Technology Spotlight

Workspace Transformation: The Key to Tomorrow's Digital Enterprise

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IDC OPINION

The disruptive impact of digital transformation (DX) is being felt across organizations and industries, leading to the emergence of the "Digital Economy." Add to this the fast-changing landscape of workspace environments, and you realize that transformation is at the cusp of all "experience." Organizations have started using digital technologies in ways they have never anticipated. Innovations driven by digital technologies are expected to bring about unprecedented business transformation, representing the biggest industry shakeout since the Industrial Revolution.

The days of looking at the workspace as a physical environment are over. For any business or IT leader to imagine that today's "always connected" workforce is simply happy sitting where they are asked to and operate out of a physical environment is staring at either being significantly disrupted or losing market share to competition. This is essentially because as the lines between the physical workplace and where the work actually happens are increasingly blurred, employees are demanding a truly digital way of working — with increased collaboration and communication in unprecedented ways, a demand that organizations are grappling with, from the perspective of enabling.

Can business leaders, CIOs, and IT leaders today claim to have enabled truly digital workspaces — where employees and the overall ecosystem can share knowledge and forge more productive business relationships beyond natural work groups? The answer more often than not will be "NO." Should they be worried? The answer is a resounding "YES." The Digital Workspace is no longer an *option* — it is an *imperative*.

As the focus shifts from "work-life balance" to "work-life integration" employees are looking for a flexibility factor that allows them to be more productive anytime, anywhere, and on any device. This change in employee behavior has impacted organizations, which now need to adapt to the change by redefining processes for a more mobile workplace. What does this mean for you? It essentially means that unless a set of transformative initiatives are put in place, you risk losing employees and your agility and responsiveness to the changing dynamics of the marketplace.

According to IDC, by late 2019, 5% of enterprise organizations will begin piloting smartphones as their company's singular IT-supported 3-in-1 device. This is also reflected in the global SMB segment spending forecast;

2015–2020 Spending ($B) with Growth (%)
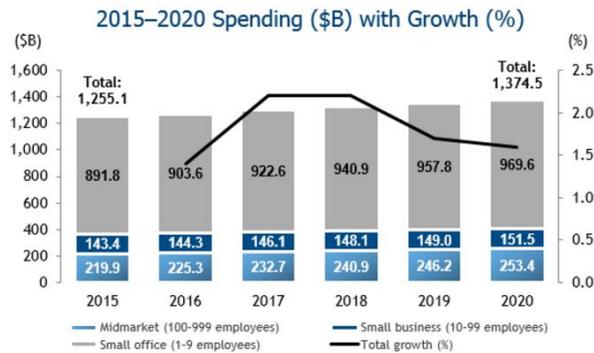
In the digital workspace, there is an integration of technologies that employees use (ranging from email, instant messaging to internal business applications and collaboration tools), and the need of the hour is the breakdown of physical barriers to communication and collaboration, thus enabling you to orchestrate transformation of experience by creating efficiencies, innovation, and growth.

As a business decision maker in a world that's moving to enterprise mobility and flexible work styles, you want to leverage the opportunity to run more flexible teams. You realize your office space can be used more efficiently by offering a good mix of private areas and collaborative spaces to support work activities that require concentration or collaboration. You also need your productivity tools to better support flexible working by being easier to access. The effect will be better collaboration and improved productivity among your employees. But you need a more comprehensive, focused strategy to develop and implement workspaces for tomorrow in your business. Where do you start the journey?

The key to success, therefore, lies in the effective implementation of a digital workplace strategy capable of driving true cultural change that accelerates your business.

IN THIS STUDY

This IDC study assesses Dimension Data's Workspaces for Tomorrow solutions with respect to today's market scenario. It outlines the current enterprise trends along with appropriate use cases to lead the reader toward informed decision making about such offerings as Dimension Data's services on Microsoft Office 365, which aim to address enterprise needs for a reliable, mobile, flexible, secure, and cost-effective solution for the enterprise of today.

SITUATION OVERVIEW

The need of the market today is to create highly responsive workplace environments that not only boosts workforce productivity and collaboration, but also reins in IT costs and risks. The moot point in this is "The Employee and Customer Experience" — because that alone delivers efficiencies, in revenues or margins.

