THE IMPACT OF A DIGITALLY EMPOWERED WORKFORCE

Building Support for a Digital Workspace Strategy to Drive the Digitally Transformed Enterprise
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Putting Employees First is Best for Business

Today’s enterprises are transforming before our eyes. With unprecedented access to computing capabilities, employees are advancing new business and operational models. There is little doubt mobility is driving change, but until now it’s been difficult for us to pinpoint just how much businesses can benefit from a digital workspace strategy. Although we may all be able to recognize and even measure the impact of enabling field workers and public safety employees with rugged tablets or retail associates with smartphones to better serve customers, reasons for empowering many other types of employees with better technology experiences may not be as obvious.

New survey results quantify the advantages organizations embracing digital workspaces have over traditional and transitioning workspaces. By boosting individual access to the business apps employees need, when they need them, companies with digital workspace strategies are increasing their organization’s overall performance—and competitive differentiation. That’s what more than 2,000 CIOs and frontline employees worldwide told Forbes Insights.

Ever-changing business demands are encouraging us to take bold steps to change current end-user computing approaches to ease experimentation and drive faster innovation, leverage self-service as the progressive engagement model for employees, and deliver outstanding consumer-like experiences. If you already suspect a digital workspace strategy is right for your business but need further proof, the report’s data and key takeaways can help you explain why you should empower your employees first.
Insights from the 2017 Survey

Although “customer first” has been the predominant business motto for decades, increasingly corporate leaders dispute the approach. This new survey—examining the state of digital workspace technologies and their impact on business and digital transformation—presents findings that show putting employees first is a more rewarding business strategy.
Researchers used the survey data to first divide the responding organizations among three levels of digital workspace maturity based on responses to questions that described the choice, flexibility, ease of use, and access to applications currently provided. The distribution highlights long tails of both lagging organizations and pioneer/leading organizations with a healthy majority of organizations in the transitioning category.

3 TYPES OF COMPANIES ARE EMERGING

The Traditional Workspace
Companies that do not provide employees with the technology they need to do their jobs effectively.

The Transitioning Workspace
Companies that provide the Apps workers want and need, but don’t yet make them easily accessible.

The Digital Workspace
Companies that provide the Apps workers want and need, and make them readily accessible anywhere, anytime and on any device.

Within the categories, the responses of those surveyed were then tabulated and analyzed. At the top level, the survey revealed:

Digital transformation—through simple and highly accessible employee-centric applications and productivity suites—is creating a new equilibrium within the enterprise. Tired of mostly being directed to approved technology that doesn’t meet expectations, employees are taking matters into their own hands, using emerging technologies to work better and smarter. Their efforts are paying off in employee productivity gains that when added up across thousands of workspaces, produces combined efficiencies showing a more empowered enterprise with performance improvements from higher revenues to enhanced agility.

A closer look at the data shows correlation and causation between a digital workspace and both employee and enterprise-level empowerment.
Key Findings

1. Digital transformation requires a culture of digitally empowering employees. Companies that give employees ready access to the apps they need—in essence empowering them—are nearly three times as likely to be rated leaders in digital transformation.*

2. As employees become more empowered, they become more productive. Empowered employees report spending 17 percent less time on manual processes while increasing team collaboration and speeding decision making by 16 percent, respectively.

3. Making apps highly accessible—easily from any device—powers the real difference in performance. Empowered employees are almost 5x more likely to report increased personal productivity, almost 4x more likely to say their companies are more desirable places to work, and nearly 2x more likely to report that apps are very important in accelerating decision-making in their companies than traditional employees.

4. Empowered employees expect greater success at the enterprise level. Empowered employees project a 34 percent greater increase in efficiency for their firms and an almost double increase in service quality while also reporting HR efficiencies. 87 percent of all CIOs surveyed believe digitally empowering their employees can drive at least 5 percent additional revenue growth over 3 years.

5. There is misalignment between employees and CIOs. CIOs are 3x more likely than workers to see their company as pioneers in technology. Employees, on the other hand, are 4x more likely to rate their company as a follower.

*Pioneers plus leaders.
THE IMPACT OF A DIGITALLY EMPOWERED WORKFORCE
Digital Workspace Advantage

A digital workspace helps employees and IT organizations dramatically improve experiences and tasks that were previously costly, time consuming, and resource intensive.

