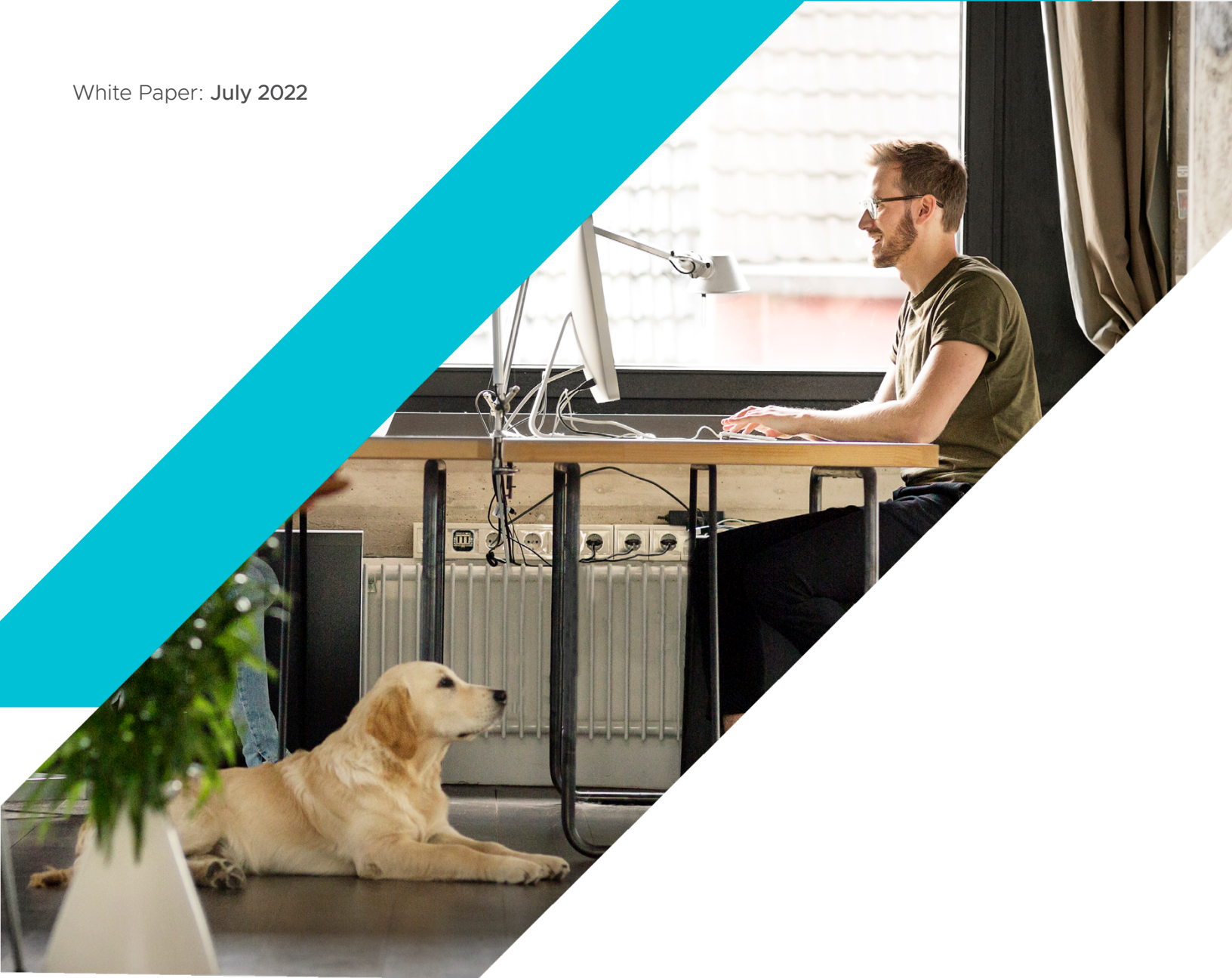


White Paper: July 2022



VMware Workspace ONE

The solution for digital
employee experience



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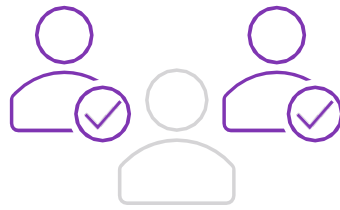
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The connection between DEX and business outcomes

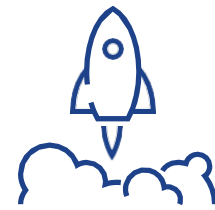
A positive digital employee experience (DEX) empowers employees to do their best work and be productive. Empowered and productive employees lead to better experiences for your customers. According to a Forrester study, a good experience is a business imperative: 77 percent of HR leaders said that employee experience initiatives have increased revenue, and 61 percent said these efforts have improved profitability within 2 years.¹ Monitoring the technology gaps that hinder people from accomplishing their objectives is key to successful digital transformation. Remote work is not just a benefit anymore but something all organizations need to embrace and efficiently deliver as part of their Anywhere Workspace.



75% of respondents say DEX has become a higher or top priority



2 out of 3 organizations prioritize holistic DEX solutions that can offer successful delivery, monitoring, analysis, and remediation capabilities



> 80% of respondents report they are implementing, piloting or have implemented a dedicated digital employee experience platform

Source: Optimizing Digital Employee Experience For Anywhere Work, a commissioned study conducted by Forrester Consulting on behalf of VMware, April 2022

Figure 1: The rise of hybrid work has put DEX front and center.

Organizations have held HR solely accountable for employee experience, but more and more businesses, especially those well on their digital transformation journey, view DEX as a cross-discipline activity that requires the support of other departments, including IT, facilities and legal. Employee experience is influenced by three primary factors—company culture, technology and physical experience—and because technology contributes to all three areas, IT must be an active participant to deliver, measure, analyze and remediate.

