As organizations increase their use of digital workspaces to support remote and hybrid work environments, they sometimes leave behind one critical element for success: users.

New research from VMware and IDG reveals what successful organizations are doing to drive digital workspace adoption.

**Measurable Impact**

Companies that are most successful with adoption campaigns start with KPIs to measure their business and end user objectives. Top success indicators/KPIs include:

- **Business outcomes**: 72%
- **Employee experience**: 68%
- **Number of users onboarded**: 56%
- **Software utilization rate**: 56%

**Key to Success**

The most successful organizations include four or more components in their adoption campaigns, including:

- Technical support
- Communication strategy
- Organizational readiness assessment
- Employee resources including FAQs, guides and tutorials

Organizations with intermediate or advanced campaigns also report more successful end-user adoption (43%) than those with novice campaigns (29%).

**IT Leads the Way**

Not surprisingly, the lion’s share of the burden for deploying remote and hybrid work technologies, including digital workspaces, falls on the IT department, which is also accountable for successful adoption.

- Only 42% say they have executive sponsors on board.
- Only 43% say early adopters also play a critical role in adoption campaigns.

**Drive Value with VMware**

For many organizations, the rapidly adopted hybrid workforce is here to stay. Investments made to support workforce continuity are now being scaled, secured and operationalized to become the foundation of the next-generation workspace.

Read “Adoption Campaigns: Why They Matter for Digital Workspace Success” to get full details.

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