

# Adoption Strategies Boost Digital Workspace Skills and Productivity



VMware and Foundry surveyed 560 IT and business leaders in the United States, Europe and Australia in April 2022.<sup>1</sup> **The goal: to uncover best practices for adopting digital workspace software.**

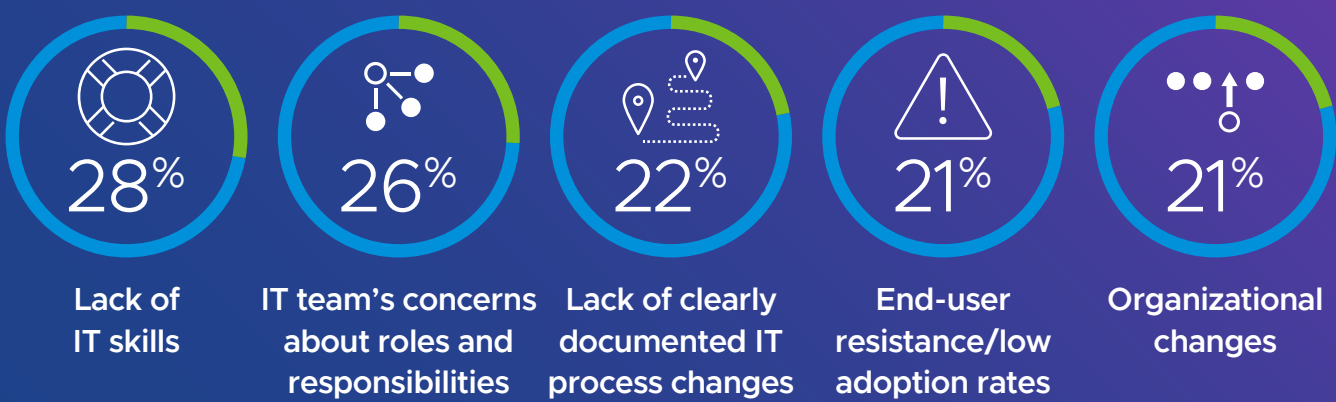
## Top 10 Goals for Digital Workspace Projects

Business and IT leaders turn to **digital workspace solutions** to boost performance in a range of critical areas.



## Top 5 Change Management Obstacles to Deployment

Leaders identified their most challenging non-technical barriers to change:



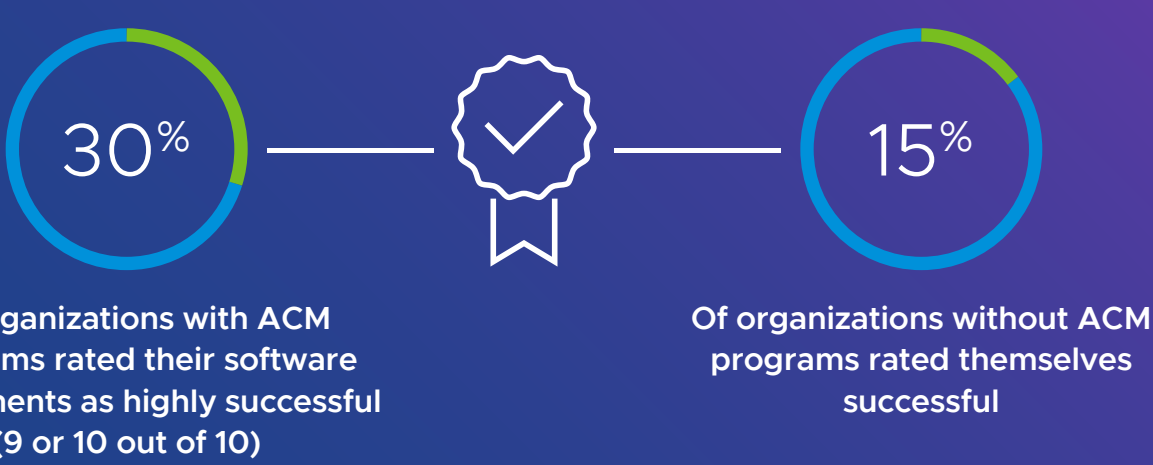
## Why Users Don't Adopt Software

**End-user resistance** to new digital workspace software rises from three main areas:



## Adoption and Change Management Programs Are Key to Success

Organizations with adoption and change management (ACM) programs and campaigns are more likely to rate their deployments as highly successful.



## Top 5 Most Effective Adoption Strategies

Most experienced organizations rely on these five ACM program elements (in order of effectiveness):



## The Role of Provider Support

**Software vendors play vital roles** in digital workspace deployments. Organizations look to them for support in several key areas:



ACM programs help organizational leaders prepare for success by supporting critical personnel—including IT administrators and end users—through the change.

<sup>1</sup>Based on Foundry's interviews with 506 respondents in the U.S., U.K., France, Germany and Australia who are implementing or have implemented a formal adoption campaign for digital workspace/end-user computing software. Interviews were conducted April 5–29, 2022.