This paper explores how market-leading intelligence driven by the VMware Workspace ONE® digital workspace solution improves DEX across the entire organization.

IDC research shows that organizations that invested in digital transformation technologies in 2020 enjoyed a 20 percent increase in employee productivity.²

1. Forrester Research, Inc. "Close The Employee Experience Gap." January 2021.

2. IDC. "Employee Experience and Customer Experience – What Is the Connection?" Holly Muscolino, September 17, 2021.

VMware Workspace ONE improves DEX across the organization

The research study, “[Optimizing Digital Employee Experience for Anywhere Work](#),” conducted by Forrester Consulting on behalf of VMware, revealed that 75 percent of respondents hope that a DEX solution can improve overall employee experience and drive increased retention rates.

VMware Workspace ONE, the market leader in digital workspaces with millions of devices under management, combines access control, application management and unified endpoint management in a single integrated solution. With Workspace ONE, IT can confidently provide employees access to the resources they need while advancing modern management and Zero Trust security initiatives.

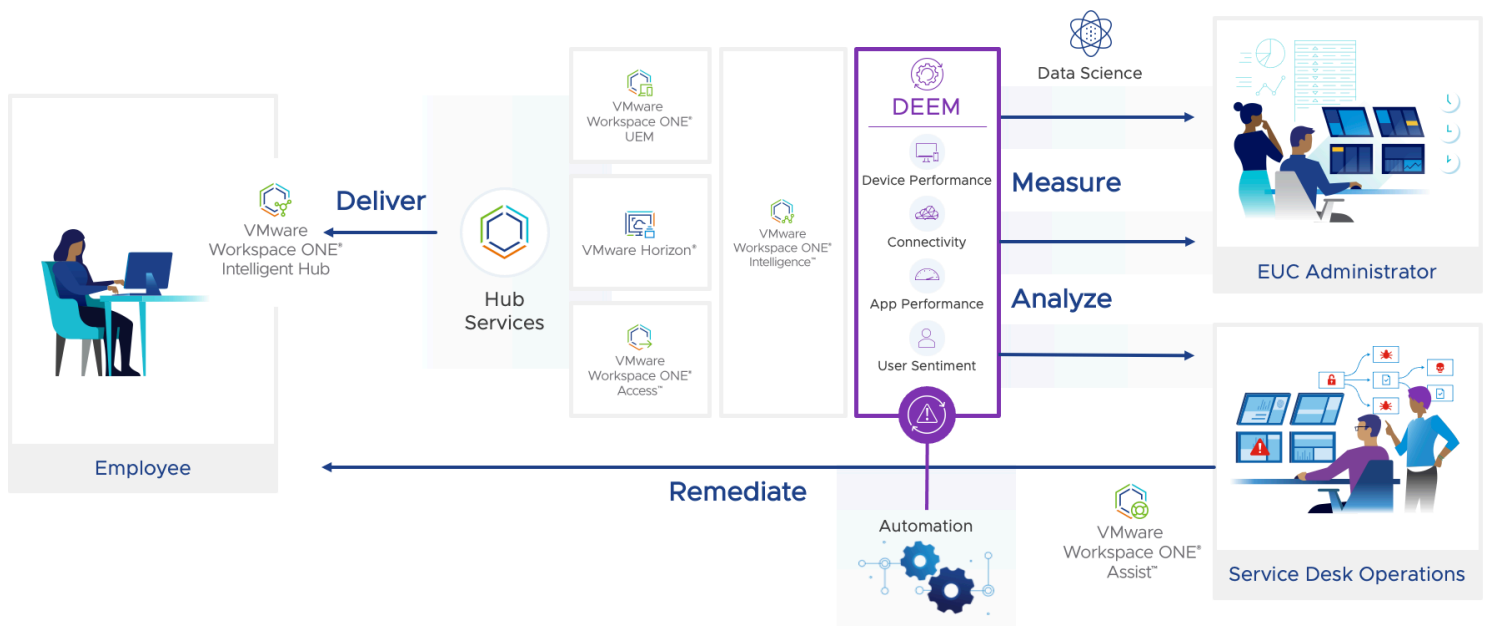


Figure 2: The end user experience is delivered by combining Workspace ONE Intelligent Hub, Hub Services, UEM, Horizon and Workspace ONE Access.

Employees between 30 and 45 years old have had the greatest increase in resignation rates, with an average increase of more than 20 percent between 2020 and 2021.³

3. Harvard Business Publishing. “Who Is Driving the Great Resignation.” Ian Cook, September 15, 2021.

DEX is more than day-to-day work . It spans throughout an employee's tenure, from hiring to retiring . With Workspace ONE, IT can deliver tools that employees need to be productive from the moment they accept their offer letter to easily onboarding and accessing all their applications across any device . And just as importantly, IT can continuously monitor and measure DEX across any device and app . IT can move from being reactive to proactive by identifying issues and remediating them with automation .