In order to boost Employee and Customer Experience, organizations must take an enterprise-wide approach to build an empowered/agile workplace that maximizes employee output and satisfaction and delivers sustainable value to customers.

What then emerges is the immediate need to future-proof the workspaces that technology enables across three key pillars: Productivity, Mobility, and Business Applications. Classically, complexity in integrating this triad has been the norm, but organizations are seriously considering revamping their existing infrastructure to allow for greater collaboration.

It is important that enterprises consider those solutions that meet these future needs. IDC believes that Dimension Data, with its current triad of **"optimize, personalize, and secure" approach,** is in a worthy position to support customers of all shapes and sizes. The unified approach is expected to be easier with Dimension Data for several reasons:

- Workspace productivity portfolio that comprises a seamless fabric to deliver an intelligent and consistent service experience across all platforms including public, private, and hybrid cloud infrastructure
- A portfolio comprising of "all-encompassing" end-user computing services to deliver lifetime value via Consulting/Advisory Services, Managed Services, and Transformation Services

- An integrated solution-based approach in an operational model that fits the customer's economic and digital needs

Key to this is the global partnership between Dimension Data and Microsoft; which aims to drive value for organizations. As a key alliance partner to Microsoft, Dimension Data brings enhanced access to early adopter programs, technical support, and Microsoft's future direction. Microsoft's solutions in this space of course need no introduction and are renowned for low upfront costs and the flexibility to adding users and services as required; thus enabling the ROI that organizations seek.

Though there's lots of talk these days about the "Digital Workplace," a trend that emerges is a broad understanding that job roles are changing quickly and that IT is struggling to keep up. In the past couple of years, we've observed pressure from employees to move away from the traditional "desktop" systems. Today, it is a necessary success factor for many enterprises, even in small and medium-sized enterprises. Equipping end users with unified communications, conferencing, collaborative document editing, enterprise file sharing, screen and video sharing, instant messaging, shared calendars, and smart email filters is not an exception anymore. It is clearly an integral cornerstone of the modern digital workplace.

Smarter workspaces simply don't just create happier employees — they also help in creating newer and authentic relationships with customers and the ecosystem as a whole. Although newer technologies and increased training are the standard go-to models, it is becoming clear that perhaps the most effective strategy is in creating an enhanced and adaptive workspace through improving the workspace itself.
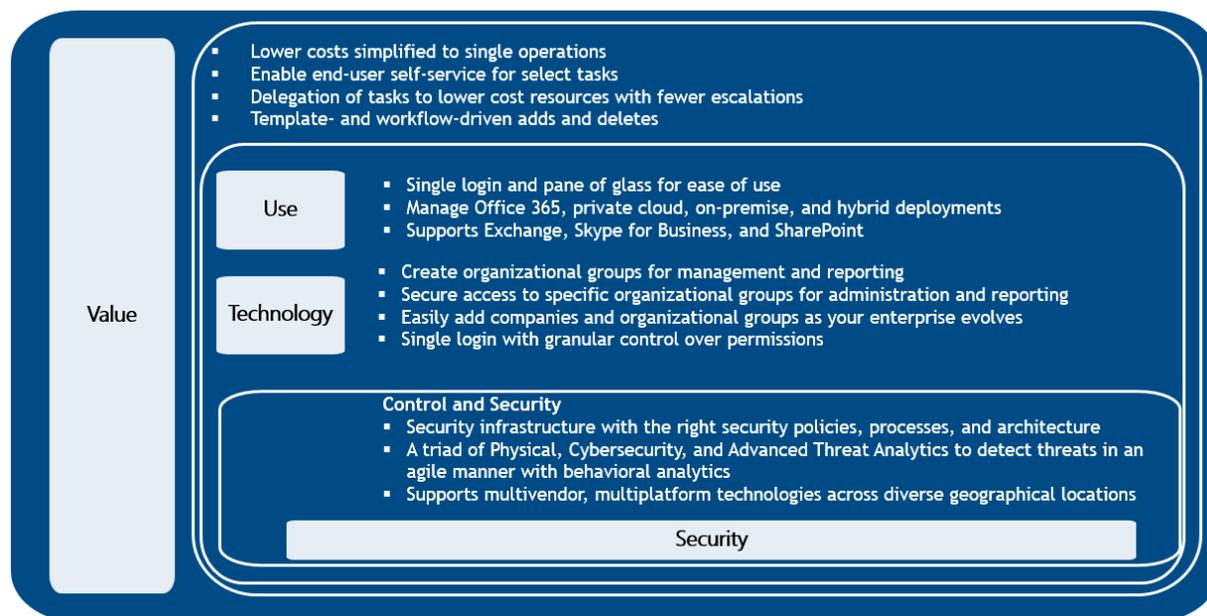
DIMENSION DATA END USER COMPUTING SOLUTIONS

The Digital Workspace is the *core* of a complex digital ecosystem.