- For employees, it’s a unified and consistent experience that provides simple and secure access to apps, services, data, and interactions across devices, networks, locations, and operating systems.

- For IT, it’s a strategy that breaks through traditional technology silos and shifts focus from standardization and device-dependent services (e.g., asset management) to meeting workers’ needs. For example, faster onboarding of a new employee with all of his or her apps and devices in under an hour without tickets and help-desk calls; setting and enforcement of access and data policies across all apps, devices, and locations in one place; completing business processes from a mobile device; and provisioning a new corporate laptop out of the box, anywhere in the world, from the cloud within minutes.

To achieve employee and IT goals, VMware advocates a new digital workspace platform that abstracts across device types and operating systems, and manages application delivery and access policy universally for any device, employee, or use case.

A digital workspace is a boon for business because once your enterprise empowers employees, those employees can better serve your customers. Let’s take a more detailed look at each survey key finding to understand why.
Key Findings Summary

1. Digital Transformation Requires a Culture of Digitally Empowering Employees

There’s a strong correlation between giving employees freedom to access the apps they need and digital transformation success.

Here participants are giving voice to a shift that must happen—movement away from a culture of command & control to a culture of employee initiative with management trust—for their organizations to be successful in the digital era. What it requires of business management, employees, and companies varies:

- **Management** – Enabling employee empowerment (through greater access to the work apps wanted and needed) to create a new equilibrium between IT and employees
- **Employees** – Continuing to drive the quiet revolution, embracing new technologies to improve personal performance, make decisions, and take action
- **Companies** – Rebalancing to give frontline employees the tools and freedom they need to innovate and execute by investing in an underlying digital platform and new mindset, which ultimately becomes a decisive competitive differentiator in the market

During the survey, participants were asked to self-assess their companies. Those empowered by ready and available access to apps—those in the digital workspace—were more likely to report their company was a leader or pioneer.
Those in companies lagging in digital transformation were 10x more likely to report not having ready access to the apps needed to do their jobs right, a statistically significant difference from the empowered employees that were nearly 3x as likely to rate their companies as leaders in digital transformation.

**10x** more likely employees report not having ready access to the apps needed to do their jobs right at companies lagging in digital transformation (22.06% versus 2.08%).

**Nearly 3x** as likely to be rated leaders in digital transformation are companies that give employees ready, anytime, anywhere access to the apps they need (30.93% versus 80.73%).
The Connection Between Culture, Innovation, and a Digital Workspace

If you're wondering what role a digital workspace plays in company culture, consider how much experimentation drives new innovation. Benjamin Franklin experimented. Marie Curie experimented. Elon Musk experiments today. Does innovation ever happen without experimentation?

As part of discovery, individuals learn and improve from mistakes. That makes the ability to fail quickly, recover, and try again over and over critical to success. The faster teams make decisions and then iterate, in fact, the more competitive they ultimately will be in business.

Your employees explore different apps and services every day to work better individually, within teams, and across teams. They eagerly try new cloud services and other shadow IT alternatives to move their parts of the organization forward, especially if existing IT tools and processes can’t deliver the applications and experiences they want or expect. Your employees don’t want IT limitations to be the reason they miss opportunities to discover cures, fail to achieve mission objectives, or lose a sale.

Putting in place a digital workspace strategy encourages innovation by allowing for more experimentation and freedom of choice in the apps, devices, and platforms your employees and teams are using. Outside of work, people have the freedom to collaborate from anywhere, on their favorite devices. Because employees want the same empowerment at work, your IT team has to reimagine delivery models with emerging mobile and cloud technologies. Getting better at meeting employee needs to work where, when, and how they want while ensuring enterprise security is precisely what a digital workspace does.

The Bottom Line...

A digital workspace gives your employees the freedom to choose the apps that are best for them to experiment for innovation and positions your IT organization to support and deliver all apps with security governance in place—even charging back for the service. IT doesn’t have to pay for apps, but simply enable them. Because IT organizations have visibility into the apps workers are actually using, IT can more easily pass those charges onto the business units. Ultimately, this helps the organization make smarter, more rational spending decisions.
2. As Employees Become More Empowered, They Become More Productive

Business applications are driving a fundamental transformation in the individual employee’s workday—and bringing tremendous personal productivity benefits with them.