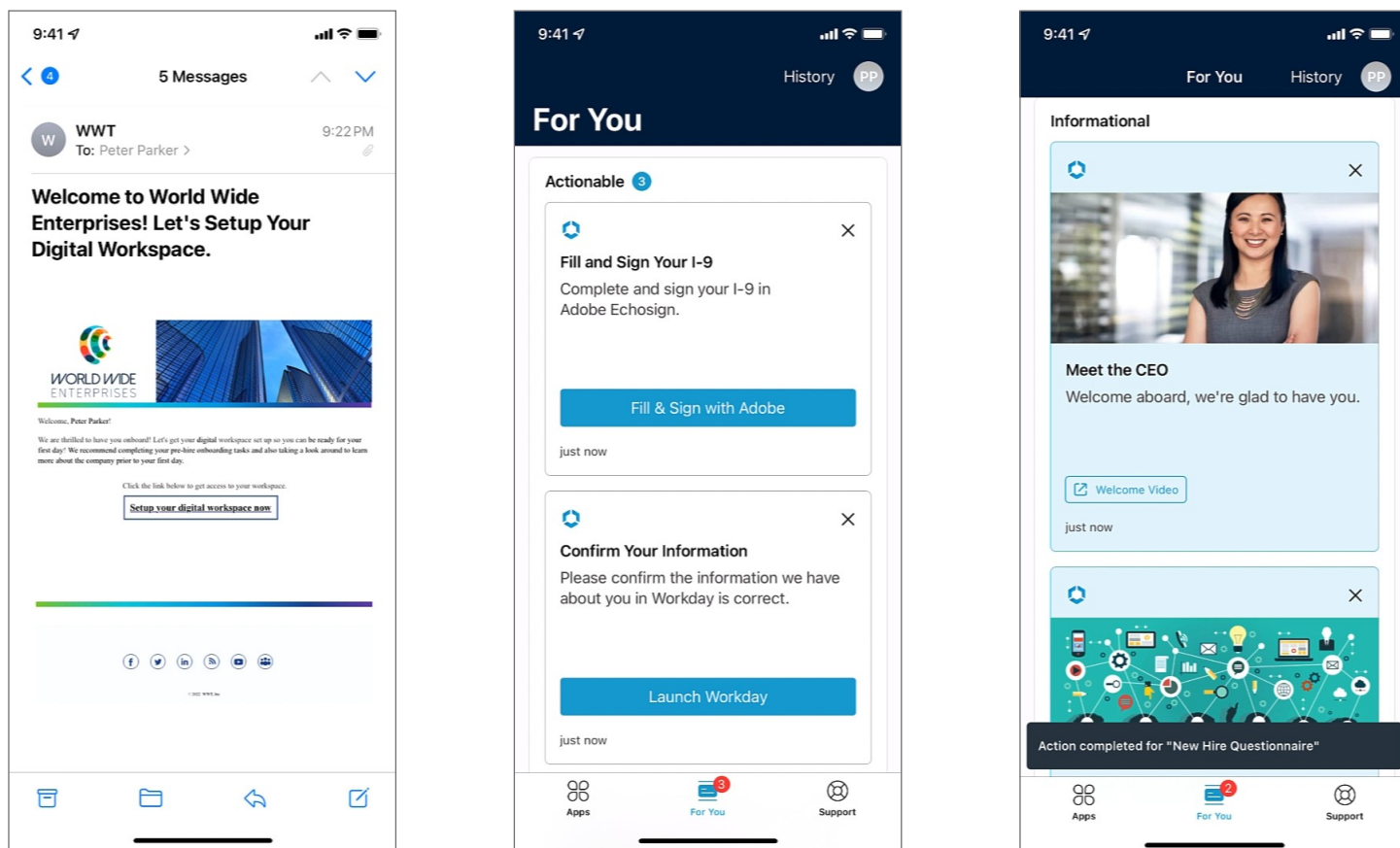


Figure 3: Workspace ONE capabilities at each phase .

Preboarding

Preboarding starts from when the candidate accepts the job offer to their first working day . An engaging preboarding process can influence the level of loyalty and commitment that a new employee feels for the organization and workplace . Excite new hires with the right communication, tools and outreach so they can dive right in before they even start .

With Workspace ONE, you can create a tailored employee experience that accelerates the preboarding experience . For instance, enable the app catalog so employees can complete critical new-hire tasks, including accepting their offer letter, signing up for benefits, selecting devices and peripherals, completing the required forms and documents, and taking company training courses—all before their first day on the job .

Organizations with a strong onboarding process improve new hire retention by 82 percent and productivity by over 70 percent.⁴

Over-the-air provisioning and auto-enrollment

Workspace ONE UEM modern management removes many complexities across different platforms, including Windows, macOS, iOS and Android .

For Windows users, IT organizations can arrange to drop-ship a Windows device to the user . At first boot, the user can enroll into Workspace ONE . Device configuration and the employee's personalized app catalog are automatically downloaded from the cloud ready for use .

Mac and iOS users also enjoy an easy onboarding experience, especially when using Workspace ONE UEM in combination with Apple's Device Enrollment Program (DEP) . Using DEP, IT organizations can leverage Workspace ONE UEM to enroll devices on behalf of their users . This approach minimizes the number of Setup Assistant screens that a user would otherwise have to complete . Upon receiving a preconfigured Mac or iOS device, the employee launches the Workspace ONE app to gain immediate access to native and non-native apps and even virtual desktops .

Workspace ONE also simplifies onboarding for Android users through either the Android Enterprise Managed Device or Work Profile enrollment process, both supported by Workspace ONE UEM . Android Enterprise Enrollment is the easiest approach because no user interaction is required . When an employee connects the Android device to the internet, the Workspace ONE UEM agent automatically downloads to the device with the enrollment details . The employee then launches Workspace ONE to access personal apps .

Preboarding with Workspace ONE gives new hires who have not started to work, access to their digital workspace . Workspace ONE Access generates a one-time-use access token, called a magic link, that you send in an email to new hires . New hires click the link to access a Welcome page in the Workspace ONE Intelligent Hub portal .

4. Source: Glassdoor in Vox Mobile's [Why Virtual Desktop Infrastructure \(VDI\) is the Key to Combat The "Great Resignation"](#), 2022 .

Onboarding

Onboarding can be time consuming, particularly if an employee has multiple devices, requires different types of applications and access, and works remotely. Workspace ONE simplifies the onboarding process and not only delivers a better user experience but also reduces IT costs.

