DELLTechnologies

SERVICES FOR ENTERPRISE USER EXPERIENCE

Craft a worker experience that matters

ESSENTIALS

Dell Technologies can help you:

- Design modern, personalized experiences for your workers
- Create responsive web and mobile interfaces
- Assess existing user interfaces to identify improvement opportunities
- Perform usability testing to identify productivity blockers

Business Challenges

Technology and the workplace are evolving, driving new expectations for users and how they engage at work. Large companies have a sprawling network of critical tools that are difficult to use, causing worker frustration. Over the past few years Dell Technologies has seen an incredible change in the enterprise, where IT is under enormous pressure to reduce costs, while providing more streamlined services and modern capabilities. Companies have done a lot to consolidate and standardize in the workplace, however the software and programs their workers use, remain largely inflexible and don't deliver the experience or value they require. This is one reason why cloud-based technologies are so popular; they break down some of the barriers users face when they want to complete simple tasks.

Forty-two percent of millennials are likely to quit a job because of substandard technology, according to the Future-Ready Workforce Study by Dell and Intel. Studies like this show how important it is to provide a more efficient, intuitive experience. The line is blurring between which tools are used at work and at home. Most workers are accustomed to rich features and functionality on their personal devices, and expect the same or better at work. In today's fast-paced world it's no longer a matter of "good enough"—to attract and retain talent, companies must create a better work experience.

The effort to make applications and interfaces more intuitive used to require a significant investment. However, this is not the case today. User research such as interviews, personas and user journeys, help us quickly identify expectations, behaviors and the specific needs and challenges users face with the tools they use every day. Modular frameworks and agile development provide opportunities to greatly improve and upgrade the user experience in less time. Dell Technologies can help you create new, modern experiences for your workers, giving them the freedom to reach new heights of innovation and job satisfaction.

Services Description

Providing your workers with an experience that empowers them to complete tasks, collaborate easily and innovate faster depends on a more personalized, modern approach. One that works on all devices, understanding who they are, and what they care about. We can help you incorporate emerging trends into your worker experiences such as:

- Intelligent recommendations and micro-task automation with Chatbots, machine learning and AI;
- Voice and virtual personal assistants to help drive out complexity and deepen experiences

We offer a range of Enterprise User Experience services to help your business reach its full potential.

- **Digital Strategy & Design**—Through the art of the possible, we will help you uncover the possibilities, envision future experiences and design new personalized solutions. We start by understanding the user, your goals, identifying personas and key journeys, and mapping that to an actionable vision and plan for success. Whether you need a full digital strategy or a functional business plan, we have the capabilities and experience to quickly move you from idea to engagement.
- **Modern Web & UI Development**—We will design and implement new responsive web and mobile interfaces that reflect today's design trends. We leverage modern frameworks such as Angular and React. Using agile and test driven development and PaaS frameworks, whenever possible, we will work with you to create these new experiences.
- **UX Assessments**—User research, workshops and heuristic reviews help uncover specific experience needs and make targeted recommendations. Whether you have already identified experience problems such as navigation, finding content or are looking to make improvements to an existing UI; we will quickly engage and provide tactical and strategic recommendations for change, allowing you to focus on the larger, long-term picture.
- **Usability Testing**—Working with users to validate a design, investigate and resolve problems. We will conduct remote and onsite user testing for mobile and desktop using a variety of tools. We will create a plan that includes the right mix of representative users, identify key scenarios and observe the users in their own environment, to understand barriers and blockers that prevent them from getting their job done in the fastest time possible.

Why Dell Technologies

Large organizations work under many challenges that hinder their ability to create innovative experiences such as technical constraints in changing platforms and connecting systems (think "single sign on"), as well as organizational restrictions and processes that take time to change. All this must be balanced against workers' desire for rapid change.

Dell Technologies has a strong history of working with large companies to break through these constraints and find the areas of innovation to create a successful digital workplace. We understand the technologies, integrations, profile security issues and governance aspects required to make your workers' experiences viable. Dell Technologies brings a long history of SharePoint-based projects coupled with a high-quality Enterprise UX design and an understanding of what works for end users, having spent over a decade on these solutions. We can execute from the initial concept, all the way to the underlying storage platforms, program management, project management, and the adoption and change management needed to achieve your business objectives.

Summary of Benefits

As you move from the planning stages to implementation, Dell Technologies can provide the strategic and tactical services, proven methodologies, and expertise needed to help you craft worker experiences that matter. Deliver a modern, consumer-grade experience to your workers and reap the rewards of:

- Attracting and retaining talented personnel
- Increasing worker productivity
- Innovating faster to achieve new business opportunities

Realize benefits other enterprises have experienced working with Dell Technologies—a proven expert in enterprise UX and the technologies that enable it. Our holistic approach will help you minimize risk—making us your partner of choice.

Learn more about Dell Technologies Consulting Services

Contact a Dell Technologies Services Expert

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