesses lack a clear strategy
for hybrid work, despite the hybrid
era clearly being here to stay²**

Introduction

The Next Phase
of Hybrid Work



Chapter 1

Key Ingredients for Success
with Hybrid Work



Chapter 2

Introducing VMware Horizon
on ChromeOS



Chapter 3

Improving the Employee
Experience and Productivity



Chapter 4

Simplifying Management
and Strengthening Security



Chapter 5

Delivering a Cost-Effective,
Enterprise-Ready Solution



Key Ingredients for Success with Hybrid Work

5 lessons from the race to go remote

Many companies made mistakes in the race to connect remote workers in the early days of the pandemic. It was inevitable. Everyone was entering uncharted waters, and no amount of virtual meetings could help us work out how long we'd be at sea.

Now, though, leaders can look back on the past few years and learn from early mistakes. The following compromises, which were made in haste, can be rectified with the thoughtful application of both policy and technology.

Introduction
The Next Phase
of Hybrid Work



Chapter 1
Key Ingredients for Success
with Hybrid Work



Chapter 2
Introducing VMware Horizon
on ChromeOS



Chapter 3
Improving the Employee
Experience and Productivity



Chapter 4
Simplifying Management
and Strengthening Security



Chapter 5
Delivering a Cost-Effective,
Enterprise-Ready Solution



01.

**Overspend
on IT**

In early 2020, demand soared for laptops and PCs, as well as infrastructure like switches and servers. This, coupled with a well-documented ‘chip shortage’, pushed prices for office IT equipment higher than ever. Overspending on IT equipment and infrastructure was common.

02.

**Exposure to
cyberattacks**

The shift to remote work exposed some serious security flaws across enterprise systems. Cybercriminals were quick to find ways into corporate networks, with 91% of security professionals reporting an increase in cyberattacks in the early days of the pandemic.

03.

**Poor employee
experience**

Employees who used devices and apps that weren’t built to provide remote access inevitably encountered problems when trying to work from home. Things like slow or unreliable access to corporate resources and a poor desktop experience that lacked personalization held them back and impacted morale.

04.

**Lost
productivity**

Many organizations lacked the infrastructure to provide seamless access to the business-critical apps and systems workers needed to do their work. Nor did they have the right collaboration technology in place to work productively as one team.

05.

**Complex
management**

Managing the complex infrastructure and operations of a hybrid work environment became—and often remains—a huge challenge for organizations. Many still lack visibility into how devices are being used and struggle to manage access to apps, nor can they control whether the devices adhere to company policies or have the latest security measures in place.