Personalized app catalog and single sign-on

Workspace ONE Intelligent Hub is the central launchpad for employees to securely access apps, workflows and notifications and connect with colleagues. Workspace ONE Intelligent Hub provides a unified catalog of all apps—virtual, desktop, SaaS, web and mobile—in a single view. Employees can easily search for, view and launch apps all in one place.

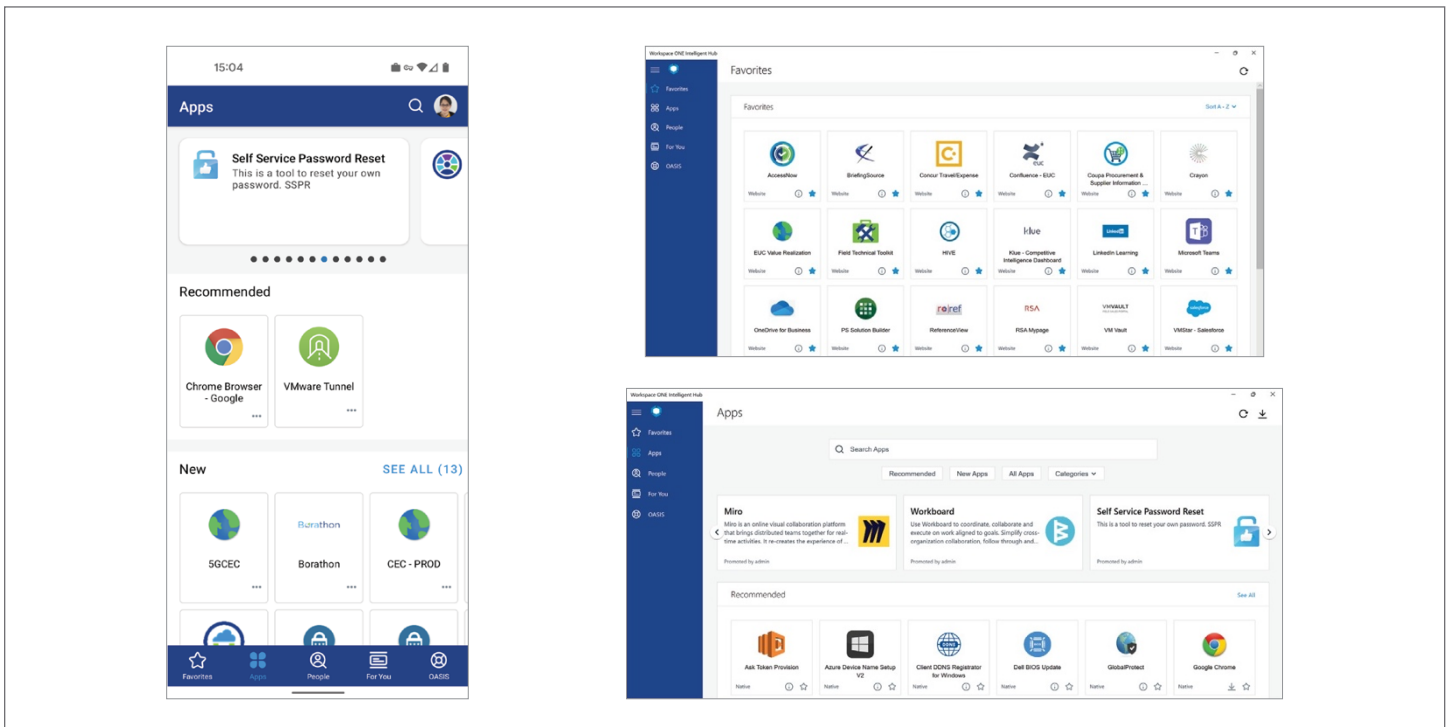


Figure 4: Using Workspace ONE Intelligent Hub, employees can access their personalized enterprise app catalog.

Employees with multiple devices can move between devices with minimal interruption. For example, using a Windows laptop or MacBook, an employee can log in to a virtual desktop and launch an application and then continue to work on the same application on a mobile device, picking up exactly in the same spot.

Secure access and multi-factor authentication

For secure access and authentication to company resources, Workspace ONE Access acts as a broker between an organization's identity provider and Workspace ONE. This provides employees with single sign-on and integrated multi-factor authentication (MFA) capability. This is one of the most effective tools to reduce the risk of stolen credentials or credential stuffing.

Workspace ONE Access is one of the core systems that form the digital employee experience base, and it is essential for a successful employee experience. Co-located within Workspace ONE Access is the Intelligent Hub Services that enable remote workers to find and access the features they need to get their jobs done. Verify in Intelligent Hub integrates MFA and the digital employee experience (catalog, workflows, people, and more) to enable easy access for the user.

Product provisioning

Easily configure devices and make sure they are always up to date with the content they need . Product provisioning enables IT to create products—containing profiles, app, files/actions and event actions—that follow a set of rules, schedules and dependencies . Organizations can easily lock shared (common in retail, healthcare and financial services) or multi-user devices in single or multi-app mode, support check-in/check-out, and customize the UI to match your company’s brand . With check-in/check-out, IT can configure device settings across use case, full-time versus contingent worker role, or an individual to prevent unauthorized access, and only give workers or customers access to the apps, content and settings they need, without compromising security .

Device enrollment and management

With more employees preferring to use their own tools for work and new workstyles, such as hybrid and remote work, Workspace ONE helps organizations easily and securely deliver and manage any app on any device .

Workspace ONE offers different management modes, each providing different levels of control for IT . The Workspace ONE admin console contains embedded privacy features that help IT secure company data while maintaining user privacy . Workspace ONE also puts users in control of their privacy with capabilities such as visual warning and cues when actions are being taken on their personally or corporate owned device .