As a key strategy and differentiator, organizations across India are striving to ensure that they have the systems in place — employees, partners, and the entire ecosystem of customers that are connected to each other — anywhere, anytime, and from any device. With this **"On the Go"** vision in place, CIOs are tasked with playing a strategic role in building, expanding, and maintaining their connected enterprises to manifest a flexible architecture and simplify workflows and enhance the value chain.

The need is thus a journey that CIOs must undertake to drive their end vision, with the following facets that are critical for success:

- **Use**: Collaborate, Communicate, and Connect
- **Technology**: The Digital Nuts and Bolts
- **Security**: Physical, Cybersecurity, Advanced Threat Analytics
- **Value**: Tangible Business Value

Dimension Data's Value Offering is illustrated below:

Value

- Lower costs simplified to single operations
- Enable end-user self-service for select tasks
- Delegation of tasks to lower cost resources with fewer escalations
- Template- and workflow-driven adds and deletes

Use
- Single login and pane of glass for ease of use
- Manage Office 365, private cloud, on-premise, and hybrid deployments
- Supports Exchange, Skype for Business, and SharePoint

Technology
- Create organizational groups for management and reporting
- Secure access to specific organizational groups for administration and reporting
- Easily add companies and organizational groups as your enterprise evolves
- Single login with granular control over permissions

Control and Security
- Security infrastructure with the right security policies, processes, and architecture
- A triad of Physical, Cybersecurity, and Advanced Threat Analytics to detect threats in an agile manner with behavioral analytics
- Supports multivendor, multiplatform technologies across diverse geographical locations

Security

Classically, the troubles that emerge are around the use of infrastructure at capacity, reduction of costs and the growing of margins, internal governance and policies, and an overall strategic way in which to integrate each of these. Dimension Data's approach of evolving customer and employee experience while focusing on cost optimization in a secure manner enables precisely this.

Another key aspect of Dimension Data's offering is its Managed Cloud Services for Microsoft (MCSfM) — a SaaS model that enables an administration and management platform, extending the enterprise's ability to adopt, manage, and realize the value that is on offer. Its sophisticated automation and management capabilities strive to go a long way in simplifying user management, providing detailed monitoring, logging, and reporting for compliance and governance, thus making it easy to manage the Microsoft Office 365 platform including Exchange, SharePoint, and Skype for Business — essential tools that are transforming the workspace today.

Added to that is Dimension Data's partnership with Microsoft that allows enterprises to maintain and support, operate and optimize, and manage and transform your organization, offering services either on-premise, hybrid, or cloud. Office 365 of course enables ubiquitous collaboration, enabling workers to create and communicate from anywhere. At the same time, Skype, PSTN Conferencing, cloud PBX, and private cloud are improving how people meet and communicate.

Dimension Data has been observed to deliver a range of integrated services that can be tailored to meet enterprise needs, budget, and pace of change while supporting your transformation to become a digital enterprise. Given equally, rapid change becomes the norm, and Office 365 promises to expedite and simplify collaboration and teamwork across geographical barriers and improve mobility, productivity, and growth leading to a new and empowered workforce.

USE: COLLABORATE, COMMUNICATE, AND CONNECT

In a world that presents immense possibilities, Collaboration, Communication, and Connection in a disjoint ecosystem hold the key to transforming enterprises in expansive ways. It's not just about the

technology — it is a strategy that affects almost every part of the business, from developing products and responding to competitors, to making decisions and interacting with customers.

Enterprises today require an integrated and seamless approach to ensuring that the disparities of geographies and time do not pose a challenge to driving innovation and end business value. To this end, a key requirement is for the multiple endpoints to come together in an integrated and connected manner.

