

Empower the Future of Work with Digital Workspace Solutions

Transform employee experience to drive profitability and growth

Get Started



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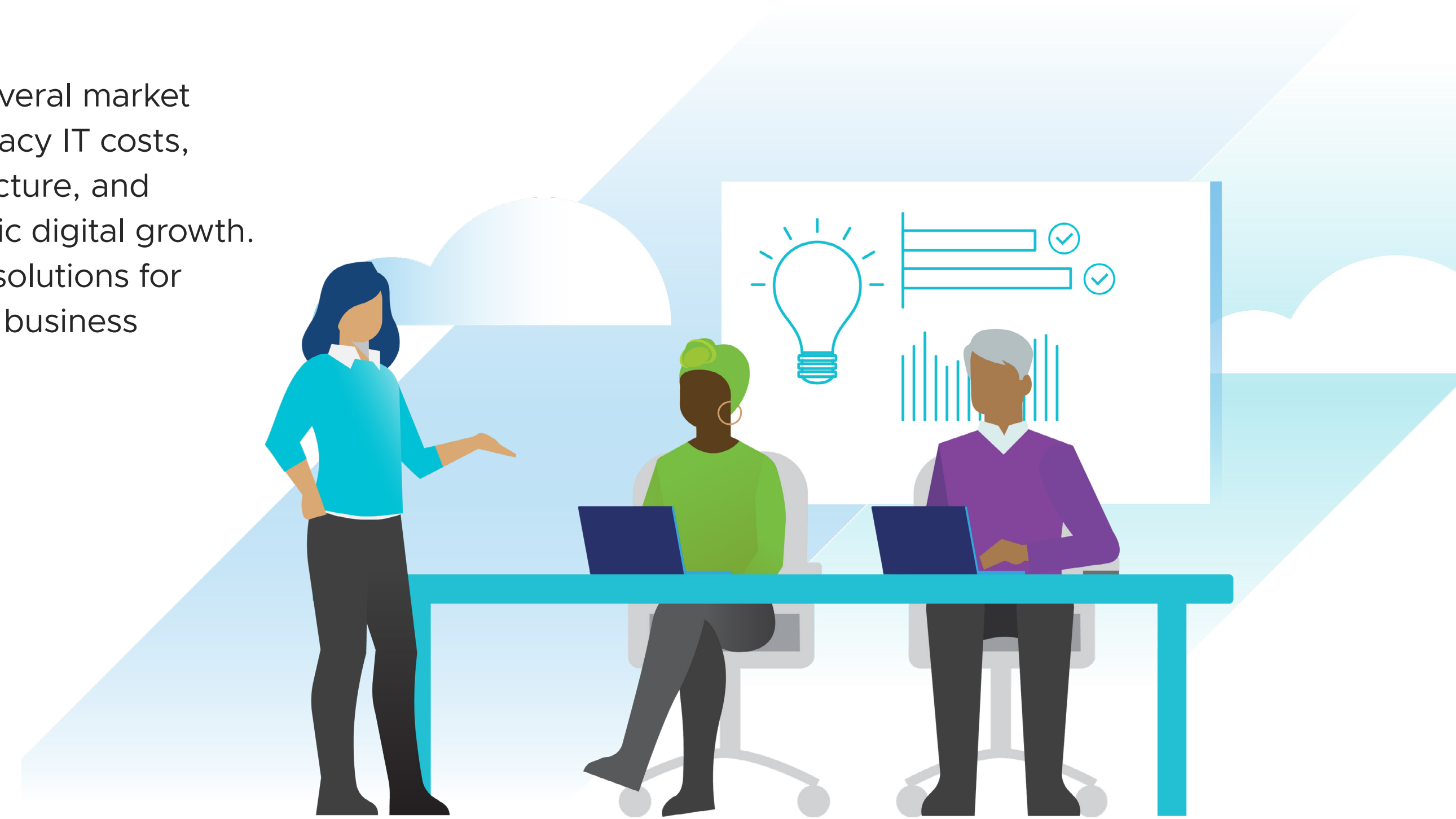
Today's Evolving Digital Landscape

Imagine this scenario. Your chief executive wants to accelerate your organization's [digital business transformation](#) objectives. The expectation is that you and your team will lead the way forward, but you must do so within the constraints of your current IT budget.