Employee tenure

Beyond onboarding, Workspace ONE continues to empower IT to deliver positive employee experiences throughout the employee’s lifecycle . For example, Workspace ONE helps employees learn new procedures and easily collaborate with colleagues . Workspace ONE also helps monitor and measure device and application performance on an ongoing basis, and provides IT tools to identify and remediate issues and ensure that employees are productive and engaged .

Media-rich directory

Employees can engage with co-workers using an online company directory complete with rich media profiles . With a single touch, employees can chat, text or call colleagues .

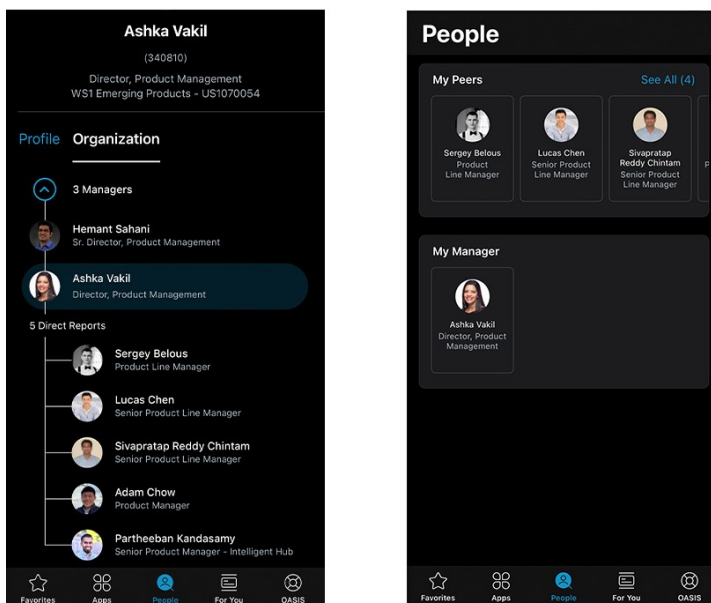


Figure 5: Employees can search for colleagues, put a face with a name, and reach out to co-workers with email, text or phone with one click .

Personalized home page

Managers can play a major role in enhancing an employee's digital experience by working with IT to define a custom home page. The home page can serve as an intranet to help employees quickly find relevant information and news based on their role or as a training platform to inform employees of education courses for skill and career development.

Adaptable digital workspaces

With Workspace ONE, an employee's workspace can be modified as needed. For example, when an employee moves into a new department or role, they can launch Workspace ONE Intelligent Hub on the first day and access the apps and data that are now relevant to the new position—all done seamlessly in the background without any effort by the user.

Custom notifications

Workspace ONE helps keep employees engaged on an ongoing basis by delivering personalized communications via notifications. Notifications include custom texts, actions and priorities that can be shared among defined groups.

Create notifications for corporate communications, such as reminders of compliance training, company all-hands meetings and system outage alerts. Combine notifications with workflows to give employees in-the-moment information to complete tasks and take actions across business systems without launching multiple apps. For example, using prebuilt connectors with popular apps, such as Salesforce, Concur and ServiceNOW, employees can arrange travel, submit expense reports, approve sales quotes, or track the status of their trouble ticket from Intelligent Hub. Custom notifications are easy to create with the Workspace ONE Notification Builder wizard.

Employee self-service

Minimize support and IT costs by letting employees manage some aspects of their workspace, such as choosing relevant work applications, deploying updates and resolving basic issues—all things that most employees are accustomed to do with their personal devices. With Workspace ONE, IT does not need to make assumptions regarding which tools employees want and need to be productive. A self-service support tab, which can be branded to your organization's IT help desk, can provide employees access to applications, password resets, encryption key recovery and more.

Sixty-five percent of digital leaders invested significantly in cloud technologies and platforms that put tools in the hands of employees to accomplish tasks faster, leaving more time to dedicate to value-driven and insights-based work.⁵

5. PWC. "United, not divided: How CIOs and business leaders can raise their Digital IQ and reap the payoff." 2022.

Employee workflows

Particularly on mobile devices, employees are often faced with cumbersome, repetitive tasks that require flipping from one app to another. Simplify workflows through experience workflows with third-party business systems. Employees can be notified when a new task is available. IT can easily create workflows using a low-code/no-code builder or deploy out-of-the-box connectors.

