

# Powering today's evolving Digital Workspace

 DELL EMC

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## Consumerisation is driving workforce transformation

In the age of mobile and cloud, consumerisation is directly impacting how businesses drive digital transformation.

**Modern workforce** – Millennials are a growing percentage of the modern workforce, which has placed a greater emphasis on the flexibility, convenience, and productivity offered by the mobile experience. They believe in collaborative work styles and the freedom to work from anywhere, and they prefer to choose the devices and apps they need to facilitate that culture.

**Apps anywhere** – There has been an exponential increase in the use of software-as-a-service (SaaS) apps at work - almost all of which sit outside of the traditional corporate network. This has given rise to inconsistencies in user experience, security posture, and support requirements that must be addressed to manage costs.

**Mobile workflows** – Businesses globally are reinventing their processes to take advantage of mobile and cloud to maximise efficiency, while the need to improve customer experience has never been greater. Mobile presents a great opportunity across industries to improve business outcomes by making information available at the point of customer engagement.



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## Businesses are now facing new challenges

With the emergence of enterprise consumerisation, traditional ways of managing, securing, and supporting users, apps, devices, and data may no longer meet the needs of businesses. IT is challenged to redesign delivery models for mobile and cloud technologies. Workspace ONE™ provides a solution to the evolving Business and Workforce models delivering user centric productivity and workplace satisfaction.

**Device management is changing with Windows 10** – Legacy PC lifecycle management and Windows operating system (OS) management is complex, costly, and restrictive. With the introduction of Windows 10, Microsoft is offering IT organisations a simplified approach to managing their OSs from the cloud.

**Shift to a “cloud-first” model** – A cloud-first model shifts the burden away from CapEx to OpEx, giving IT better control over costs and the flexibility to adapt to changing business requirements.

**Self-service** – In a digital world, IT has to be responsive to two key stakeholders, business owners and the workforce. Both groups are less reliant on IT to meet their needs, and both have come to expect a self-service model.

*“VMware’s software-defined principles have provided enormous benefits for our organisation, not only in the way we can deliver infrastructure services to customers but also in the speed at which these services can be brought to the market.”*

**Tom Stockwell, Head of Hosting Product Management, Vodafone**

**57%** of employees expect to be working in a smart office in the next five years





**18%** are working from a public location every week, advanced security protection is considered the most important technology to be implemented into their workplace

## Empowering the Digital Workplace

### VMware Workspace ONE™ - An integrated platform powered by VMware AirWatch Technology

VMware Workspace ONE™ harnesses consumerisation and empowers the digital workspace by delivering a simple experience that enables the rapid adoption of new services and workflows, while optimising security with rich contextual access policies. With IT and VMware working together enterprises can take advantage of digital transformation, speeding time to integrate apps, securing data, and controlling the hidden costs of shadow IT.

**Simplify app and access management** – With VMware’s digital workspace solution, employees can get work done in real time from any device or location, without compromising security. It provides users with a single repository to access all business apps, optimised by device type. Built with enterprise-level security in mind, VMware’s solution also includes multi-factor authentication using any mobile device. Its privacy-by-design approach assures users that their personal apps and data remain invisible to IT.

**Virtualise desktops and apps** – To maintain enterprise security, certain types of data should never be left on a non-trusted endpoint nor leave a secured network. When desktops or applications are virtualised, they run in secure data centres on-premises, or in the cloud; only the user interface is transmitted beyond the firewall. Applications and all of their data remain secure in the data centre, never touching the devices that access them.

*“By using the VMware solution we have reduced the operation cost per application for our customers by 75%.”*

Christian Handt, Head of Workplace Infrastructure Management Services,  
Deutsche Bahn AG

**Unify endpoint management** – Today’s businesses employ a variety of device ownership models - from corporate-owned or shared, to Bring Your Own Device (BYOD) and Corporate Owned Personally Enabled (COPE). VMware’s digital workspace solution enables IT organisations to leverage a single platform to manage all apps and devices, regardless of ownership models, with complete employee privacy.

The solution includes unified endpoint management, built on industry-leading VMware AirWatch technology, to support app management across physical desktops, on or off the corporate network. It enables complete, scalable, over-the-air provisioning and lifecycle management, and delivers real-time visibility for users, apps and devices across any network, whether physical or virtual.

**Modernise Windows management** – VMware’s digital workspace platform enables IT teams to provide management and control of Windows 10 PCs, regardless of location or ownership model. IT organisations can provision systems out of the box without needing to touch new laptops, as well as support full application lifecycle management.

Windows app delivery across devices helps ensure that corporate apps can run smoothly while meeting compliance requirements. To help strengthen security, air-gapped access with Horizon-hosted virtual apps ensures that non-trusted devices never touch the enterprise network, while remote users can access the enterprise applications they need.

## A single integrated Digital Workspace platform that simplifies Workforce Transformation

VMware enables your staff to be more effective and more efficient whatever their work style. Whether they’re at their desks most of the day, always on the go, or working remotely, VMware plays a key role in this workplace transformation.



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*“VMware has taken us to a more agile and efficient place which provides us a way to shorten the R&D process and the time of product release to the market.”*

**Liron Freind, DevOps Director, Amdocs**

**52%** percent of employees already work outside of a traditional office at least one day a week

\*Dell & Intel Future Workforce Study Global Report - Research conducted by Penn Schoen Berland, 2016



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