Introduction

The Next Phase
of Hybrid Work



Chapter 1

Key Ingredients for Success
with Hybrid Work



Chapter 2

Introducing VMware Horizon
on ChromeOS



Chapter 3

Improving the Employee
Experience and Productivity



Chapter 4

Simplifying Management
and Strengthening Security



Chapter 5

Delivering a Cost-Effective,
Enterprise-Ready Solution

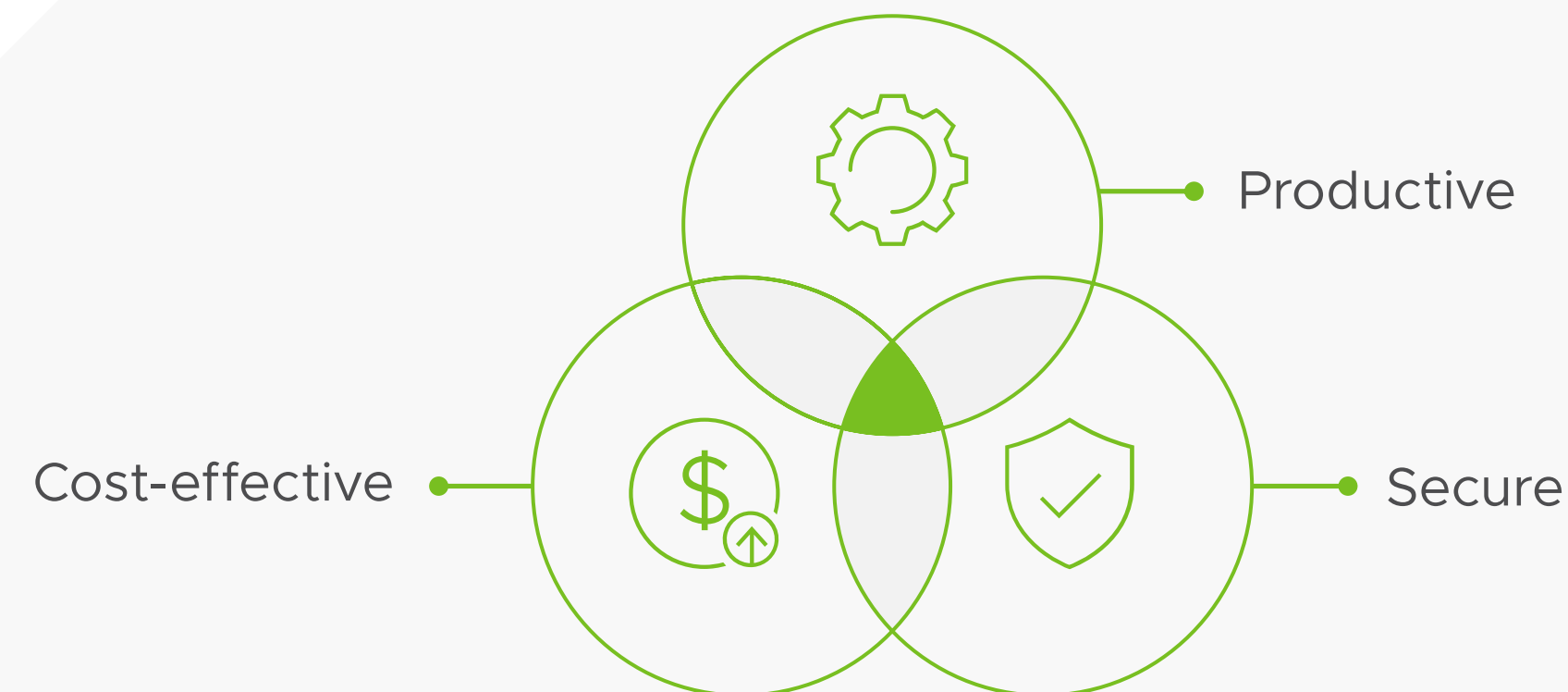


What the future of hybrid work looks like

As we move into the next phase of work, a longer-term lens can be applied to solve the challenges of enabling hybrid work and deliver on the changing needs of your workers and your business.

These needs? First and foremost, employees expect consistent and secure access to business-critical systems and apps, wherever they're working. Management teams need oversight on how and where apps and devices are being used. And, with an eye on the bottom line, business leaders need to make the model as cost-effective and resilient as possible.

Finding the sweet spot—where productivity, security and cost-efficiency intersect—is key to success.



Introduction

The Next Phase of Hybrid Work

>

Chapter 1

Key Ingredients for Success with Hybrid Work

>

Chapter 2

Introducing VMware Horizon on ChromeOS

>

Chapter 3

Improving the Employee Experience and Productivity

>

Chapter 4

Simplifying Management and Strengthening Security

>

Chapter 5

Delivering a Cost-Effective, Enterprise-Ready Solution

>

Solving the needs of employees

Technology is now central to the employee experience. Employees are 230% more engaged and 85% more likely to stay at their job for more than three years if they feel they have the technology that supports them at work.³ With apps and tools evolving day by day, employees need devices that can scale and grow with them, as their needs change.

Solving the needs of IT

As employees and their devices roam beyond the secure confines of the network, IT teams are ramping up their efforts to bolster security—while trying not to hinder the user experience. A recent survey found 66% of IT admins agree that adding security measures generally means a more cumbersome user experience.⁴ With 60% of organizations investing in security controls like multi-factor authentication, endpoint detection and response and VPN,⁵ it’s a fine balance indeed. IT teams need technology solutions with built-in security features that don’t in any way compromise connectivity or performance.