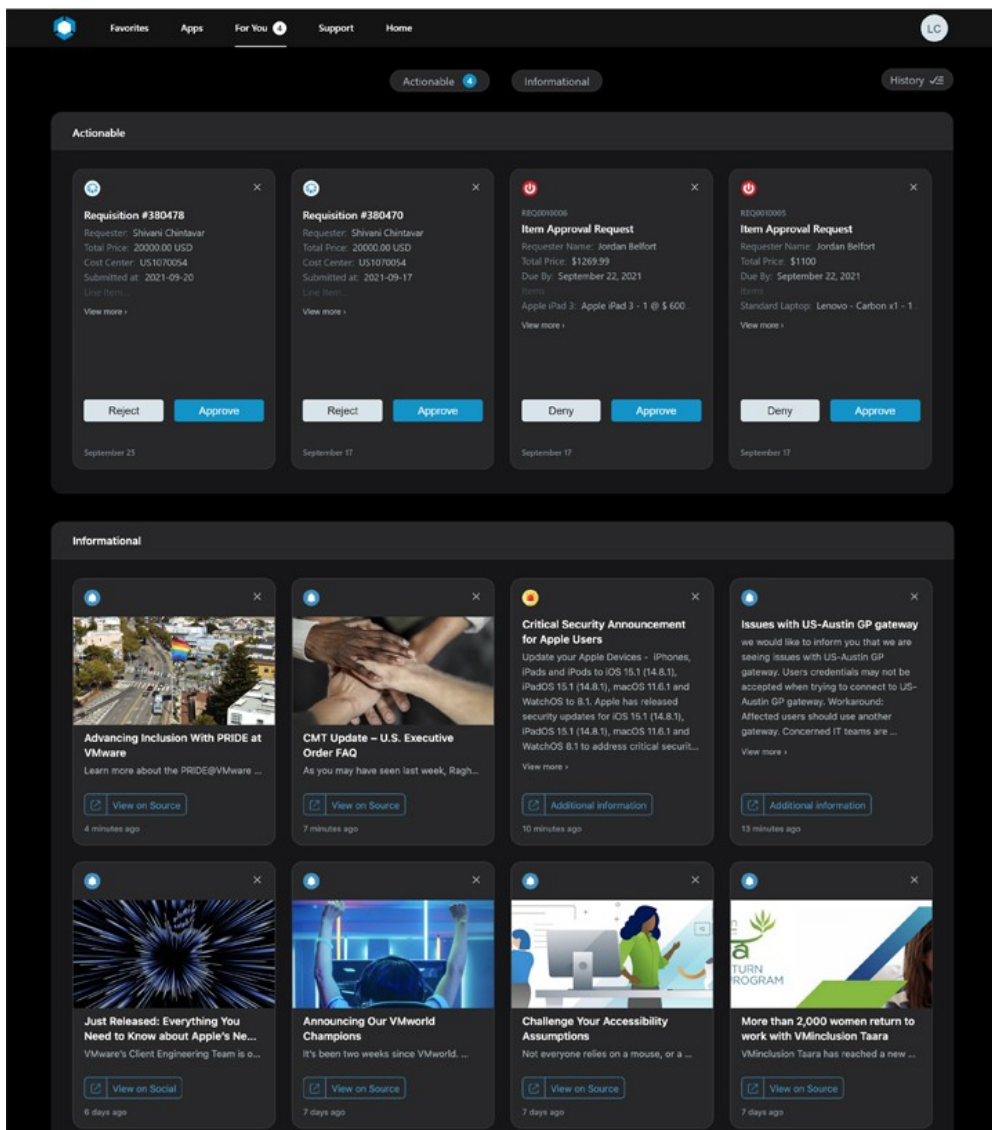


Figure 6: With experience workflows, employees are provided the context needed to make a decision and can take action from within the notification.

Measuring employee experience

Understanding how employees interact with the digital workspace and their perceived feelings is the first step to delivering superior DEX. Digital Employee Experience Management, powered by Workspace ONE Intelligence, collects quantitative metrics and qualitative employee sentiment and delivers visibility and insights into the overall digital employee experience with experience scores, dashboards and reports. IT admins can leverage this data to identify issues, perform root cause analysis and deliver a fix.

According to [IDC](#), nearly 60 percent of the U.S. workforce are mobile frontline workers—employees who do not require a desk or an office to do their work. An explosion of mobile apps is shifting traditional workflows to the digital workspace. The Workspace ONE Intelligence SDK measures employee experience and engagement with custom-built mobile apps. Workspace ONE Intelligence SDK tracks app crashes and hangs, network performance and user flows (key user interactions), all feeding into the overall experience score. It also tracks app adoption to help IT rationalize app development and licensing and strategize operations, such as maintenance and upgrades.

To truly gain a holistic understanding of employee experience, organizations will need to collect user feedback in addition to quantitative metrics. Quantitative and qualitative inputs provide an accurate picture of your organization's digital employee experience and most importantly, enable you to make decisions to improve that experience. Within Digital Employee Experience Management, organizations can easily launch contextual micro-surveys to gather end-user sentiment about apps and devices, analyze results, and make data-driven decisions.

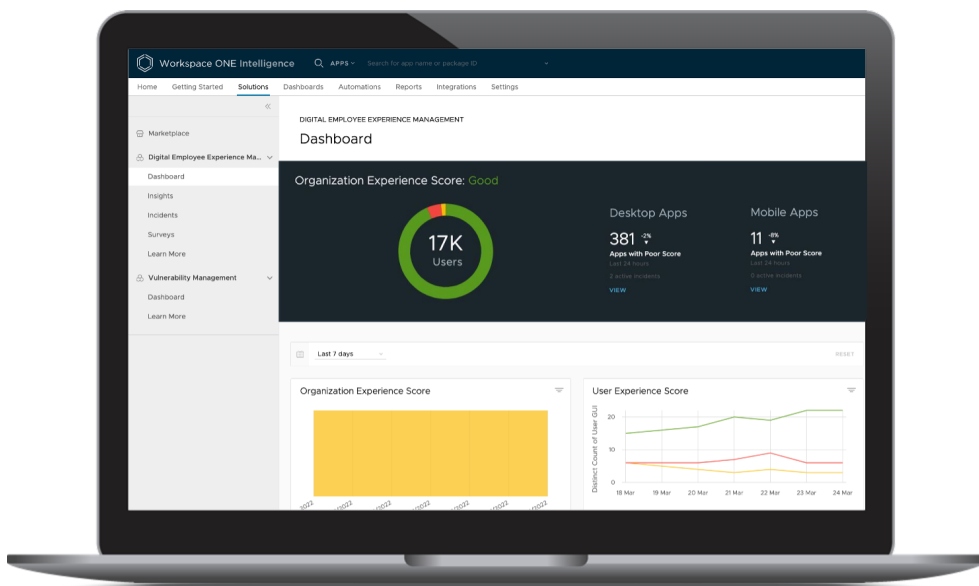


Figure 7: The Digital Employee Experience Management dashboard provides at-a-glance details of the holistic user experience. Apps are ranked in order of impact to prioritize root cause analysis efforts.

Guided root cause analysis

Issues happen, but being able to quickly identify and troubleshoot the issue not only keeps employees more productive but also improves overall employee experience and satisfaction. The Digital Employee Experience Management Incidents capability consolidates the relevant data in a single location. Contextual dashboards, reports, notes, and the ability to collaborate between admins facilitates finding the root cause of the problem and a speedy recovery. Admins can also estimate the impact based on how many devices or users are affected and design a workflow to fix it. All information is saved so admins can refer to it when a similar issue comes up.

