



# Why Adoption Campaigns Are Essential for Digital Workspace Success

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.<sup>1</sup>

## Measurable Impact

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

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

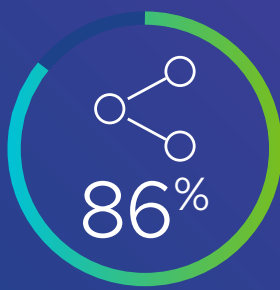


## Key to Success

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



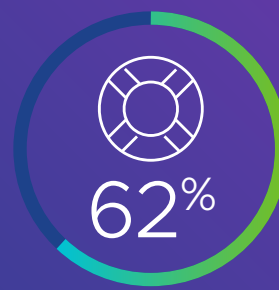
Technical support



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.

71%

of the IT leaders surveyed say **their organizations depend on IT support** for adoption campaigns.

Only 43%

say they have **executive sponsors** on board.

42%

say **early adopters also play a critical role** in adoption campaigns.

## Drive Value with VMware End User Adoption Tools



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.

LEARN HOW VMWARE CAN HELP YOU TAKE THE LEAD ON END USER ADOPTION

1. Based on interviews with 103 ITDMs (Manager level and above) who have deployed digital workspace/End User Computing software. Conducted Oct. 22-Nov. 12, 2021.