Respondents also reported that apps are reducing mundane tasks and making them feel more productive while leading to higher morale and retention. More than half of all those surveyed (54%) strongly agreed or agreed that the ability for their workforce to more easily access employee business apps has reduced attrition rates. A full 74% of respondents agreed or strongly agreed it has raised employee satisfaction levels. Not surprising, over half of respondents (53%) agreed or strongly agreed that ease of accessing employee business apps has increased their ability to better balance work and personal life.

When asked about potential difficulties in accessing the business apps they need to do their jobs, respondents ranked the following from most to least difficult:

• Remembering multiple passwords
• Receiving permissions for higher access
• Managing multiple log-ins
• Finding the app on our system
Today, empowered sales execs can form closer customer bonds because they have account details at their fingertips. No longer having to log in multiple times, doctors are increasing time spent with patients. In comparison to traditional workspaces, the percentage increases in digital workspace gains are even more striking:

**LESS TIME ON MANUAL PROCESSES**

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Time Savings Increase of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>11% versus 17%*</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>29%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>54%</td>
</tr>
</tbody>
</table>

Employee Business Apps Have Reduced the Time I Spend on Manual Processes

Respondents who Strongly Agree

**INCREASED TEAM COLLABORATION**

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Collaboration Improvement of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>9% versus 16%*</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>24%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>58%</td>
</tr>
</tbody>
</table>

Employee Apps Have Improved Collaboration Across Organizational Geographies

Respondents who Strongly Agree

**FASTER DECISION MAKING**

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Faster by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>8%</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>25%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>62%</td>
</tr>
</tbody>
</table>

Employee Business Apps Have Accelerated My Decision-Making

Respondents who Strongly Agree

*Data is based on respondents self-reporting of improvements within the category.
The Connection Between Empowering Employees and IT

Although your digital workspace strategy will be customized to ensure it meets your business goals and industry requirements, employee empowerment will be a central tenet, weighed equally with corporate priorities such as compliance and security. A digital workspace will give your workers and lines-of-business teams choice and flexibility, empower employees with self-service, enable workflow innovation, and deliver a superior experience to enhance personal productivity.

A fundamental change to service delivery, a digital workspace provides secure and reliable delivery of the apps and data employees need to work across any device—from personal devices such as smartphones and laptops, to less personal devices including mobile point-of-sale (mPOS) tablets, warehouse scanners, and fixed desktop PCs. A data-savvy HR manager, for example, can use a digital workspace to boost the quality of new hires, a shift foreman to increase team productivity, and a virtual team to cut global decision-making time in half.

At the same time, IT teams can now manage users and application access policy with an identity-centric approach to understand the state of any given device. They will have context to make more intelligent decisions that simplify user experiences while reducing data loss and risk. In a digital workspace, IT sets up an enterprise application catalog to simply provide employees self-service access to all of the new and existing applications they need—regardless of application type (e.g., cloud, SaaS, Windows, published, locally installed). It’s a one-stop, pull model resource for all employees to find apps and onboard the devices they use for work. Rather than traditional models where apps are all pushed directly to employees from IT, the pull model lets employees take control. They can make requests from the application catalog instead of waiting for IT, becoming more actively involved, fundamentally changing the dynamics of how apps are consumed.

A digital workspace also saves time. It’s fast and easy for IT to add new options to an enterprise application catalog (and instantly made changes are automatically reflected across devices), giving IT a fresh way to support new app adoption. With everything employees need in one place, they begin to automatically look to the catalog as the resource of choice for every new app. As use continues to increase, the catalog become the common access denominator, creating momentum and uniformity for app delivery, license utilization, and driving faster app adoption.

The Bottom Line...

Not surprising, 93 percent of all survey respondents said it was important to be able to access job-related data and apps from their mobile devices, and they are counting on IT to deliver. A more employee-centric, device-agnostic digital workspace strategy helps transform IT to a more supportive champion of new applications, encouraging adoption and innovation. Most important, IT teams become part of conversations about the new technologies and apps driving business innovation.

Companies that make apps available to employees outperform those who don’t. Companies that make apps available, and highly accessible, significantly outperform those that don’t.

