Digitization of the job

Professional digitization has initiated a way of transformation, as set out in the information day organized by CIO Spain, together with VMware and Atos, in order to analyse how companies approach the process of transformation and what challenges they face to carry out the process successfully and safely from the part of the labour force.

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Digital transformation and high expectations of employees in the IT processes have become key factors affecting future growth of business. The epicenter of the challenge surrounding the digitization of the work seems to be in the redefinition of the employee's experience and way of working; two factors that are exempt from challenges, but the attainment paves the way in the process of digitization of organizations.

So much so, according to Gartner, in 2010 the great competitive advantage of 30% of organizations will be the result of ability of employees to exploit digital technologies.

Although many companies are working on building a work space it is necessary for them to invite your employees to choose freely and personalise the option that best suits to his workmanship. The Bring culture Your Own Device (BYOD) inequality in companies, calling for reasons for security and privacy to parties equal, the reasons for its prohibition or acceptance.

To discuss how you are now evolving this process of transformation of the job, companies of different fields and sizes as well as government agencies recently got together in Barcelona at the event Digitization of the Job post, an information day organized by CIO Spain, together with VMWare and Atos, with the objective of exposing the keys to how each of them addresses the process of and what kind of challenges have to face to perform successfully and security from the part of the labour force.

For Ángel Muro, Head of Support IT and RRHH de Áreas, a company which is dedicated to restoration concessions in airports, stations and motorways, mobility has benefited to a firm whose employee profile is focused on the operation and staying close to the customer. "Until very recently short time this proximity to the employer had some difficulty but with the advent of smartphones the closeness is total. The person really always near the department of human resources, which is the department that concerns me and, apart from to have portals from where I can download things, attend to the receipts, there must be a closeness from not only the department to through this digital communication in a personal way, but the whole theme related to recruitment and workflows must be carried out by reducing the use of paper to the maximum, and there are no internal documentation mails ".

For his part, Merche Molina, responsible of RR applications. H H. of Areas, added to the argument of his colleague Angel Wall which, in the resources part human resources and at company and group, we are also working on take the back office of the points of sale to management with mobile devices such as tablets or smartphones. "This project is ambitious because one of the handicaps that we have in the organization is that we have many centers throughout Spain, so it is difficult to finish arriving at all the employees. We have a line that we are very strongly focused on the digitization of offices and Job positions"

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Torsten Otto, data center and cloud operations program manager at Atlas Copco, pointed out that in a large organization global presence in 80 countries as Atlas, the organization has a large workforce

to which it has been assigned the advantages of mobility in the job. "The workplace has always posed the challenges of first order for the management of the company. Our employees need be connected and also perform their work in an effective and safe manner. Therefore, IP security is for Atlas the most important part, especially when information is being exchanged related to sales, as well as data related to engineering processes ".

Another of the challenges with which has to be dealt with at Atlas is the Office 365 environment of Microsoft, in what has to do with licensing and orchestration of all it, "with what we are seeing a growing number of users asking for different sources, which represents a challenge for our company that concentrates in data engineering and in facilitating a security environment that manages and centralize the storage of the same.We believe that today there is technology that can help us manage different selected groups ".

With an experience-oriented perspective the user, Mauro Ruiz, head of IT site services Spain and Portugal de the chemical company Clariant, spoke of…

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…great challenges that the firm has had to in the last six months, in a process that has had its starting point in migration that have led to from a corporate environment to a cloud environment.
"With regard to trends in digitization of the work, we have observed that the more important is that the trend is concentrated on a single device.
We conducted a survey of 200 workers of our company throughout the world and we have observed changes related to a trend to make them increasingly employ multiple devices obtaining the same level of operation. Therefore, we have initiated a process focused on the user experience from multiple terminals both fixed and mobility.
Ruiz explained that they have made segmentations of users based on different cases of identified users.
"But the change for us, in which we are increasingly focusing on intensity, focuses on expectations of users, trying to comply with all their requirements and demands ".

For Angel Marcos, DABA CIO, Distributors Automatic Beverage and Food, and official distributor of the Nespresso brand in Spain, mobility and the digitization of processes are essential factors in its proposal for a deal. "From our business lines B2B and B2C, we are working on the realization of all our contracts in digital format. So that…

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…we are looking for applications that allow us improve the digital experience with our customers from our 72 'boutiques' in Spain, for which we are changing the format of boutiques to get closer to the style of Apple. From the way we work to enable the use of our WIFI tablet clients in our boutiques as a commodity. "
From the back office perspective, Marcos pointed out that they are working to snrue that its employees have everything that need from any location, as indicated by Mauro Ruiz.