If you encountered this situation, would you be ready with a viable plan of action?

According to the latest survey findings from several market studies, enterprise buyers want to cut their legacy IT costs, optimize the performance of retained infrastructure, and reinvest any savings to enable net-new strategic digital growth. The bold goal: Deliver the best-fit technology solutions for customers and employees to drive meaningful business outcomes.

The prevalent movement toward a distributed workforce model presents organizations many opportunities for progress compared to traditional business practices. However, to support this shift to a distributed workforce also challenges IT leadership and staff to rearchitect and reengineer the current infrastructure and access to the associated software applications.



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Worldwide quest for digital business growth

The [2021 Gartner CEO Survey](#) shows that senior executives are placing their growth bets on new markets and intending an 83 percent increase in digital capabilities, and 73 percent increase for IT. In contrast, office facilities and capital equipment investment both have steep declines.¹

Moreover, according to the [KPMG 2021 UK CEO Outlook Survey](#), 74 percent of business leaders report that the digitization of their operations and the creation of a next-generation operating model have accelerated in a matter of months.²

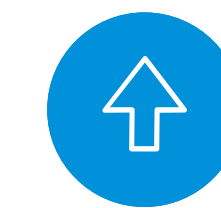
And nearly three out of four CEOs say that their organizations are undergoing or preparing for digital transformation. A close second, 71 percent of CEOs say the same for workforce and talent transformation, according to the [2022 Fortune/Deloitte CEO Survey](#).³

Clearly, CEOs are eager to invest in the key areas that are most likely to deliver a positive impact on their growth and profit aspirations, such as proven business technology solutions that enable superior digital experiences for their employees and customers.

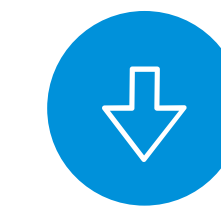
That said, we'll start by delving into connections between the creation of engaging, productive employee experiences and the achievement of high-priority business outcomes that can help an organization improve profitability and drive significant revenue growth from online services.

But first, let's review an economic transformation brought about by the global COVID-19 pandemic and new policies related to corporate sustainability in response to climate change.

CEO Spending Trends



Digital transformation, IT, new operating models, workforce transformation, talent transformation



Facilities, capital investment



¹ Gartner® Press Release. "CEOs See Growth in 2021, Marked by 3 Shifts." Laura Starita, May 19, 2021.

² KPMG LLP. "KPMG 2021 UK CEO Outlook." 2021.

³ Deloitte. "Winter 2022 Fortune/Deloitte CEO Survey: CEOs eye 2022 with optimism and a dash of uncertainty." 2022.

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Corporate sustainability and profitability

The global COVID-19 pandemic tested organizations on their agility and ability to quickly move employees off premises, and it also revealed the benefits of a distributed workforce in terms of corporate sustainability.

Back in 2019, greenhouse gas emissions from transportation accounted for 29 percent of the total U.S. emissions, according to [EPA estimates](#), and the vehicle miles traveled to the workplace are a major contributor to this figure.⁴

In the United States, commuters—and their employers—experienced the productivity and financial impact of employee trips to and from office locations. In 2019 alone, Americans lost an average of 99 hours and \$1,377 sitting in traffic congestion, according to [INRIX research](#) study findings.⁵

One year later, we witnessed the worldwide benefits from travel reduction. According to [Global Carbon Project](#) data, the pandemic-induced lockdowns in 2020 caused fossil carbon dioxide emissions to decline by a record-setting 2.4 billion tonnes, with the largest share of the global decrease brought about by reduced emissions from ground and air transport.⁶

According to [BCG research](#), “companies that lead on climate change hire better people. They also manage to cut costs or generate premiums through emission reduction. They have lower regulatory risk and pay less for financing. They are, on average, valued higher by the financial markets.”⁷ With this in mind, and coupled with the unexpected experience of quickly shifting work from office to home, many forward-looking organizations are now applying technology solutions to improving business outcomes while maintaining operations with a distributed workforce.

