Digital Transformation in a Global Age

A fundamental and vital change in perspective

The future of the Digital Workplace

You've heard that organizations must digitally transform in order to survive, much less compete, in our global marketplace. In fact, according to a recent **Futurescape report** from the International Data Corporation (IDC), by 2023 those organizations that neglect investment in digital transformation infrastructure will lose market share to existing and new more digitally-savvy competitors.

Digital transformation isn't just about adding digital technology into an existing enterprise. For organizations to completely digitally transform, they must integrate digital technology fully into their organizations — fundamentally changing how they operate.

And it's more than the tech itself. It's also a shift in perspective.

It's a paradigm, not new gadgets

Workplace transformation means finding the best way to keep people as the focus of your organization: both customers and employees.

To succeed in multiple areas of business, employee satisfaction and performance should be a top priority of enterprise: satisfied employees with the right tools to do the job provide better customer experiences, as well.

One way to prioritize employee satisfaction and productivity is to offer employees the right tools for the job: in a recent survey, 48% of respondents said that the right technology tools were the most impactful way to improve employee experience.[1]

Providing employees with the best tools for the job takes an understanding of the digital ecosystem and of employee needs. And it also takes money. By 2023, DX spending will grow to more 50% of all communications technology (ICT) investment: up from 36% today.[2]

By 2029, predicts the IDC, 75% of European organizations will be fully digitally transformed. The rest? They'll have a struggle.[3]

But that spending can't be haphazard. It's important for enterprise to look ahead: to not only understand the way employees and customers use technology now, but also how they will use technology in the future.

This requires a flexibility in digital transformation strategies allowing for growth, scalability and turning on a dime.
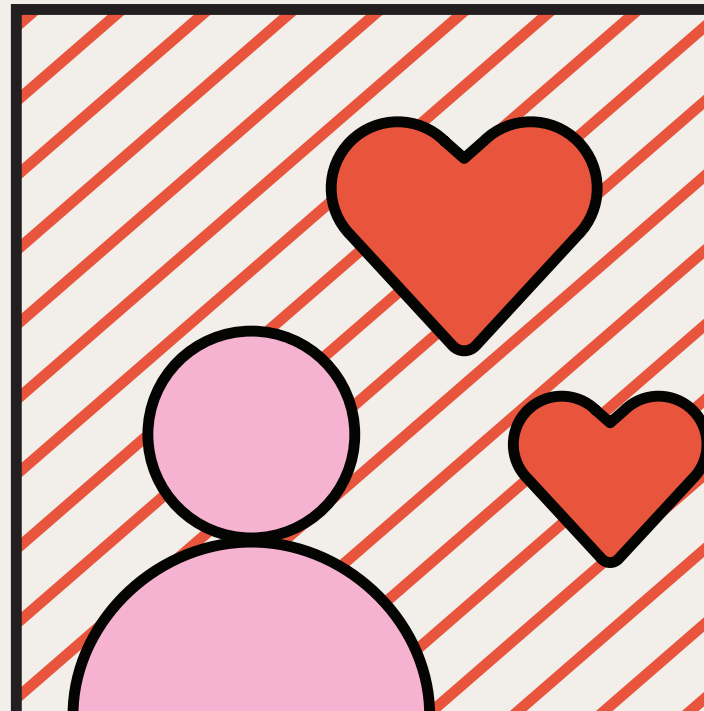
Why do it?
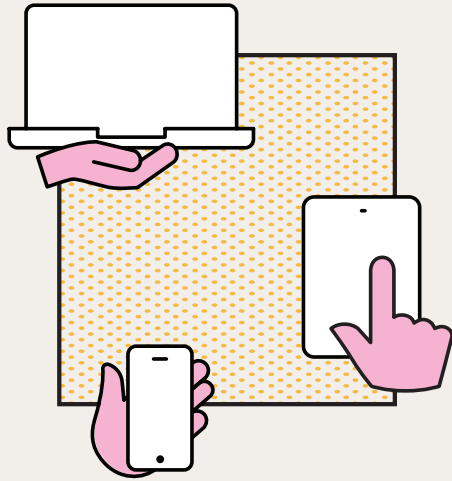
Why are European companies investing in workplace transformation?

The right technology tools: 48%
Employee productivity: 44%
Employee experience: 36%
Competitive advantage: 33%
Employee retention: 28%
Customer experience: 28%

Source: IDC European Human Capital Management Survey, 2018 (n = 301)

Digital workplaces must be able to focus on multiple, complimentary ideas and technologies. For instance: flexible remote working policies need to be coupled with a culture of trust on the part of management and appropriate security technologies to enable and protect distributed personnel. As such, digital workplace leaders expect to spend significant time and money on such initiatives over the next 12 months.