Dimension Data's solutions to this end are aptly placed via a triad of the End User Computing Development Model (EUCDM), which enables a transparent current state identification; a comprehensive Usage and Adoption Model that will drive enhanced use of deployed solutions; and an overarching solution toward planning, deployment, integration, and managed services.

Coupled with the aforementioned is a strategically placed set of offerings that envelop enterprise mobility (enabling employees access anywhere, anytime) and client computing (the transformation from next-gen desktops to user-based computing).

IDC has observed that Dimension Data is strategically poised to offer, through its solutions in Consulting and Managed Services, a flexibility that was hitherto unrealized. Its solution is not only scalable (e.g., relevant for various business scenarios) but also offers the migration of existing users with minimal/negligible disruption and robust archiving, security, and continuity.

The end state is that organizations will tend to observe that their infrastructure is optimally utilized, standards and policies are more comprehensively enforced and governed, and the investments in technology have a more strategic orientation.

TECHNOLOGY: THE DIGITAL NUTS AND BOLTS

Productivity can give your business the power to be more efficient, flexible, and agile; it underpins all your transformation ambitions. With Microsoft Office 365, Skype for Business, and Dimension Data's own private cloud services, a reinvention of productivity is at place with a set of tools that can enable communications and collaboration. This will bring together the familiar experience of Skype with the security, compliance, and control that you've come to expect from Microsoft.

Increasingly, CIOs and IT leaders are realizing that end-user computing is no longer about managing laptops and desktops. Today, the need is to support user access to services, applications, and data on any device and in any location. This revolution promises greater flexibility, productivity enhancements, staff morale improvements, and cost savings.

So really, where exactly does the end-user computing environment start and end in your organization? How will a user-centric environment impact and affect your IT Infrastructure, security, compliance, and governance?

Dimension Data's Workspace Transformation solutions have been observed to leverage a mix of strategy, architecture, and deployment coupled with a user-centric and enterprise-focused management framework (e.g., application management, policy frameworks, identity management) to deliver precisely this.

Dimension Data is able to power this and more since it customizes and deploys an end-to-end solution, which though globally deployed offers local management for independence and control. It is observed that it has the ability to deliver services and support to business users that are leveraging disparate hardware and software platforms often across dispersed geographies. Business users are demanding fast and easy access to a wide range of applications, services, and datasets residing both on- and off-premise in order to enhance productivity. As a result, organizations shall benefit from more centralized desktop and application management, any-device access to corporate data, and the ability to protect the business' intellectual property while simultaneously meeting, or exceeding, business users' growing demands on technology services.

The end state that organizations can look forward to from a value perspective is an expanded global reach, varied and customized consumption models that promise to reduce capex, enable the accuracy of forecasts, and overall deliver on-ground and real-time operational efficiencies. Bundled together, you're looking at employee productivity and effective collaboration, secure data, and peace of mind while enhanced customer experience drives incremental business and value.

SECURITY: CONTROL, GOVERNANCE, RISK, AND SECURITY

The triad can never be complete without securing the data, information, assets, and devices to protect the individuals/organizations from any undesired situation. Today, businesses simply can't afford to be reactive to IT security needs and challenges; companies must be proactive to achieve and maintain effective security. Yet this remains one of most challenging organizational disciplines to understand, implement, and maintain.

Critical to the successful management of Workspaces for Tomorrow are appropriate measures to secure data, infrastructure, applications, and users, wherever they may reside. The devices, environment, applications, emerging technologies all connect to the internet, potentially opening up avenues for security threats to exploit the vulnerabilities of the new workspace. What's important is that organizations view cybersecurity not as an add-on or afterthought, but as a key enabler toward workspace transformation.

According to a study conducted by Dimension Data across users, it was observed that 60% of employees use social media such as LinkedIn, 49% of employees use consumer telephony applications such as Skype, and 47% of employees use business conferencing applications such as Skype for Business or WebEx. This new mindset means that your environment will have countless entry points from unsecure devices and applications. The end user has become perimeter. Legacy IT infrastructure must change to meet the demands of mobility and availability across devices, users, environment, applications, and emerging technologies in the new workspace.