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⁴ United States Environmental Protection Agency. “Sources of Greenhouse Gas Emissions.” July 27, 2021

⁵ INRIX. “INRIX 2021 Global Traffic Scorecard.” 2022.

⁶ Future Earth. “GCP – Global Carbon Project: Global Carbon Atlas 2021.” 2022.

⁷ Boston Consulting Group. “Priorities for the C-Suite in 2022.” January 10, 2022.

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A [2021 VMware study](#) explores consumer sentiment during the pandemic and the rising demand for better digital experiences across all industries. Suddenly and swiftly, the pandemic flipped the proverbial switch to “digital everything”—shopping, living, working, schooling, banking and more. In 2020, the study found that 52 percent of adults embraced new digital services from organizations and enjoyed the experience.⁸

Going forward, digital services will need to live up to people’s increasing expectations. That means creating, delivering and protecting great applications, services and experiences for key stakeholders—and a move from digitizing to becoming digital experiences. By accelerating digital transformation strategies, those organizations that rapidly deliver customer and employee value gain a competitive edge.

So who are the pioneers on the digital frontier? Leaders start by modernizing their infrastructure and applications to empower today’s [Anywhere Workforce](#).

“2020 was the year of the digital switch. In 2021 digital services will need to live up to consumer expectations. That means creating, delivering and protecting great applications, services and experiences for digitally hungry consumers. And a move from digitizing to becoming digital.”

Matthew O’Neil
Industry Managing Director
Advanced Technology Group, VMware

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Digital experience impact on employee engagement

What's the motivation for investing in [employee experience](#) transformation? By providing a foundation for purposeful online engagement, organizations can reap employee satisfaction rewards. According to [McKinsey survey](#) findings, people who report having a positive employee experience have 16 times the engagement level of employees with a negative experience and they are 8 times more likely to want to stay at the company.⁹

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Unfortunately, only 36 percent of U.S. employees report that they are engaged in their work and workplace, according to a [2021 Gallup market study](#).¹⁰ Globally, just 20 percent of employees say that they are engaged at work. Thankfully, offering a superior [digital workspace](#) experience can help attract and retain skilled knowledge workers and frontline employees when they must use a combination of enterprise software and SaaS apps in their daily workflow.

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Onboarding new hires can be challenging, particularly if a new employee uses multiple client devices, requires different types of applications, and works in a remote location. Having a first-rate digital workspace solution simplifies and improves the remote onboarding process.

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A flexible working approach can also help attain better outcomes. According to [Forrester Research](#), on a 100-point scale, anywhere-work employees are 13 points higher in happiness, 7 points higher in engagement, and 10 points higher in seeing their companies as innovative.¹¹

Plus, adopting flexible working models brings financial benefits. Based on conservative assumptions, [Global Workplace Analytics](#) estimates that a typical U.S. employer can save an average of \$11,000 per employee, per year.¹² The primary savings stem from increased productivity, lower real estate costs, reduced absenteeism or turnover, and better disaster preparedness.

Flexible working models powered by a digital workspace solution



Increase employee engagement



Help attract and retained skilled workers



Save money due to increased productivity, lower real estate costs and reduced turnover



⁹ McKinsey & Company. "This time it's personal: Shaping the 'new possible' through employee experience." Jonathan Emmett, Asmus Komm, Stefan Moritz, and Friederike Schultz, September 30, 2021.

¹⁰ Gallup, Inc. "U.S. Employee Engagement Holds Steady in First Half of 2021." July 29, 2021.

¹¹ Forrester blogs. "Anywhere Work." George Colony, December 9, 2021.

¹² Global Workplace Analytics. "Key Telecommuting Data and Trends." Kate Lister, June 22, 2021.

