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 2022.1 The goal: to uncover best practices for adopting digital workspace software.

Top 5 Most Effective Adoption Strategies
Most experienced organizations rely on these five ACM program elements (in order of effectiveness):

1. The Role of Provider Support
   Software vendors play vital roles in digital workspace deployments. Organizations look to them for support in several key areas:

2. 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.

3. Adoption Strategies Boost Digital Workspace Skills and Productivity
   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.

4. Why Users Don’t Adopt Software
   End-user resistance to new digital workspace software rises from three main areas:

5. The Provider Support Message
   Organizations without ACM programs rated their software deployments as highly successful (9 or 10 out of 10).

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Item No: VMware Digital Workspaces Infographic #33619 8/22

1Based 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.

Top 5 Change Management Obstacles to Deployment
Leaders identified their most challenging non-technical barriers to change:

1. IT team’s concerns about roles and responsibilities
   26%
2. Lack of clearly documented IT process changes
   22%
3. Organizational changes
   21%
4. Lack of IT skills
   28%
5. End-user resistance/low adoption rates
   21%

Why Users Don’t Adopt Software
End-user resistance to new digital workspace software rises from three main areas:

1. Lack of awareness about the project
   32%
2. Lack of skills
   37%
3. Privacy concerns
   37%

Adoption and Change Management Programs Are Key to Success
Organizations with ACM programs rated their software deployments as highly successful (9 or 10 out of 10).

Top 5 Most Effective Adoption Strategies
Organizations without ACM programs rated their software deployments as highly successful (9 or 10 out of 10).

1. Training for IT support staff
   70%
2. Training for end users
   50%
3. End-user support for onboarding
   45%
4. In-product guidance
   43%
5. Guidance on how to develop an adoption campaign
   37%

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