3. [HBR](#), 2022
4. [GlobeNewswire](#), 2022
5. [ZDNET](#), 2022

Solving the needs of the business

Productivity and performance remain the benchmarks of success with hybrid work. After all, work still needs to get done. Business leaders need to keep breaking down the barriers to a distributed workforce, while ensuring the costs of supporting a more flexible, hybrid way of working don’t spiral out of control.

“

One of the big questions many leaders are facing now is: how can we meaningfully communicate, collaborate, and connect in a hybrid (or remote) environment? As companies compete for talent and adapt to new ways of working, the technology they use has become the dominant feature of the employee experience—a place where many companies are falling short.”

Brad Anderson and Seth Patton,
Harvard Business Review³

Introduction
The Next Phase
of Hybrid Work >

Chapter 1
Key Ingredients for Success
with Hybrid Work >

Chapter 2
Introducing VMware Horizon
on ChromeOS >

Chapter 3
Improving the Employee
Experience and Productivity >

Chapter 4
Simplifying Management
and Strengthening Security >

Chapter 5
Delivering a Cost-Effective,
Enterprise-Ready Solution >

Introducing VMware Horizon on ChromeOS

To help companies move into the new era of hybrid work with confidence, we’ve combined the personalized virtual desktop and apps of VMware Horizon with the enterprise-grade features of ChromeOS. Together, they enhance the employee experience and boost productivity by pairing simple, powerful devices with consistent, secure access to business and collaboration apps.

Introduction

The Next Phase of Hybrid Work

>

Chapter 1

Key Ingredients for Success with Hybrid Work

>

Chapter 2

Introducing VMware Horizon on ChromeOS

>

Chapter 3

Improving the Employee Experience and Productivity

>

Chapter 4

Simplifying Management and Strengthening Security

>

Chapter 5

Delivering a Cost-Effective, Enterprise-Ready Solution

>

VMware Horizon enables a digital workspace

The modern platform for running and delivering virtual desktops and apps across the hybrid cloud helps keep employees connected and productive anywhere they work—with a consistent, personalized desktop environment.

Behind the scenes, VMware Horizon simplifies, automates and secures desktop and app management. All while achieving cost savings and realizing business value with more flexible and reliable access to resources.

VMware Horizon is geared for remote work:



Cloud-based console

To efficiently deploy, manage, monitor, and scale desktops and apps across private, hybrid and multi-cloud deployments.



Automated provisioning

Integrated, leading-edge technologies that transform legacy infrastructure and deliver personalization to end users.



Resiliency

Flexible deployment options across private and public clouds, with the resiliency to meet change head-on.



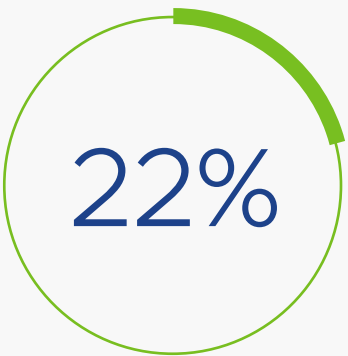
Built-in security

Intrinsic security is built into the VMware infrastructure providing protection from the device to the cloud, and Carbon Black provides a zero-trust model.



Deep integration

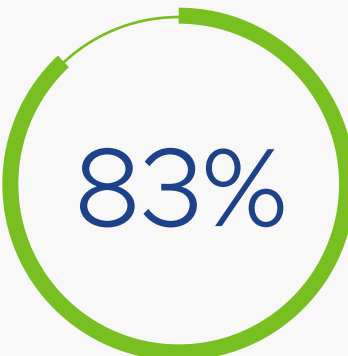
Integrate with the VMware solution portfolio to deliver a consistent digital foundation with products designed to work together.



lower device costs⁶



more efficient device management⁶



faster deployment of new virtual desktops⁶

6. IDC, 2021

Introduction

The Next Phase of Hybrid Work

>

Chapter 1

Key Ingredients for Success with Hybrid Work

>

Chapter 2

Introducing VMware Horizon on ChromeOS

>

Chapter 3

Improving the Employee Experience and Productivity

>

Chapter 4

Simplifying Management and Strengthening Security

>

Chapter 5

Delivering a Cost-Effective, Enterprise-Ready Solution

>

ChromeOS is a cloud-first operating system

Built for the ‘anywhere’ enterprise, ChromeOS is the ideal operating system to support your hybrid workforce. With super-fast speeds and a simple, intuitive interface, workers can quickly and easily access all the tools they need for a productive workday.