How has employee engagement affected the bottom line?

A good employee experience benefits other areas of the company, enabling organizations to reach long-term goals.

Here is how organizations rate the business impact of increasing employee engagement:

Revenue growth: 43%
Profitability: 43%
Employee loyalty and retention: 43%

Employee productivity: 41%
Customer retention and satisfaction: 41%

Source: IDC European Future of Work Study, March 2020

One of the most important ways to increase employee engagement: helping them work in the best environment for them. The desire to offer an option to work from home is driving increased interest in virtual workspaces and device management.

What are the best tools for the job?

Increasingly, in the enterprise, the answer is Apple.

Organizations point to Apple's iPhone and iPad as the top products in use, for instance. Employees already familiar with their own devices can be more productive if allowed to use their own tech or offered familiar tech. These iOS devices should be among the tools organizations consider if productivity, user experience and security are among the top buying criteria.

For these reasons, the IDC expects an increase in enterprise iOS usage over the next year, including a steep increase from 18%-29% in Central and Easter Europe.[4]

The best tech for transformation

Technology with superior end-user experience helps make digital transformation efforts successful, supporting employees where and when they need it.

That's why it's no surprise that IT/HR help desk automation is getting deployed at higher rates than other areas: not only does this help employees in the workplace, but also when working remotely.

Top digital workplace deployments
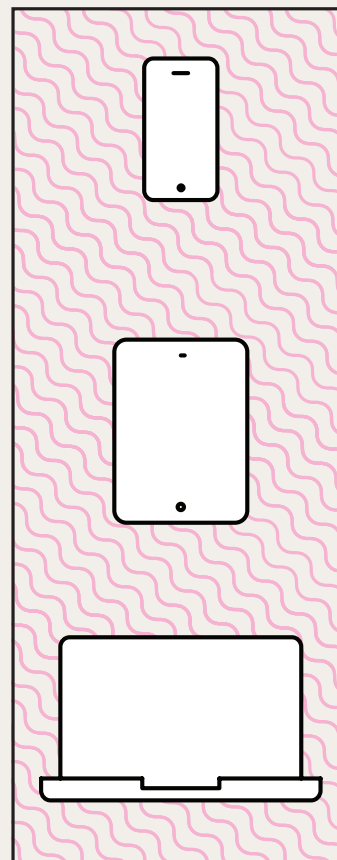
IT/HR help desk automation: 46%
Flexible remote work policies: 37%
Teamwork collaboration tools: 36%
Analytics to track end-user experience: 32%
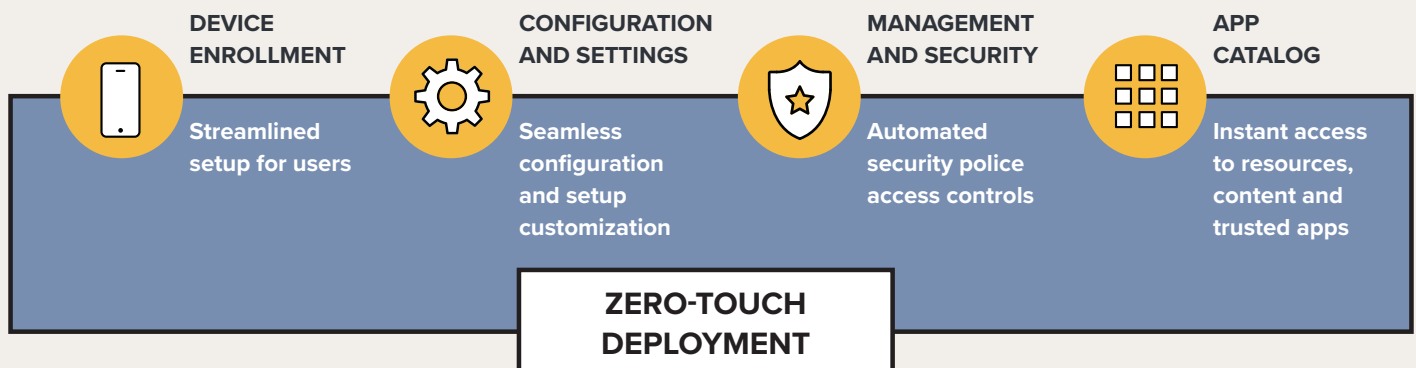**Security to support new workstyles:** 30%

Source: IDC European Future of Work Study, March 2020

Adaptability: staying light on your feet

Enterprise has to be adaptable and to dynamically evolve to meet changing market demands. With a variety of working contracts, full-time, part-time, on-demand and temporary workers, companies need to quickly and securely onboard new staff. The best way to achieve this is through zero-touch deployment: a workflow that allows for IT to fully provision and orient new staff without having to physically load devices.