**EMPOWERED EMPLOYEES—**
**COMpared to TRADITIONAL EMPLOYEES—ARE MORE LIKELY BY NEARLY**

- **5x** to report gains in personal productivity
- **4x** to report their company is a more desirable place to work
- **2x** to report that Apps are very important in accelerating decision-making in the company

<table>
<thead>
<tr>
<th>INCREASED PRODUCTIVITY</th>
<th>HIGHER JOB SATISFACTION</th>
<th>FASTER DECISION MAKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>Transitioning Workspace</td>
<td>Digital Workspace</td>
</tr>
<tr>
<td>14%</td>
<td>30%</td>
<td>63%</td>
</tr>
<tr>
<td>Business Apps Have</td>
<td>Business Apps Have</td>
<td>Employee Business Apps</td>
</tr>
<tr>
<td>Increased My Personal</td>
<td>Made My Firm a More</td>
<td>Are Very Important in</td>
</tr>
<tr>
<td>Productivity</td>
<td>Desirable Place to Work</td>
<td>Accelerating Decision</td>
</tr>
<tr>
<td>Respondents who</td>
<td>Respondents who</td>
<td>Making</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
</tr>
</tbody>
</table>
The Connection Between Employee Performance and IT Focus

It’s everyone’s job—from human resources (HR) to a new hire’s manager to peers to IT to directors and executives—to ensure employees have what they need to succeed from the day they’re recruited to their last day at work. For IT, fully empowering employees is now a tangible concept, translated into making all of the apps employees want and need available, and highly accessible, which requires a relentless focus on employee experience.

IT organizations, for example, can support HR staff in giving employees an optimal start by onboarding through a digital workspace. HR can populate a new hire’s enterprise app catalog with essential tools and resources and then allow that worker to access the apps and services needed from his or her own devices to start working productively sooner. At the same time, colleagues across other departments collaborating with the new hire can also enjoy simple access to the always-available apps they need through a digital workspace.

Employee experience-focused IT teams use a digital workspace to eliminate time-consuming, manual tasks such as image management while

• Giving employees freedom to use the devices they want without compromising security or violating company-specific policies
• Supporting Device Enrollment Program (DEP)-style onboarding (made popular by Apple, and now extending to Dell, HP, Samsung and other ChromeOS, Windows 10, and Android-based devices) to pre-provision devices and enable them to automatically self-register to the company without touching them
• Managing company-owned or supported devices better from anywhere through public cloud-accessible APIs instead of restrictive, proprietary tools, eliminating the need for devices to be on the domain for critical patches, updates, and new application delivery

The Bottom Line...

By improving focus on employee experiences and ensuring greater freedom of choice through a digital workspace, you can help your employees perform better—without introducing more IT complexity.
4. Empowered Employees Expect Greater Success at the Enterprise Level

Employee-level actions sum up to superior enterprise performance. With empowered employees come increases in efficiency, service quality, and potential for success in recruitment of talent. Most important, empowered employees contribute to top-line growth.

**EMPOWERED EMPLOYEES**—compared to traditional employees—project for their firms

- **34%** greater increase in efficiency
- **almost 2x** the increase in service quality
- **87%** HR efficiencies for recruiting (69%) and onboarding of new employees (59%)
- Of all CIOs surveyed believe that digitally empowering their employees can drive at least 5% additional revenue growth over 3 years
During the survey, both CIOs and frontline employees were presented with important performance metrics—collaboration, customer service, speed of decision making, revenue growth, etc.—and asked how important business apps have been in meeting these goals. The following details highlight the gains in the efficiency, customer service, and HR categories:

**EFFICIENCY**

**How Important Are Employee Business Apps in Increasing the Overall Efficiency of the Enterprise?**

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Respondents rating it very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>8%</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>25%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>62%</td>
</tr>
</tbody>
</table>

**What is Your Estimate of the % Increase, if Any, in the Overall Efficiency of the Enterprise as a Result of Employee Apps?**

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Increase in efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>12%</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>10%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>16%</td>
</tr>
</tbody>
</table>

**CUSTOMER SERVICE**

**Rate the Importance of Employee Business Apps in Providing Better Service to Your Customers.***

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Respondents rating it very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>41%</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>63%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>76%</td>
</tr>
</tbody>
</table>

**Rate the Importance of Employee Business Apps in Recruiting Talent for Your Firm.***

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Respondents rating it very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>30%</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>42%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>69%</td>
</tr>
</tbody>
</table>

