Creating a Digital Workplace

An e-Guide to driving productivity & collaboration in the Digital Age

Catapult
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Digital Disruption

“What is coming at us is bigger than the original internet and you need to understand it, get on board with it and figure out how to transform your business.”

Tim O’Reilly
Founder and CEO, O’Reilly Media

“We’re only at the very, very beginning of this next generation of computing and I think that every industry leader will be the one that transforms first. I don’t care what industry you’re talking about.”

Kim Stevenson
CIO, Intel

We live in a busy world with many varying priorities, pulling us in many different directions. Whether at work or at home, people need to be efficient, to make the most of their time. Fortunately, technology can help.

Or is it fortunate? Technology simultaneously makes our lives easier and challenging. It has accelerated the pace of change in all facets of life. Social behavior is dominated by devices, which outnumber people and create more data than we can consume or understand. Technology has created a disruption everywhere we look.

There’s good news. This disruption is transformation. And opportunity.

- 2x the number of teams the average professional is on compared to five years ago.¹
- 90% of the world’s data was created in the last two years.¹
- 4x increase in people working remotely over the past 10 years.¹
- 50% of workforce will be made up of millennials by 2020.¹
Enter the Digital Workplace

The workforce is changing. A record number of employees are set to retire, taking vast amounts of knowledge on processes and systems out of their companies’ knowledge base. Millennials, a robust portion of the employee population, have vastly different expectations about their work environment than their older counterparts. Customers have even more sophisticated expectations of the businesses they work with.

The Digital Workplace, Defined:

Where employees have the tools they need to work, regardless of location or working style, harnessing technology to improve customer experience, drive profit and make the workplace more efficient.

A Digital Workplace Embodies These Elements:2

> **Collaboration** – Connecting people
> **Business intelligence** – Gaining insight
> **Content management** – Connecting with content
> **Search** – Finding people and content
> **Mobile** – Access wherever you are
> **Workflows and forms** – Automating processes
> **Instant messaging/video conferencing** – Communicating in real time

96% of executives surveyed say that digital work helps employees solve problems more creatively. 3

90% of those executives believe employees are able to collaborate more effectively. 3

23% of companies surveyed currently have a mobile strategy. By 2020, that number nearly doubles to 44%. 
The Multigenerational Workforce

Companies in all industries, and their IT departments in particular, are facing workforce challenges that could sink progress toward the digital workplace if not managed effectively. A key challenge is an employee population with age distribution across several generations, each with its own approach to technology.

**Boomers are booming**

*1 in 4 people in the labor force will be age 55 or over by the year 2024.*

That’s double the number they represented in 1994.

This means that the labor force is evenly represented among age groups, and any digital workplace initiative will need to include strategies to accommodate the different ways each generation engages with technology.

**Millennials are plugged in**

Millennials today expect a truly digital workplace, flexibility and rapid advancement, with future generations even more plugged in to technology-enabled work.
The boundaries of IT are fading, as technology has become an integral part of business operations and how employees work. Aging legacy systems need to be replaced to meet the changing expectations of customers and a new workforce.


Simply put, the role of IT is changing. To keep up with our ever-evolving modern workplace, IT now has new concerns as well as new strategic drivers they must incorporate into their job function (at all levels)—everything from cybersecurity breaches to driving employee adoption of new technology.

“A Wave of Change:
Top Priorities for IT Decision Makers Today”

60% cloud computing
58% security
31% consolidation of IT
Customers Have Raised the Service Bar

The rapid adoption of digital technology in the commercial world is changing customer expectations about vendor interactions and is driving businesses to rethink internal and external service delivery. The expectation is that companies can better interact socially and deliver faster services, with personalized, always-available experiences.

While customers are top-of-mind for business leaders, they are rarely at the heart of service design. Surveys suggest that many organizations fail to engage customers in service design and lack user-centered design and agile development skills in their workforce.

What Consumers Expect

A recent survey revealed that consumers who have sought online customer service help when making an online purchase have high expectations:

“While 52 percent of respondents believe that they are ahead of their competitors or ‘best in class’ in their industries, only 7 percent are exceeding customers’ expectations.”