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VMware digital employee experience solutions in action

VMware [Workspace ONE®](#) is an intelligence-driven digital workspace platform that securely delivers and manages any app on any device by integrating access control, application management and multiplatform endpoint management. You can apply tools that give employees freedom to be productive while maintaining the right data security and compliance.

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As these examples demonstrate, the VMware Anywhere Workspace is a good fit for use cases across industries, across the globe, and across different sized organizations.

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Healthcare

During the COVID-19 lockdown, a leading health maintenance organization maintained business continuity and employee productivity by deploying a VMware solution that enabled 70 percent of employees to work from home, including the contact center staff and claims processing personnel.

[Learn more](#)



Government

This agency was one year into a three-year mobility plan when the COVID-19 pandemic happened, forcing employees to pivot to remote working and impacting its citizen services. Enabled by a VMware solution, employees reacted quickly to provide citizens virtual access to public services.

[Learn more](#)



Pharmaceutical

Armed with a VMware solution, this leading firm in Asia protects drug formulations and R&D data, securely manages company-owned devices from a single console, and has replaced desktop PCs with thin-client devices.

[Learn more](#)

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Legal Services

When the lockdown occurred, this independent law firm quickly enabled employees to work remotely without any change to processes. The VMware solution converted legacy and on-premises infrastructure to a cloud-centric approach while securely migrating the workflow and data assets.

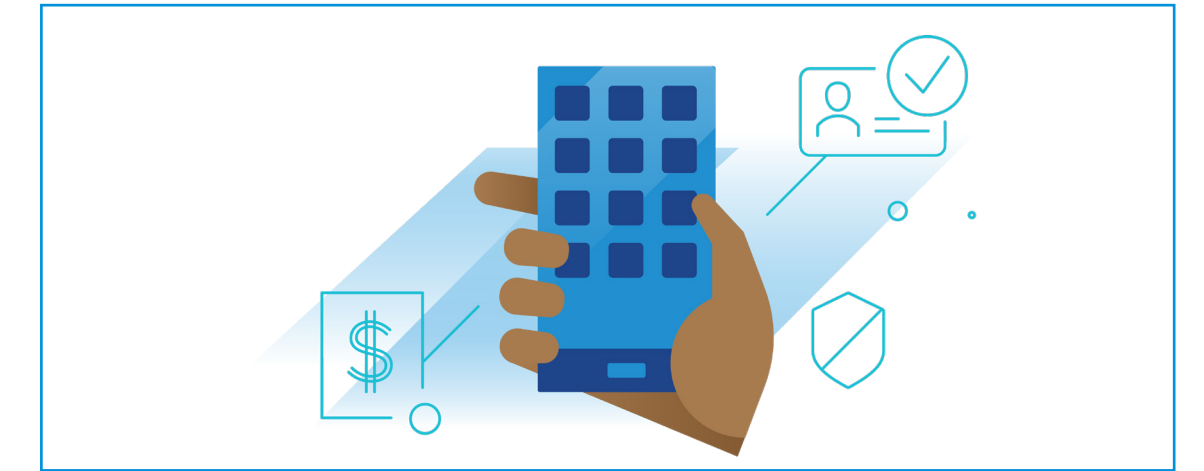
[Learn more](#)



Education

When the pandemic hit, this college enabled students and teaching staff to work anywhere from their device of choice and provided students 24-hour access to coursework. A VMware solution delivers a simple and scalable foundation for virtual desktops and applications. The result is a dynamic and transformational learning environment for educators and students.

[Learn more](#)



Financial Services

Executive leaders of this forward-thinking bank knew they must offer clients superior investment services and create an exciting employee environment. They went from an on-premises IT infrastructure to cloud-based services—the first bank in their market. As a result, its staff easily transitioned to working from home during the COVID-19 pandemic disruption.

[Learn more](#)

Implementing and maintaining an employee-focused digital workspace is critical to supporting new business initiatives and fostering better ways to connect people with data. By taking an Anywhere Workspace approach, the business and IT leaders in these customer case studies were able to deliver a more efficient, user-friendly and secure digital environment. And when regulatory compliance was a key requirement, customers could apply on-premises solutions and cloud-delivered services together.