Increase in service quality of **9% versus 17%**

(Traditional versus digital workspace)

**What Has Been the Increase in Quality of Customer Service as a Result of Employee Apps?**

**HUMAN RESOURCES**

**Rate the Importance of Employee Business Apps in the Onboarding of New Employees at Your Firm.***

<table>
<thead>
<tr>
<th>Workspace Type</th>
<th>Respondents rating it very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Workspace</td>
<td>12%</td>
</tr>
<tr>
<td>Transitioning Workspace</td>
<td>27%</td>
</tr>
<tr>
<td>Digital Workspace</td>
<td>59%</td>
</tr>
</tbody>
</table>

**What Has Been the Increase in Quality of Customer Service as a Result of Employee Apps?**

Increase in service quality of **9% versus 17%**

(Traditional versus digital workspace)
In addition, respondents say revenue is positively impacted and security enhanced by a digital workspace. With 87 percent of all CIOs surveyed believing that digitally empowering their employees can drive at least 5 percent additional revenue growth over 3 years, there is some urgency to getting a digital workspace strategy moving.

**REVENUE**

Digital empowering employees can drive at least 5% additional revenue growth over three years.

Moreover, nearly 80% of all respondents also strongly agreed or agreed that a single management platform for all apps and devices would improve their company’s cybersecurity posture.

Business apps were viewed by survey participants as contributing to both lowering costs and boosting capabilities. More than half of all respondents (54 percent) said employee business applications were very important in helping their companies reduce costs. Nearly half (45 percent) said they were very important in building global capabilities.

In addition to supporting the onboarding of new offices/employees and collaborating across offices in different time zones, all respondents surveyed said business apps were very important or important in helping organizations achieve growth in the following ways:

- Supports virtual office spaces (81%)
- Supports opening more locations/expansion (79%)
- Supports mergers and acquisitions (71%)

**The Bottom Line...**

Putting in place a digital workspace strategy is a great first step in improving overall enterprise results—both for your business’s top line and bottom line.
5. There is a Misalignment Between Employees and CIOs

It’s important to recognize that there is misalignment between CIOs and end users on the availability, utility, and freedom to use employee technologies in the workplace, which can create a dangerous disconnect impacting the firm’s performance.

**TO PUT A FINER POINT ON IT, COMPARE THESE VIEWS:**

**CIOs:** 3x more likely to see their company as pioneers in technology

**Employees:** 4x more likely to rate their company as a follower

<table>
<thead>
<tr>
<th>CIOs</th>
<th>END USERS</th>
<th>STRONGLY AGREE...</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>40%</td>
<td>their company is a pioneer and leader in providing cutting-edge technologies to employees</td>
</tr>
<tr>
<td>47%</td>
<td>24%</td>
<td>they are providing employees with the Apps they want</td>
</tr>
<tr>
<td>38%</td>
<td>16%</td>
<td>their company gives employees ready access to Apps</td>
</tr>
<tr>
<td>28%</td>
<td>10%</td>
<td>employees are free to choose business Apps outside the company</td>
</tr>
</tbody>
</table>

**SURVEY RESULTS ALSO REVEALED THREE ADDITIONAL DISCONNECTS:**

<table>
<thead>
<tr>
<th>CIOs</th>
<th>END USERS</th>
<th>BELIEVE......</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>21%</td>
<td>they’re making it easy for employees to request new tools</td>
</tr>
<tr>
<td>36%</td>
<td>17%</td>
<td>new employees have access to the Apps they need to do their jobs starting on day one</td>
</tr>
<tr>
<td>35%</td>
<td>22%</td>
<td>there is one source where employees can find their company’s business and productivity Apps</td>
</tr>
</tbody>
</table>

All together, these may indicate a degree of disappointment on the part of employees, and a dangerous complacency in CIOs.
The Connection Between What’s Been Done and What’s Left to Do

In conjunction with data revealing how a digital workspace changes the way people work and companies do business, the survey results provide important perspective: the sooner IT teams accommodate the digital shift and empower employees, the better it will be for their businesses.

Apps, or end-user-centric software, have become a critical part of an employee’s workday. The survey found that it’s not just Microsoft Office, email, and a few in-house applications employees are using to get their jobs done. Rather, they’re using quite a few.