Bringing BYOD culture to a point between the needs of security of the organization and data which belong to the private sphere of the user-employee, Andreu Bravo, CISO of Gas Natural Fenosa, stated that a company like yours that operates channelling gas and taking it to homes and businesses in several countries in the world, cybersecurity is a matter of concern to gas, from the point of view of view of privacy and confidentiality.
"But our concern about to what respect the digital workplace has fundamental aspects in the moment to provide our staff with…

…terminals, because in our organization employees need to be connected anywhere and from any terminal. In the second place, the BYOD culture is an aspect of great interest for Natural Gas, since each day the number of employees prefers to use its own terminal in the place of work, through some devices that connect to systems of the company that has sensitive data, so we have to think about how to protect the company's data, and comply with regulations in terms of privacy. "

Another mobility perspective of BYOD culture according with Bravo, focuses on the barrier that separates personal and business information which is integrated in a device for personal use, and which belongs to the employee and not to the company.

Carlos Gallego, Systems Manager of medical image of ICT Salut de la Generalitat of Catalonia, pointed out that powers of the autonomous government on workstations of the special employees consist, "On the one hand, to be able to take professionals all the information they need to be able to make decisions ". Galician said that an increasing number of increased volume of medical information and care outside the health system,

"Therefore, we must be able to gather all that information to make it reach the professional. On the other hand, the great challenge that we encounter is that the same care professionals we are beginning to ask for the provision of out-of-hospital health services. That is a great challenge for us because it means we have to change the organization, that we have to harmonize with the transformation process digital we are carrying out. "

From the point of view of Victoria Ayllón, director of Systems of Grifols, a firm dedicated to drug development which has 16,000 employees in 90 countries of which more than 80% found in the United States and a large part of them (4,000) operates in Spain, the main difficulty at the level of collaboration among employees is in the geographical distribution. "All of them have to work in a very collaborative way, for which we have enabled the development of mobility applications collaborative for years. However, in 2016 we launched a series of workshops with employees around the world to identify needs of collaboration with the objective to put the employee in the center and improve both their activity and their work environment, and see how we could provide them with tools that will facilitate this work ". Ayllón explains that through these workshops a strategy was established, together with the departments of communication and human resources. "As any directed change strategy…

…to employees implies a cultural changeimportant is accompanied by RR. H H. with the aim of ensuring that the corporate message is transmitted from the appropriate form. We purchased as a solution Office 365, and we are working in the implementation of solutions of collaboration via Skype, and also in applications that allow sharing documents in a secure way. "

Josep Meca, IT director at Iberpotash, a multinational with headquarters in Israel whose main activity in Spain focuses on the extraction of potassium to fertilizers, was contrary to the culture BOYD for aspects related to safety. "From the point of view of infrastructure in our organization, employees use Office 365, such as many of the companies that we are here, and I can say that employees of our organization are shown satisfied with the functionality of these productivity tools

in stations of work. However, if we move to the ground of the devices mobility, security can be compromised, because it is very…

…complicated to guarantee it in each and every one of the terminals that handle the users and remain connected permanently ". Mecca emphasized to follow the path of security because of the nature of your business. "Because we are a mining company we need all our employees to be permanently connected and aware of what happens at all times; so BYOD is not an appropriate option for our organization given that in the interior of mines it is not possible to establish Internet connection. Another thing is the plants. But, in any case, the culture BYOD has no place in our company; we prefer to provide the working device ".

Mobility is essential for Juan Santa María Fernández, COO of Mediapro, a multinational company dedicated to to everything that has to do with the media; nevertheless, "the problem that we have is that of almost 25 to 33% of users reside in locations physical or company headquarters.
The rest are productions, short duration both inside and outside from Spain". These circumstances the organization to build equipment intended for temporary working groups, some teams that have to have access to the corporate part of the company. "The challenge we have at Mediapro is that the projects I'm carrying consist of bringing users closer to the corporate platform through virtual desks. Also in the whole series of applications…

…corporations that are already being for mobile devices. Santa Maria affirms that another great challenge they have to deal with is cybersecurity. "Mediapro sells content that has a intellectual property rights that are to be hacked, and it is very difficult to control all that information. "

Pere Turull, service desk manager projects & IT-MSF OCBA of Doctors Without Borders, a non-governmental organization which has a head office in Spain and five other offices and headquarters permanent locations of four stable locations, in addition to a large number of sites that are set up to provide temporary medical disaster relief, epidemics, etc. communication issues are with temporary working groups in places to be provided- coverage are key.

"Almost all communications is satellite, since one of our main problems is to get Internet access". Turull affirmed that it becomes complex to provide connectivity professionals who are working on the ground, and is therefore which have carried out three projects important in communications on the ground in recent months. "Consistency in a joint collaborative initiative, leading the management platforms, all Office 365 sites. In several….

…points with this first project a second communications project unified, based on the platform Cisco and in the communications provided by BT ".

Channeling voice and data in two ways Tomás Domínguez, responsible of operations of Parc Sanitari Sant Joan of Deu, indicated that the health center works independently and decentralized at the IT level, providing services to the entire population of its area of influence. "As responsible for the area of infrastructure, the topic of the digitization of the work affects me fully. Two years ago we began this process of digitization and, after analyzing what we needed and what was on the market, we decided to bet on a virtualization solution applications, other than desks, and bet on the product

BeWorkSpace, now owned by Dell, we use it to virtualize applications and, at the workstation level, we use thin clients, abandoning…

…a bit the tendency to use PC as traditional work stations ".