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Workspace ONE Experience Workflows

Many IT organizations are challenged by multiple, disjointed software tools that require custom coding and make it difficult to impossible to build integration solutions conducive to creating and growing revenue streams. Moreover, the lack of an integrated approach creates an environment where information silos exist between key departments. The lack of consistent processes or access to other department's data assets can impede business innovation and new digital service deployments.

Created to remove friction from routine work, VMware Workspace ONE® Experience Workflows™ connects different business systems to orchestrate micro-apps that enable employees to quickly complete assigned tasks. A micro-app performs a specific online activity, such as approving an expense report or a new purchase order requisition.

Experience Workflows is part of the [Workspace ONE Intelligent Hub](#) and provides a unified user experience across web, desktop and mobile devices.

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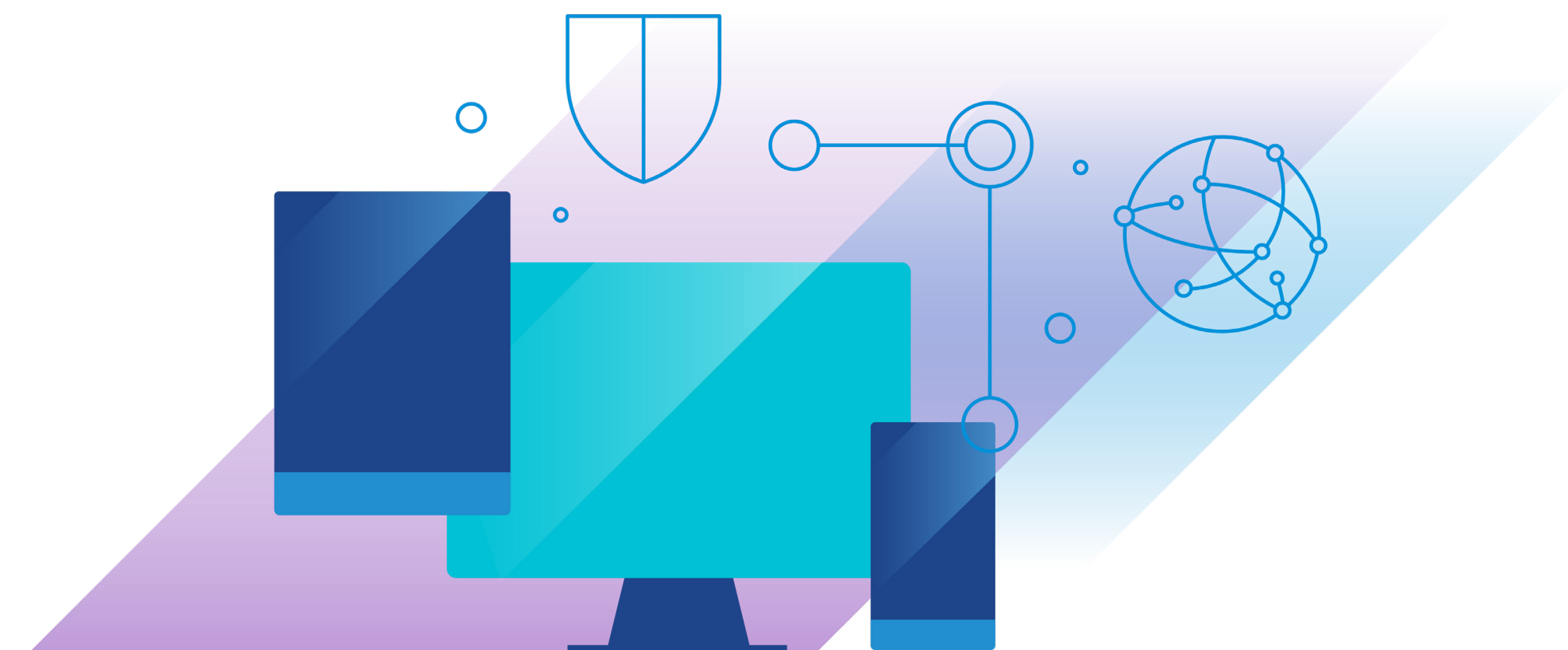
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For example, you can use these prebuilt workflows as is or customize them based on your company needs.