For your business, ChromeOS lowers the total cost of ownership of employee devices. And, with features like built-in virus protection, automatic updates and secure support for multiple users, it helps keep entire workforces secure.

How ChromeOS supports your hybrid workers:



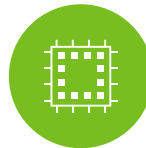
Sandboxing

ChromeOS keeps different software separate with sandboxing. So even if one part gets infected, the rest stays safe.



Verified boot

At start-up, devices running ChromeOS go through a rigorous security check-up to prevent malware.



Security chip

A built-in security chip encrypts sensitive data and keeps it away from prying eyes.



Choice of apps

ChromeOS works with all productivity, video conferencing and LOB apps, including Microsoft® Word, Google Workspace, Zoom, Slack, Box and RingCentral.



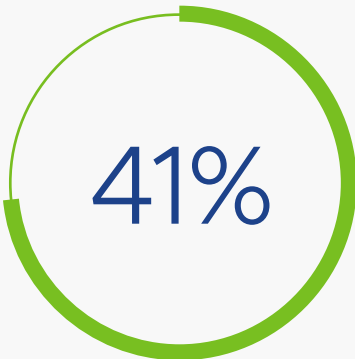
Automatic updates

Updates run in the background to ensure employees’ devices always use the latest software.



Zero-touch enrolment

Quickly and securely deploy new devices and free IT from the day-to-day pains of managing endpoints.



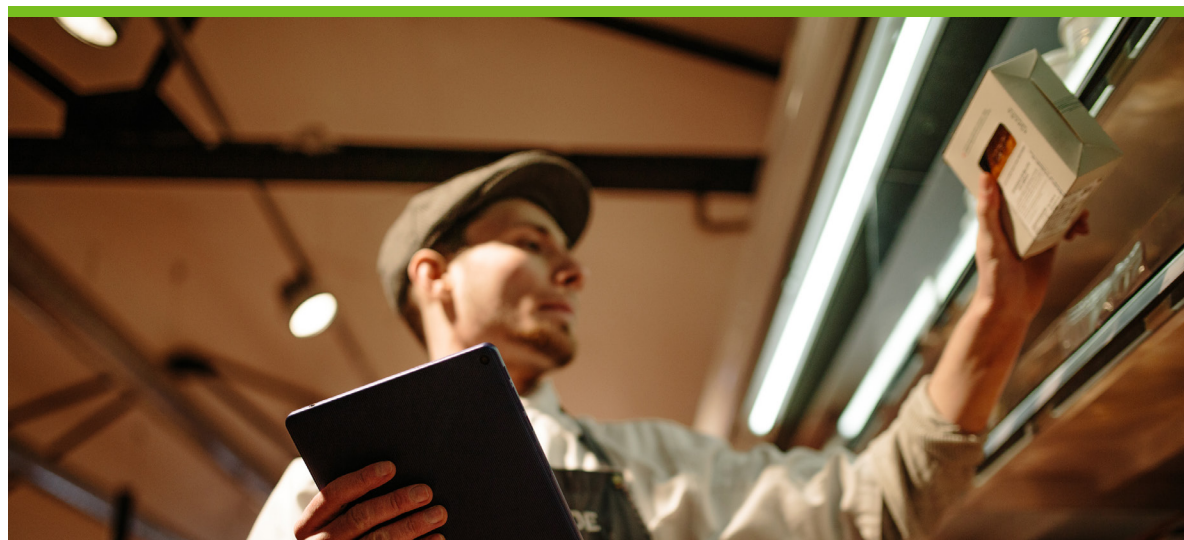
**faster to deploy
new apps and
features on
ChromeOS**

With less time spent managing devices, IT staff can extend their use of impactful VDI applications and desktops.