This rise in apps has a profound impact on the performance of employees and, ultimately, a company’s performance because with apps, there are a thousand little improvements every day. However, IT must be willing to make the technologies employees want and need not only available, but easily accessible.
Security is always a top priority when introducing a new solution. Among the greatest challenges with deploying and managing an employee business application across the company, survey participants cited keeping data secure, working with legacy technologies or systems, and insufficient IT budget as their top three. A digital workspace overcomes these major obstacles. First, it ensures you can implement and maintain compliance and security over a wide range of endpoints, especially those your organization doesn’t own and operate, so you can keep data safe. These endpoints range from desktop computers to smartphones to tablets and other devices, both personal and professional. Second, it works across legacy technologies and lowers operational costs so you can enable your workforce to successfully adopt apps with governance throughout your digital transformation journey.

**The Bottom Line...**

The survey reveals that today’s CIO must support an average of 11 device types, eight security programs, seven cloud services and a maze of other technology solutions. This complexity can’t be managed with legacy solutions; a modern digital culture demands an agile technology foundation to match. A digital workspace is that solution, enabling technology-led innovation and execution starting with individual employees.

With more than 81 percent of total respondents agreeing that employee business apps will increase in importance over the coming years, CIOs can’t afford to continue with the same approach to IT. Collaboration, partnership, and trust are quickly becoming the new cultural hallmarks of successful digital businesses. Organizations that get on board to empower their employees first will be empowering their businesses, too.
Enterprises Showing Big Gains from the Digital Workspace

As you build your digital workspace strategy, these enterprise examples may provide some inspiration. Many organizations have deployed VMware Workspace ONE™ to empower their employees with consumer-simple, enterprise-secure technology.

"It doesn’t matter what operating system you have. All you need is a browser to get to the latest versions of applications. It doesn’t matter what browser it is. We had a mantra that we’re going to make this available to any device, anywhere.”

CHRIS MOORE
LEAD SOLUTIONS ARCHITECT
AMERICAN RED CROSS

"Mobility is key to enabling digital banking services, and we wanted to enable our employees with the ability to service customers anytime and at any place.”

ORANUCH APISAKSIRIKUL
CEO
TISCO FINANCIAL GROUP

"The employees of Die Mobiliar often work on the go and need to be organized away from the office. Thanks to the VMware solution, they can use their private mobile device to quickly manage appointments when meeting with customers, answer emails and synchronise corporate data without needing to switch back and forth from their mobile device and company notebook.”

ANDREAS HIRTER
IT TEAM LEADER OF WORKPLACE ENGINEERING
DIE MOBIARIO
VMWARE’S DIGITAL WORKSPACE PUTS EMPLOYEES FIRST

- **Unified Workspace Experience**
- **Capabilities**
- **Unified End Point Management**

**Consumer Simple**

**Enterprise Secure**

**Consumption Models**
- Remote Employees
- BYO Users
- Corporate Issued
- Contracted Employees
- LOB / Kiosk

**IOT Devices**

**Wearables**

---

**Hello John, here are your apps!**

Search Apps

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THE IMPACT OF A DIGITALLY EMPOWERED WORKFORCE
Survey Methodology

The findings in the report are based on a survey of 2,158 executives, divided equally between CIOs and frontline employees using business applications and productivity solutions. All respondents were from companies with annual revenue of over $250 Million, with average revenue of $4.3 Billion.

Survey respondents were drawn from 16 countries in North America, Asia-Pacific, and Western Europe. Respondents represented more than 12 industries, with no industry composing more than 20 percent of the total sample. The non-CIO respondents were drawn from multiple parts of the enterprise, including operations, sales, finance, HR, and executive management.

Geography

Digital Workforce Global Report Methodology
- 2,158 Surveyed Globally
- CIOs and Frontline Employee Users of Business Apps and Productivity Solutions
- 16 Countries in North America, Asia-Pacific, and Western Europe
- Forbes Insights Completed June-August 2017

Learn More

Employee-centric software has become so critical that survey respondents said almost one in four business apps are brought into companies by employees themselves.

If your team is looking to ultimately do what’s best for your business, empower your employees first. A digital workspace strategy that focuses on easing experimentation, leveraging self-service, and delivering outstanding experiences can increase individual productivity, improve enterprise outcomes, and ignite innovation.

Learn more at vmware.com/radius/employeesfirst or join the conversation at #EmployeesFirst.