Anomaly detection

In today's complex IT environment, any number of things can impact DEX and productivity, ranging from the intricacies of device health to OS stability and app performance, and each category includes many details and metrics that must be tracked. In most cases, admins manually set up alerts based on thresholds they can define while ignoring or missing other metrics. The Insights capability in DEEM helps eliminate manual and guess work associated with setting up alerts. (Guess work refers to admins needing to guess the values of the thresholds, which is eliminated with Insights.)

Using machine learning models, the system learns each metric's normal range and defines it as a baseline. It then continuously tracks those metrics and sends alerts only when values fall outside the normal range. The system continuously monitors and adjusts thresholds as trends develop to accommodate changes in the environment. Insights helps IT teams avoid alert fatigue and focus on what matters most.

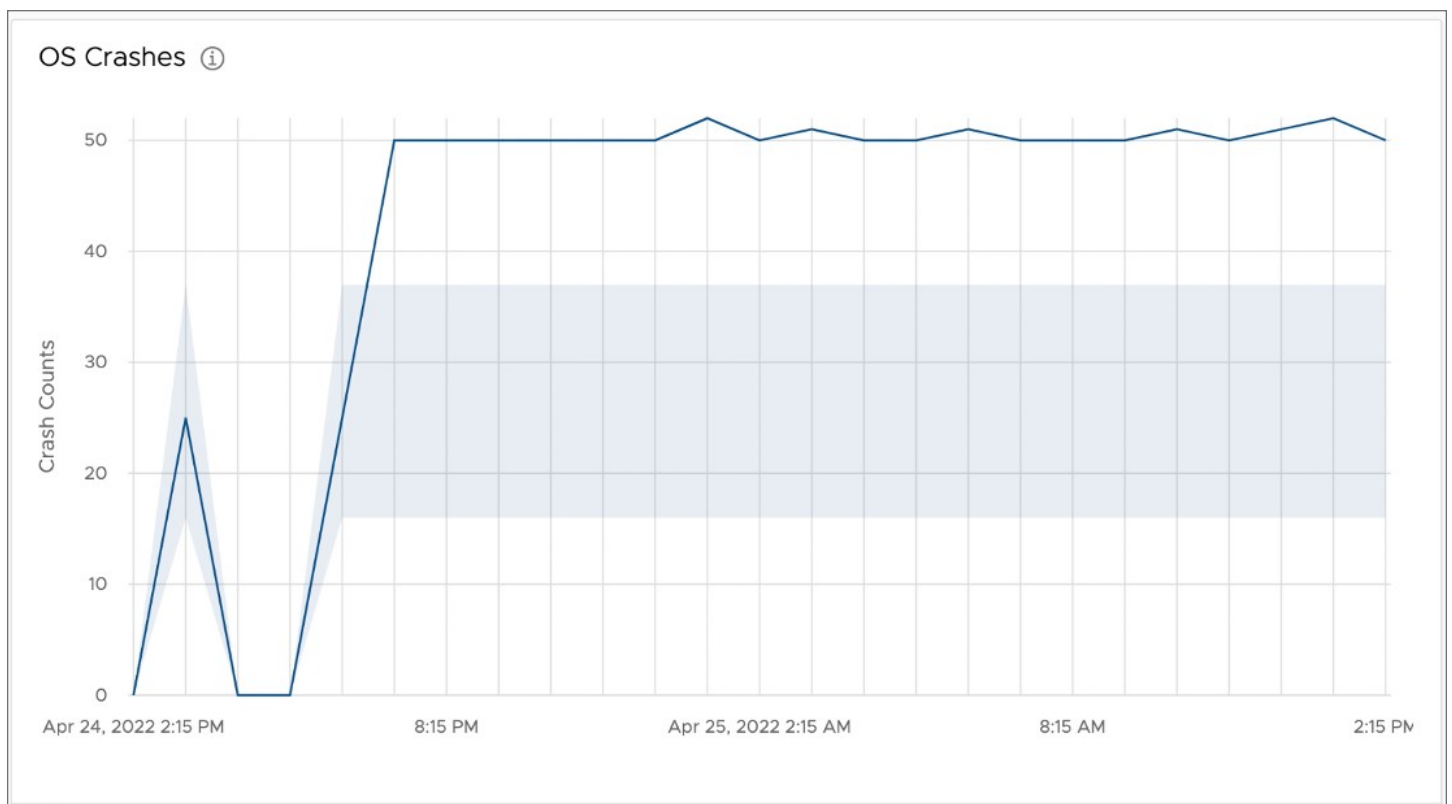


Figure 8: An Insights dashboard showing a normal range for OS crashes.

Remediation

When the root cause of an issue is identified, IT teams want to fix it as soon as possible. With the automation engine in Workspace ONE Intelligence, IT admins can design remediation workflows with conditions and rules based on defined criteria. Because Digital Employee Experience Management is integrated with the Workspace ONE platform, these workflows can take a wider range of actions, for example, pushing an OS update or notifying a user with next steps or a self-service solution. Remediation workflows can also span the IT ecosystem using third-party integrations with customer connectors. Out-of-the-box integrations are available with ServiceNow and Slack.

Remote control and support

Technological problems are inevitable, and the same digital tools that empower workers one minute can be a roadblock the next, negatively impacting employee productivity, customer experience and a business's bottom line. Workspace ONE Assist is a remote worker support solution that enables organizations to quickly assist workers with device tasks or troubleshoot and fix device issues in real time. IT can easily launch remote support sessions and control devices directly from the Workspace ONE console.