Dimension Data's uniquely positioned solutions enable you to offset the challenges and threats that emerge — from Cybersecurity via enhanced productivity while managing risk; Consulting and Advisory Services via strategy, architecture, implementation, and integration services; and Managed Security Services that allow for end-to-end delivery of operational management of endpoint and security assets. This is possible because of the following reasons:

- **Data Leakage Prevention**: An integrated information security approach that enables people and protects data
- **Governance, Risk, and Compliance**: Processes and policies through which they ensure that your business is fully compliant
- **Infrastructure Security**: The visibility, awareness, and protection you need to achieve all your technology security targets
- **Networking**: A transformation of network to be both the sensor and the enforcer of your security strategy
- **Secure Workplaces**: Transforming and securing the workspace in the digital era

IDC believes that Dimension Data's approach toward achieving a secure wireless and eventually, unified, system is in the right direction and is expected to address the challenges and limitations of today as well as future requirements in incremental measure.

VALUE: TANGIBLE BUSINESS VALUE PAVES THE WAY FOR GROWTH

Classically the troubles that emerge for CIOs, business, and IT leaders are around the use of infrastructure at capacity, reduction of costs and the growing of margins, internal governance and policies, and an overall strategic way in which to integrate each of these.

Another evolving trend in endpoint management is that physical endpoint devices themselves are becoming less critical from a management and policy enforcement standpoint, while data and applications are emerging as more essential IT assets against which access controls, monitoring, provisioning, and other security/management functions are being applied. As devices commoditize and device ownership blurs between BYOD and corporate liable, identity-based control over apps and data becomes paramount.

Dimension Data is uniquely poised to enable solutions around this with its End User Computing Development Model, which allows organizations to identify not only the current state, but also define the future road map and requirements. Inclusive of assessing the way the employees meet, work, and collaborate, the solution also offers an enabling adoption increase and implementing and managing user-aligned technologies via planning, deployment, integration, and managed services.

Their ability to offer a variety of services including advisory and management and to be an all-around partner in progress is symbolized by the tangible business value that is on offer, inclusive of cost savings, business and operational efficiencies, security, and enhanced user experience and satisfaction. When viewed from the perspective of an organization that is traversing a DX journey, these have the potential to deliver seamless transformation and outcomes that are predictable and place the enterprise on a forward-looking growth trajectory.

FUTURE OUTLOOK

Digital transformation efforts are going to continue to dramatically change the workspace landscape — particularly at the edge; with an explosion of new device types and applications being fueled by trends such as Internet of Things (IoT), augmented reality/virtual reality (AR/VR), and cognitive computing. Therefore, Dimension Data should look at organizations looking to leverage identity management platforms as a central control point for unified workspace solutioning, as this platform is the lynchpin for tying together a unified app, multidevice, and highly disparate user operating system environment.

Dimension Data's road map for approaching its portfolio from a customer centricity perspective does give it an edge in certain areas. Even as cost would remain one of the most important considerations for end users, a combined evaluation of scalability, long-term ROI, unified network and security management, analytics capabilities, and availability of options should assume equal importance for organizations and end users, if not more, to stay relevant in this disruptive digital era.

The only challenge for Dimension Data, like most companies that are on speedy growth trajectories, would be in rationalizing and creating meaningful integrations across both its new and existing product lines to effectively market and deliver targeted solutions.

To that end, the aforementioned solutions demonstrate that Dimension Data has made significant strides unifying its product lines and supporting go-to-market efforts to drive its strategic imperative of providing solutions that enable IT organizations to deliver the coveted "digital workspace." In addition, the repackaging and aggressive pricing of these offerings stand to allow Dimension Data to gain deeper traction in the enterprise as well as in its vertical approach.

Likewise, due to consumerization of trends such as mobility, BYOD, and cloud computing, IDC believes that IT organizations in companies large and small will continue to seek solutions with capabilities that allow them to effectively orchestrate and derive value from an increasingly heterogeneous IT environment. What's more, to remain relevant and elevate their value proposition to the business, more and more IT organizations will look for solutions that enable business users to access legacy on-premise, SaaS, and native mobile applications as well as access to files and collaboration tools seamlessly, securely, and with signal sign-on and a consistent user experience across various device types.

LEARN MORE

Related Research

- *IDC PlanScape: Unified Workspace Management* (IDC #US42065416, December 2016)
- *IDC FutureScape: Worldwide Connected Devices 2017 Predictions* (IDC #US41858316, November 2016)