In representation of an entity of services to the mobility of citizens, Jordi Ruppmann, CIO advisor to RACC, argued that the company has put on the road to a mobility strategy with which they serve more than one million of partners. "We have implemented the concept of cybersecurity in mobility that goes much further, and also the concept of car and society connected. We have a number of first line in the section cloud computing, and we have the model of cloud hybrid, while we are working in a public cloud with Azure and Amazon, and we have a private cloud and outsourcing models, all of which from the point of view of models of work, which we offer to the market in pay-per-use model ". This expert notes that the organization does not make investments which contemplates the concept of mobility from the point of view as wide as possible, applying all of technology, "for which there is a strategic program we have called Workplace, and that not only goes on technology, but also of the change management, for which they help us various partners ".

In its work of helping banks and savings banks savings to put on the market the real estate they own, Antoni Davia, CTO of Servihabitat, set the example of networking among employees, whose productive purpose is to be able to carry out operational processes of deal. "In order to extend the processes of digitization in the operating our company, we have completed the work position completely digital, to which we have built-in all tools from the organization with the purpose to make it compatible with our requirements in high IT security. The challenge here is to convert these positions working in ever-increasing environments productive ". For this, Davia pointed out that they use cloud platforms, applications…

…collaborative, implement policies and tools organizational security and propose to work in a homogeneous way far from looking for other modes of work, and that the use of devices mobile phones will contribute to the productivity.

On behalf of the supplying agency of the main services related to with water supply throughout Spain, José Luis Martínez, responsible of the Suez workplace, noted that the digital workplace is no longer only supporting technology because the user intervenes and new forms to work. "In fact, our corporate headquarters have already integrated new ways to work on a three-way strategy: digitalization, innovation and sustainability.

With this approach, the work in simplicity and greater operability when working. The mobility does not depend on whether there are more and more things; but mobility by definition appeals to simplicity: there are no longer personal desks, professionals, if they feel the place in which you are interested in collaborating.

Martinez explained that they have recently carried out the migration of 40,000 to Office 365, where they have deployed as a Service. "We keep an analogue relationship with the user, although we are working ona plan to bring our relationship with users to the digital environment, in which chatbot is a central theme. As well we are putting in value the theme of the security in the digitized workstation. As future challenges. we contemplate safety and impact measurement of digitization of the post ".

Valentín Pagador, Head of Engineering Digital Workplace by Telefónica of Catalonia, pointed out that the firm is built towards a business model of totally digital telco, for which they have carried out a process of migration to Office 365. "In addition to collaboration tools, we also virtualize apps and have desktop virtualization. We are one technological company and our president exp.

For Pagador, the challenge does not consist whether or not it is done, but is already here and, if we are not, they will see the new generations that in two or three years are going to be the majority within the organization. "They will be workers that, if they do not have the solutions, they will look for them and they will create another type of conflicts. Here, at this table, I see people with two devices: one must be the staff and the other should be the corporate, so if we do not manage it in a cross-sectional way to have little success ".

For Payer, there are those that put the user in the center of the digital workplace strategy, measure the level of productivity and efficiencies, and that the worker's device/digital platform is a sustainable platform ensuring investment pays.

James McMahon, head of Digital Workplace of ATOS, listed the different aspects that intervene in the processes of digitization of the job: the mobility, collaboration tools, security, privacy, devices corporate and user. "I think that in concerning the digitization of the workplace…

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….emerges three factors that appear in all discussions and has to do with that the device is a little element trustworthy". Unreliability of current devices, in accordance with McMahon, leads us to rethink the design of the terminals of the future. "Future devices have to change certain capacities, especially those related to the reinforcement of the authentication tools, with the purpose of ensuring that the person behind it is who claims to be. Strong authentication is possible to establish it in the today, and more when I need my applications or information is encrypted addressed to the right person. If we start to think in this way, surely the designs of the future devices will be much safer ".

Showing itself according to the arguments of McMahon, Dor Zakai, director of VMware End User Computing, centred on the safety of the device and in privacy, but also recognized that mobility allows the expansion of the business and its evolution, and empowering workers to go further in terms of productivity.

"In this scenario, factors such as policies of mobility, regulations, GDPR ... we do not know exactly the degree of which they will have in the development of the digital workstation. Without however, digitization in more effective, more flexible workers and also brings with it the mentality of new generations that are incorporated to the labor panorama ". From the point of Zakai's view, the new generations of employees: millennials, generation X, Y, Z ... will have an approximation different from the workers senior "In the early days of mobile devices it was clear that we should never cross the barrier to mix personal and professional data on the same device, and for many professionals carried two terminals. At the beginning of mobility it was only possible to make phone calls or receiving emails (for those who had a Blackberry), but now many employees use multiple devices to access your data and personal information and also that of the company. We are at a point of inflection that promises a good overview -different from seven years seen, by the influence of IoT, basically.