Secure productivity apps

Productivity apps play a critical role in an employee's work experience. Workspace ONE productivity apps include

- **Workspace ONE Intelligent Hub** – Central point of access to all apps, notifications, people and more
- **Workspace ONE Boxer** – A faster, smarter and more secure email, calendar and contacts application optimized for common workflows, such as meeting creation, quick replies and calendaring on the go
- **Workspace ONE Web** – Instant, secure access to corporate intranet sites with the ability to tailor the experience to meet kiosk mode and shared device use cases
- **Workspace ONE Content** – Streamlined method to capture, access and distribute enterprise files and assets
- **Workspace ONE Notebook** – Ability to capture, organize and share thoughts, ideas, meeting notes, images, handwriting and more while safeguarding user data

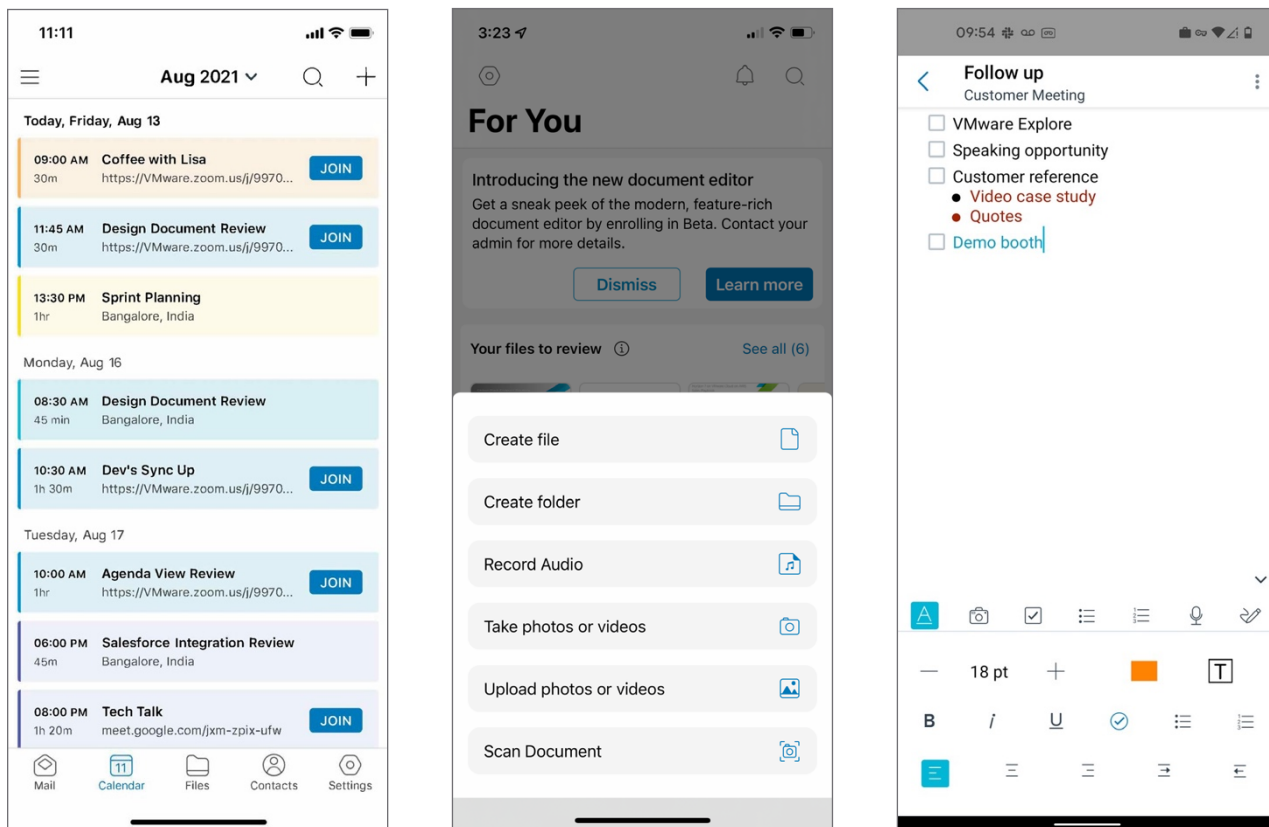


Figure 9: Quickly join meetings with a single tap from your mobile device with Workspace ONE Boxer (left). Create, save, edit and update documents on your mobile device with Workspace ONE Content (center). Capture, organize and share your thoughts, ideas, meeting notes, images, voice with Workspace ONE Notebook (right).

End-user adoption

An adoption program helps employees engage and embrace the new platform as part of their daily work experience and understand the new tool's benefits at their disposal. It also provides support for users to become proficient, enhancing their competencies, workplace satisfaction and value to the organization.

The Workspace ONE end-user adoption program includes communication templates that you can customize.

Offboarding

When employees leave the organization, offboarding is an important process in terms of security, compliance, protecting valuable company assets, and providing a pleasant experience for the employee. For example, Workspace ONE can provide employees answers related to alumni benefits and 401(k) rollover. IT can safely remove user entitlements and credentials from directories and systems as well as all corporate and employee data across personal and corporate devices.

Summary

Leading organizations at the forefront of digital transformation recognize the importance and benefits of delivering employee experiences that are meaningful and fulfilling. Forrester's 2021 Close the Employee Experience Gap study found that nearly 80 percent of HR leaders surveyed think employee experience will be one of the most important factors contributing to achieving business objectives within 2 years.¹ Workspace ONE can help by delivering a unified digital workspace on any device, with insights for IT to measure DEX and support secure employee productivity no matter where they work.

Resources

Learn more about VMware Workspace ONE solutions for the digital employee experience:

[Digital Employee Experience Solution](#)

[Digital Workspace TechZone](#)

[End-User Adoption](#)