An automated and secure onboarding process can be most effective for work agility and productivity.

DEVICE ENROLLMENT

Streamlined setup for users

CONFIGURATION AND SETTINGS

Seamless configuration and setup customization

MANAGEMENT AND SECURITY

Automated security police access controls

APP CATALOG

Instant access to resources, content and trusted apps

ZERO-TOUCH DEPLOYMENT

Source: IDC European Future of Work, March 2020

What about security?

Working from anywhere, even if hastened by a pandemic, is becoming the new normal. While before the pandemic 66% of European companies had very limited or no remote work policies, only 35% of them plan to go back to their pre-pandemic policies.[5]

With that new paradigm come some specific security concerns, and organizations are investing heavily in digital security.

Unsurprisingly, these new workplace flexibility options combined with increased security considerations requires close collaboration between not only between IT and HR, but a closer collaboration between all teams in a company.

A true digital transformation with superior employee experience requires organization-wide alignment: not as an end goal, but as standard business practice to keep pace with changes in technology, employee needs and business strategy.

For all of this to work for employees, customers and stakeholders, it's essential to create a culture of trust. That's why, according to the DID, 50% of the G2000 will name a chief trust officer to focus on cross-functions security.[6]

During the lockdown, organizations have implemented these top five security technologies:

43% gateway access and protection (network access control)

41% identity and access management
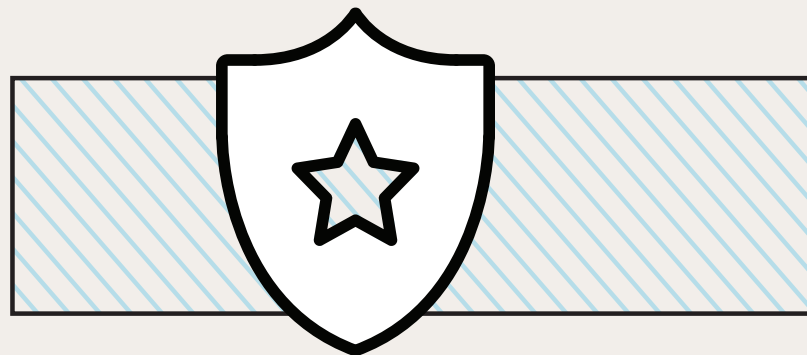
39% data loss/leakage prevention (e.g. encryption)

25% endpoint threat management and prevention

43% MDM or unified endpoint management

Source: IDC EMEA, Future of Work COVID-19, April 2020

Here's how you do it.

Workplace transformation strategy considerations for all stakeholders:

Enable high-performance teams with collaboration platforms
Invest in an employee collaboration platform for a flexible and nimble work environment that enables better accountability, alignment, and transparency. This enables organizations to better address opportunities and assist with talent recruitment and retention.

Provide personalized workplaces to achieve employee buy-in
Context is critical for the engaged employee, and removing organizational barriers to personalization is key. Basically: management needs to understand and supply what individual employees need.

Technology adoption must reflect business goals
A digital workplace has the resources employees need to do their best work easily accessible. Organizations should invest in change management programs to reach that goal, targeting employees in most need.

Workplace transformation strategy considerations for tech buyers:

Consider an intelligent digital workplace
Invest in an employee collaboration platform for a flexible and nimble work environment that enables better accountability, alignment, and transparency. This enables organizations to better address opportunities and assist with talent recruitment and retention.

Security should enable transformations with digital trust
Security should permeate every aspect of an employee's working day. Security must seek to understand and therefore manage the security risk of transformation, yet still enable the work to move forward without slowdowns.

Offer a superior end-user experience
Invest in enterprise-grade frictionless technology that provides seamless access to apps and enterprise resources.

Who can help?

Jamf is the standard in Apple enterprise management: an indispensable portfolio of solutions for your organization's digital transformation.

Jamf Pro

Manages and protects all of your iPad, iPhone, Apple TV and Mac devices from anywhere. It's a complete package offering:

- Zero-touch deployment and onboarding
- Remote app management
- Operating system and application updates
- Identity and account management
- Curated resources on demand with Self Service: a browser-based app catalogue

Jamf Protect

Is endpoint protection built exclusively for Mac. It offers:

- Mac-specific, behavior-based threat detection
- Known macOS malware detection
- Faster incident response
- Endpoint compliance monitoring
- Same-day support

Jamf Connect

Streamlines Mac authentication and identity management and saves IT time (31% of help desk tickets are password resets). It offers:

- Account provisioning
- Identity management
- Password sync
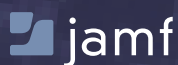
jamf

www.jamf.com

Want to get your transformation started?
Contact Jamf for a free trial today. **Get Started.**