- Onboarding new hires – Connect to your HR system to retrieve onboarding information and send a link to new hires so that they can access their digital workspace before their first day of work.
- Approval requests – Consolidate approval requests from multiple back-end business systems, such as SAP Concur expense reports and Coupa and ServiceNow requisition tickets, and allow users to approve, deny or take other action from within the Workspace ONE Intelligent Hub app.

You can also create your own workflows using the no-code/low-code framework.



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No matter where you are in your digital workspace journey, VMware has programs and resources to achieve real business value while minimizing risk and complexity.

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Accelerate digital transformation

The digital workspace experience should be one that empowers employees to be productive from anywhere, using any device, to securely access the applications they need. It allows them to collaborate with their peers and just get work done, effectively with ease.

Companies with great employee experiences are much better positioned to attract and retain top talent, but how do you get there? What are the considerations and steps needed for delivering a productive and secure digital workspace? And does your IT team have the time and expertise to make your vision a reality?

[VMware Professional Services](#) and our [Partner Ecosystem](#) can help you answer these key questions with confidence.

VMware has the technology expertise, proven deployment methodologies, and industry experience to help your organization deliver productive and secure digital workspaces for your employees.

VMware offers a comprehensive, full-service provider approach to ensure that you achieve your desired business outcomes. We can meet your project requirements for actionable information and guidance before, during and after the deployment of a customized digital workspace solution that is tailored to your needs.

We can also enable you to build a compelling proposal, including the development of a business case with your top-priority user stories to help you communicate the total value of your chosen solution. VMware's Professional Services [methodology](#), applied to each new digital transformation project, uses our Activate, Expand and Transform approach for realizing value quickly and iteratively.

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Apply best practices to your project

[VMware Digital Workspace Technical Account Management Services](#) are designed to ensure your organization is prepared to take full advantage of your digital workspace technology investments, optimize operations, and keep pace with rapid technology changes.

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We provide a VMware subject matter expert, advocate and advisor who equips your organization with proven methodologies and exclusive tools to keep your VMware initiatives on track. You will benefit from technology and skills assessments, best practice reviews focused on identifying performance optimization opportunities, and exclusive events and workshops.

Each Technical Account Manager is skilled in managing complexity and helping you navigate your digital workspace initiatives. They are available when you need technical guidance.

Prioritize focus on outcomes

Technology adoption is a continuous journey of innovation. Realizing the full benefits of your investments means identifying the best routes, avoiding roadblocks, and constantly monitoring and measuring your progress.

Partner with VMware for a personalized experience that is laser-focused on your desired goals. Our knowledge of the best steps to attain them will help you continuously realize the most value from your VMware investments.

[VMware Success 360](#) is a comprehensive success and support offering that guides you through all the stages of your journey with VMware solutions. It provides a consistent way of working with VMware experts that will help you track toward your goals with exclusive product resources all designed to help you achieve outcomes faster from your investments.



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New flexible workplace expectations are motivating organizations to provide frictionless Anywhere Workspace experiences.

A purpose-built and thoughtfully implemented digital workspace solution is proven to create new and more effective ways of working, higher employee engagement, and enhanced business agility within a distributed workforce.

Equally important, VMware's comprehensive solutions provide secure Zero Trust network access across a unified edge and multi-cloud services model that can support the rapid adoption of interrelated [software-defined WAN](#) (SD-WAN) and [secure access service edge](#) (SASE) capabilities.

Are you ready to explore how a VMware digital workspace solution empowers you and your leadership team to drive profitability and growth? Are you ready to join the forward-thinking business and technology leaders that have already transformed their employee experience?

Begin by completing this short 3-minute survey

[Digital Workspace Journey Tracker](#)

Then, when you're ready, reach out for

[A complimentary initial consultation](#)



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