Forrester Consulting

- **66%** same-day response
- **43%** response in under an hour
- **14%** response in 5 minutes or less
A digital workplace will empower your employees to be more engaged, more efficient and provide better services. You need to start where it makes sense for your organization and then move at a steady, practical pace toward your ultimate goal. The following keys are the most common steps toward a digital workplace.

“From transforming engagement to inspiring innovation and extending it across the enterprise, a unique opportunity exists for organizations to satisfy a digitally savvy workforce and, in the process, accelerate productivity and agility.”

Gartner
Key #1: Connect Your Employees

Software as a Service solutions quickly improve your employee and customer experiences, and free up much needed budgets from hardware, administrative and energy costs. Tools like Microsoft Office 365 provide user-friendly office software combined with world-class document sharing, social and mobile communications, and mobile apps to ensure employees can access and collaborate on documents on any device, anywhere. These tools are allowing businesses to transform the way they work.

Imagine Transforming Your Company:

- Conduct large and small meetings via video conference or instant messaging to make informed decisions more efficiently.
- Allow an analyst to visualize data compiled from multiple departments to gain true insight.
- Give field employees remote working tools that automatically sync to their workstations, eliminating lost work and double entry.

Success Story:

CKE Restaurants Inc.

CKE Restaurants Inc. (owner of Carl’s Junior, Hardee’s and other quick service food chains) wanted to improve corporate communication and collaboration. After weighing several options, CKE opted for Microsoft Office 365 and Skype for Business to strike a balance between a rich collaborative experience for employees and ease of administration for IT. Ultimately, Office 365 helped to streamline the employee experience lending to a modern, digital workplace.

ROI delivered by Office 365 with a payback period of two months. **321%**
Many companies lack a digital solution for collaborating and communicating within teams or across the organization. Traditional document sharing solutions require large budgets and long development time, are often not widely used, and quickly become outdated.

Technology now enables a new generation of employee portals that can be quickly implemented at a fraction of the cost, making them available to companies without large investments and long lead times. Portals empower your workforce, increasing productivity by providing quick communications, giving easy access to documents and workflow, and increasing collaboration across teams and departments.

**Modern Portals Provide:**

- Document sharing & accurate search
- Team & collaboration sites
- Mobile anywhere, anytime access
- Social collaboration & communication
- Cloud-based, secure access
- Managed, subscription based services

**Success Story:**

**Abila**

Abila is a technology company that builds software for mission-focused entities. The company had been operating with disparate internal information sources and no central repository for employees. Abila chose a platform based on SharePoint, which allowed the company to leverage its investment in Microsoft Office 365. Abila has seen an increase in productivity, as employees know where to go to get what they need for their work, while the company continues to look for ways to get even more out of the platform.

“Our Intranet brings everything together. Employees know where to go for information, policies, standards. It filled that gap of being a central place for employees to get information.”

Rob O’Neal, IT Director, Abila
The digital revolution now allows collection of data on nearly everything, creating staggering amounts of information overload. In spite of the exponential growth of data, it can be more difficult to meet the needs of customers, provide insight to employees, and make data-driven improvements to operations. Data is often spread across multiple platforms, locked in systems with no way to get actionable reports, or owned by another office or department.

You can now harness the power of your data to identify trends, correlate needs, target services—ultimately allowing you to transform your customers’ experience. New cloud-based analytic solutions enable your organization to leverage data from multiple sources to develop true insights. Using cloud-based solutions eliminates hardware, software and upgrade costs while enabling continuous enhancements and capabilities. New agile methods provide a way to unify your data into actionable insights quickly, creating a much faster time to value.

**Success Story:**
**Noble Drilling Services**

While the oil industry may seem to consist mainly of oil rigs and hard hats, the modern energy sector relies heavily on big data and analytics for success. Noble Drilling Services made it a priority to streamline operations and to shift data capture and reporting to a more data-rich, flexible and automated process.

Using Microsoft Power BI, Noble is turning big data into actionable business intelligence, giving Noble greater insight into their operations, and helping them find innovative ways to stay competitive in an industry where quick market response is crucial for success.

