



Highlights

- Helps your workforce thrive in a new environment defined by globalization, changing workplace demographics and rapid technological development
 - Empowers users to work on the devices they prefer
 - Facilitates effective teamwork across borders and time zones with social collaboration tools
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Prepare your organization for a more mobile, global workplace

Empower your workforce to work when, where and how they want

As the business world changes, you need to rethink the way you build your workplace.

First, more and more organizations are operating across international borders, a phenomenon illustrated by the fact that the amount of cross-border data usage has grown 45 times larger since 2005¹. As a result, enterprises must stand ready to empower globally distributed teams spread across different cultures and time zones. In addition, they must set up employees to contribute equally, no matter where they're located.

Next, the growing influence of younger "digital natives" means you must rethink the way you structure your workplace without also alienating older workers. While millennials have become the largest generation in the US labor force², there has also been a steady increase in the number of workers over the age of 65³, creating a situation where as many as five different generations may be represented within a single workplace.

With these facts in mind, the need to help different age groups work well together is clear. Younger generations have fundamentally different views about work and the world in general, which can be problematic when they're expected to work alongside older workers. You must find ways to bridge the gaps between generations, while empowering individual generations to work in the manner that best suits them.



Finally, more powerful technology continues to become available. What was once considered extraordinary is now just another part of everyday life. In fact, the average smartphone today is millions of times more powerful than all of the combined computing NASA used to put men on the moon in 1969⁴. As a result, employees have become accustomed to using powerful technology in their personal lives, and they expect to do the same in their professional lives. Your IT teams need to modernize their processes and delivery models to keep up with the rapid pace of technological development.

Helping IT teams adjust to the external forces of change around them means helping them redefine their role within the business, and that redefinition represents a key factor in the IBM® Digital Workplace solution.

The Digital Workplace solution is designed to help revamp your IT function so that the productivity and satisfaction of individual users becomes its highest priority. In the past, IT staffers focused primarily on enforcing organizational policies; now, IBM can help IT become the enabler that the modern organization needs to succeed in a changing world.

The IBM Digital Workplace solution facilitates these capabilities:

- **Agility**—Empowering employees to create new things quickly working where they want, when they want and on the devices they want
- **Social collaboration**—Empowering employees to share ideas and opinions and work as an effective team, even when team members are spread across the world
- **Business applications**—Giving employees access to business capabilities that feel like the powerful consumer technology they're accustomed to using
- **Innovation**—Using the latest technologies to serve customers better and create a more engaging work experience for employees

Many Digital Workplace solution elements draw from the cognitive computing power of IBM Watson™ technology, which helps organizations become more intelligent and data-driven. In addition, the offering lets users work on the devices they choose and empowers them to be as productive as possible with those devices more quickly—capabilities that are key to success in the modern business era. At the same time, the IBM Digital Workplace solution helps ensure that managing more devices and providing more opportunities for employee self-service doesn't complicate your organization's security or compliance.

Helping your workforce thrive in a new environment

The IBM Digital Workplace solution offers managed mobility services to support a wide range of employee devices, increase employee productivity by getting those devices up and running more quickly and reduce the risk and complexity inherent in bring-your-own-device (BYOD) programs. Rather than managing all those different mobile devices themselves—a challenging proposition at best—or assembling a hodgepodge of different solutions, IT teams that take advantage of IBM MobileFirst Managed Mobility Services can get the robust device lifecycle management they need to empower their digital workplaces from one source.

IBM capabilities with managed mobility services have been on display during the organization's ongoing Mac@IBM deployment. Despite its size and complexity, IBM successfully navigated a large-scale deployment of Apple Corp. technology to its workforce, deploying more than 50,000 devices in the first year alone. The devices were deployed according to corporate security policies and included quick configuration and personalized support to help employees get started with their new devices as quickly as possible. In addition, IBM manages more than 300,000 Microsoft Windows 7 devices and has started the process of rolling out Microsoft Windows 10. These devices are also deployed with an emphasis on ensuring corporate security and increasing employee productivity.

Empowering users to work on the devices they prefer

The tools and expertise offered as part of the IBM Mobile Virtualization Services suite can help your organization support the wide range of device types needed to make an effective BYOD program a reality. As a result, employees can work with the devices they feel most comfortable using. In addition, the solution is designed to make it easier for employees to access the business applications they need to meet their business objectives, whenever and wherever they choose to work.

The Mobile Virtualization Services suite is designed to do all this while also simplifying management. A centralized administrative console empowers users to more easily control the process of migrating, integrating and managing endpoints. In this environment, data transfers are encrypted and data backup and recovery measures help avoid security breaches. This helps organizations avoid worries about the security issues that often go along with BYOD programs and remote access initiatives.

Facilitating effective teamwork across borders and time zones

With organizations increasingly spread across the globe and employees placing a growing importance on the ability to work anywhere at any time, IBM Mobile Collaboration Services can empower employees to work together collaboratively no matter where they're located.

Unified communications solutions from IBM, including file sharing, team rooms, live chat and video conferencing, can play a key role in keeping employees connected to each other, even if those employees are spread across continents and time zones. In addition, IBM Mobile Collaboration Services help remove the need for IT teams to manage communications tools and infrastructure in-house, which in turn can significantly cut costs and reduce complexity.

IBM helps a large client take a mobile approach

IBM mobility management services helped one client, a top-10 US bank, make mobility the center of its multichannel strategy. The move helped the company create a differentiated customer experience; take a more localized, event-driven approach to marketing; and empower employees to be productive when and where they want. Best of all, the client accomplished this without putting sensitive banking data at risk and without creating a complex ecosystem of multiple vendors. The bank now gets its mobility support directly from IBM. In addition, the bank says it feels secure that its relationship with IBM gives it flexibility going into the future. As the bank's needs around mobility change along with its business, its IBM solution can grow to meet those changing needs, preserving the value of its initial investment.

Why IBM?

IBM offers a full range of technology designed to help you respond to the challenges facing businesses in the digital age, and provides the knowledge you need to implement that technology properly. This blend of tools and knowledge has helped its Digital Workplace clients experience an average of 25 – 30 percent savings, based on time-tested metrics.

With more than six million devices under management and a history of successful deployments, IBM has the experience your business needs to help you execute a successful digital workplace transformation. Working with the IBM Digital Workplace solution, you'll gain a trusted partner that can provide robust support, from conducting the initial assessment, to developing the transition roadmap, to implementation.

For more information

To learn more about the IBM Digital Workplace solution, please contact your IBM representative or IBM Business Partner, or visit the following website:

ibm.com/services/mobility

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition.

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³ Pew Research Center, "More older Americans are working, and working more, than they used to."

<http://www.pewresearch.org/fact-tank/2016/06/20/more-older-americans-are-working-and-working-more-than-they-used-to/>

⁴ ZME Science, "Your smartphone is millions of times more powerful than all of NASA's combined computing in 1969."

<http://www.zmescience.com/research/technology/smartphone-power-compared-to-apollo-432>

¹ McKinsey & Company, "Digital globalization: The new era of global flows."

<http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/digital-globalization-the-new-era-of-global-flows>

² Pew Research Center, "Millennials surpass Gen Xers as the largest generation in U.S. labor force."

<http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/>



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