Improving the Employee Experience and Productivity

The first step in designing a long-term strategy for success with hybrid work is to consider the needs of your workers. As a business, you need to deliver a consistent employee experience for people in the office and at home. What should this experience look like? You want to make every employee feel supported and empowered to do their best work, wherever they are. You want to equip them with the tools they need to dive in when inspiration strikes.

VMware Horizon on ChromeOS enables all this and more. By pairing simple yet powerful devices with consistent, secure access to business-critical applications, it delivers truly exceptional employee experiences.



Get up and running fast

Create a seamless remote desktop experience for end users, and get employees up and working instantly with zero-touch onboarding and fast boot times.



Offer easy, secure access to apps

Give employees quick, easy access to all corporate apps—including Windows desktop and apps, Google Play Store apps and cloud-based apps through the browser.



Enable powerful personalization

Provide a personalized virtual desktop for a consistent desktop and application experience with every log-in.

Introduction

The Next Phase
of Hybrid Work

Chapter 1

Key Ingredients for Success
with Hybrid Work

Chapter 2

Introducing VMware Horizon
on ChromeOS

Chapter 3

Improving the Employee
Experience and Productivity

Chapter 4

Simplifying Management
and Strengthening Security

Chapter 5

Delivering a Cost-Effective,
Enterprise-Ready Solution

Introduction

The Next Phase
of Hybrid Work



Chapter 1

Key Ingredients for Success
with Hybrid Work



Chapter 2

Introducing VMware Horizon
on ChromeOS



Chapter 3

Improving the Employee
Experience and Productivity



Chapter 4

Simplifying Management
and Strengthening Security



Chapter 5

Delivering a Cost-Effective,
Enterprise-Ready Solution



Simplifying Management and Strengthening Security

With the needs of your hybrid workers sorted, it's time to consider how your hybrid work solution fits with the current and future needs of your IT team. As recent years have shown, managing the complex infrastructure and operations of a hybrid work environment can be challenging. With this in mind, key to any long-term strategy is a focus on reducing complexity, while protecting workers and data.

VMware Horizon on ChromeOS delivers what IT teams need in the hybrid work era. Devices are easily drop-shipped to employees with no IT touch, and users' desktops and applications are delivered securely from the cloud.



Centralize management

Eliminate highly manual, time consuming and costly approaches to managing devices and end users. Instead, centralize management of OS and virtual desktops and apps from the cloud.



Protect your users

Built-in security features like Verified Boot and Google Safe Browsing prevent data loss and ransomware attacks, while the Titan C security chip keeps systems secure and protects users' identities. Plus, ChromeOS security updates happen automatically in the background.



Safeguard your data

Prevent data loss by specifying whether data is saved on devices or accessed securely from the cloud, and encrypt data on device storage with the assistance of tamper-resistant hardware.

Introduction
The Next Phase
of Hybrid Work >

Chapter 1
Key Ingredients for Success
with Hybrid Work >

Chapter 2
Introducing VMware Horizon
on ChromeOS >

Chapter 3
Improving the Employee
Experience and Productivity >

Chapter 4
Simplifying Management
and Strengthening Security >

Chapter 5
Delivering a Cost-Effective,
Enterprise-Ready Solution >

Delivering a Cost-Effective, Enterprise-Ready Solution

Finally, in building a long-term strategy for hybrid work, you need to think about the bottom line. How can you reduce spend on hardware, management and support—and achieve savings across the entire technology lifecycle—without compromising on the needs of a distributed workforce?

VMware Horizon on ChromeOS provides secure, affordable devices and access to desktops and apps, with no compromise on performance.

Reduce costs

Save across the entire lifecycle, from reduced hardware costs to lower management costs and reduced support.

Streamline workflows

Meet hybrid workers’ needs across expanded use cases, while maintaining control and visibility over devices and applications in any location.

Achieve your sustainability goals

ChromeOS devices consume up to 46% less energy than other devices through efficient charging, low power load states, and optimized device performance.



Ready to transform
your hybrid workforce?

LEARN MORE

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