**96%** believe they could make better use of analytics in their organization.

**42%** know how to extract meaningful insight from the data available to them.
Cloud computing continues to evolve, and will become standard business practice in the near future. Companies that haven’t yet adopted a cloud platform must do so, and firms that have implemented but not grown the use of cloud computing need to figure out how to continue growing this asset.

Today’s cloud platforms are specifically designed to meet rigorous information security demands, helping companies tackle challenges, drive innovation, and cut costs.

As cloud-based solutions and capabilities expand, no business function is left behind. From human resources to marketing to IT’s own operations, ever-more-available cloud services and solutions often prompt the business to put new pressures on the IT function to “take us there.”

Key #4: Leverage the Cloud

74% of Tech CFOs say cloud computing will have the most measurable impact on their business in 2017.¹⁵

Average Cloud Services Used by Industry Per Quarter

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<tr>
<th>Industry</th>
<th>Average Services</th>
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<tbody>
<tr>
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¹⁴ Average Cloud Services Used by Industry Per Quarter

¹⁵ Source: Catapult
Key #5: Rethink Traditional Buying

Moving to a digital workplace will require a change in buying behaviors. Many procurement models are restrictive, not allowing for agile development or subscription-based purchasing models necessary to meet the fast pace of digital transformation.

Subscription-based pricing models now extend beyond SaaS into many other aspects of IT. Managed services have long been available to manage technology, but new types of subscription services have recently begun being offered, dubbed “IT as a Service,” such as Automation, Application Development, Strategy, Analytics, or Application Migration.

This new purchasing model allows organizations to create a practical, digital transformation path at a predictable, affordable monthly rate. Subscription-based services allow for solutions to be expensed rather than capitalized, and more easily purchased directly by a department or single office in a customer’s organization. They also hold vendors more accountable, as they must win the customer’s business each renewal cycle.

$256B
Managed Services markets by 2018. 16

7/10
companies have adopted SaaS applications. 16

45%
of Cloud budget was spent on SaaS applications this year. 16

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Digital Workplace Accelerator: Automation

Automation is a technology megatrend that has been taking the world by storm. Implemented strategically, automation technology has the potential to quickly reduce costs, help meet customer expectations, and improve productivity and efficiency. Beyond that, automation can also improve employee engagement, which is a critical factor in enterprise success.

Look for Opportunities for Automation:

> Web-based forms with workflow, eliminating paper and reducing errors
> Employee provisioning to ensure new employees have proper access to all IT systems immediately
> Employee de-provisioning, eliminating the security risk of employee access to buildings and systems after leaving an organization
> Network configuration, patching and maintenance, and IT helpdesk applications
> Workflow connecting multiple departments

85% of executives are using automation to improve their business processes.  

30% Time spent by IT staff carrying out basic tasks.  

2/3 of Americans expect robots and computers will do much of the work currently done by humans within 50 years.
Where Will You Start Your Journey?

**Empower Employees**
*Enable efficiency, collaboration & culture*

**Engage Customers**
*From acquisition to continuous fulfillment*

**Optimize Operations**
*Both business & IT processes*

**Transform Products**
*Rethink your services*

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**DIGITAL WORKFORCE ROADMAP**

**ANALYTICS & INSIGHT**

- Employee Engagement Portals & Intranets
- Collaboration & Document Management
- Productivity with O365
- Mobility & Security
- Digital Customer Experience & Personalization
- Customer Portals & Websites
- Customer Relationship Management
- Customer Applications
- Business & IT Process Automation
- Development as a Service
- Cloud Strategy Migration & Modernization
- Hybrid Data Center
- Data Security & Compliance
- Digital Apps as a Service
- IoT & Advanced Analytics

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**CLOUD SERVICES**

**MANAGED SERVICES**
About Catapult

Catapult was established in 1993 as an IT services firm. Twenty-four years later, Catapult has become a leader in modern digital solutions and services, specializing in digital transformation and cloud-based technologies. Recognized as Microsoft’s 2016 Partner of the Year for the United States, Catapult holds 16 gold and 2 silver competencies, putting them among the top .01% of Microsoft partners. Headquartered in Austin, Texas, the company provides services across North America with offices in Austin, Dallas, Denver, Houston, Phoenix, San Antonio, Tampa and Washington, D.C.

We imagine, build and sustain IT-enabled business solutions that people love to use.