



HOW WE'LL WORK IN THE FUTURE...

...IS HAPPENING NOW

LET'S GO



BRINGING NEW THINKING TO THE WORKPLACE – AND THE NEW WORKSPACES

Working practices defined by multiple locations, once an emerging trend, is now very much the norm with organisations having to address new business challenges and consider new working models.

How for example, do they address the very real possibility that ‘the traditional office’ may not be part of their thinking going forward? Will it ever again make sense to define workplaces in terms of fixed desks, office walls or bricks & mortar?

Will we need to find new ways to put value on productivity beyond physical hours spent? Will technology truly be able to help, empower and augment employees to be more efficient by taking away time-consuming repetitive tasks?

If so, will organisations have to design and develop new business models to thrive and survive? And how will organisations manage the process of any resultant culture changes?

Change will come easier to some organisations more than others. Flexible working patterns and remote working will be second nature to businesses ‘born in the cloud’. Others will be compelled to change business models and company culture simply to stay relevant and competitive.

There’s more. Employees have had their eyes opened to the possibilities and benefits of working in more flexible ways. But there’s a flip side. This puts many of them ‘out of direct line of sight’, and organisations will have to pay greater attention to the value they put on staff welfare.

68% of IT decision makers agree that giving workers access to business applications anytime, anyplace, from any device is now business-critical.

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2020

It’s entirely reasonable to suggest that organisations will have to factor-in the technology they provide to employees as an important way to maximise their productivity and wellbeing if they’re to retain and attract the best talent.



'FLEXIBILITY' – THE END OF RIGID WORK PRACTICES

Working from home might be the preferred option for many people, but not all. Some will thrive on the interaction that only an office environment can provide, others may benefit from the discipline of a well-defined structure to their work/life outlook. And of course, many will have little choice by dint of their career choices and functions – even within the same organisation.

Flexibility is therefore key, particularly in the way organisations provide technology to their dispersed workforce, whether they be individuals at home, in-office or in work hubs, on-the-move remote teams or work pods.



Chromebooks are a by-word for flexibility in the workplace and the new workspaces. They're simple to set up and lightweight, robust and durable with an exceptional 12-hour battery life.

At the home office, or main office

Chromebooks are easy to use and secure by design, enabling IT to provide trusted applications to their users and protect them against current threats. Chromebooks offer the apps that cloud workers need to stay productive and connected at home or main office. And ChromeOS devices deliver powerful capabilities across every use case wherever you'll find a cloud worker.



It's very likely that organisations are going to have to listen to employees about how, where and when they'd prefer to work, and even how they'd prefer to have their productivity measured.

Ashley Richardson
Chief Technologist, Workplace
Computacenter



WHAT'S HAPPENING ABOUT DATA AND SECURITY?

Wherever employees are asked to work, the integrity of the data they generate is paramount. Add everyday business-as-usual workflows to voice and video, and we're seeing an exponential ballooning of data, and the consequential impact of how security is both managed and made affordable.



73% of IT decision makers will aim to provide all employees with cloud-based access to business apps by the end of 2021.

Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2020

The answer lies in Google Chrome Enterprise, and the ChromeOS management platform designed and built for the cloud era. It's the speedy, simple and secure platform that powers every ChromeOS device, and uses the equally familiar Chrome browser as its principal user interface.

Working on the move

Because all data generated by the workflows produced on Chromebooks is automatically uploaded, stored and accessed 'in the cloud, and the security chip built into every device, users can be reassured that wherever they work their data is safe and secure, be that working on a train for example, at a remote worksite, or perhaps in a café.



The call for easier to navigate, simpler, and more consistent interfaces offering better user experiences and security is loud and clear.

Adam Kelly
Workplace Solution Leader,
Computacenter



INNOVATING EMPLOYEE EXPERIENCES

Employees are not only expecting to use great technology, they're making judgement calls as to whether they'll work for a particular organisation based on the technology they're provided with. They understand that their productivity and value will be directly impacted by the efficiency, simplicity, durability, connectivity, access to applications and security their technology offers.



Imagine the person working from home wanting to work in the same collaborative end-user computing environment, that matches that used by others based in, the office. A familiar operating system offering a wide range of app functionality, with built-in cloud security.

Or the more mobile employee working between home, business hub and office, using the same ChromeOS platform in all locations.

Then there's the remote team of visiting healthcare professionals returning ChromeOS devices to a central recharging station after a shift. They'd be reassured by the fact that it doesn't matter if they mislay or damage a Chromebook because all their important client data is in the cloud, that the device is encrypted, and oblivious that service and security updates are happening automatically in the background.

And the project team, working in an organisation not deploying Google in the workplace as a rule. But they've specified Chromebooks, because of the power of the ChromeOS business apps to help them address, and deliver against particular outcomes requiring fresh thinking and an innovative approach. Using Chromebooks doesn't preclude users from collaborating seamlessly with colleagues working on other traditional platforms.



Over and above the comprehensive range of apps available on ChromeOS, users will also have access to third-party apps specifically recommended by ChromeOS for their functionality, quality, security and user experience.

Ashley Richardson
Chief Technologist, Workplace
Computacenter



LOOKING AFTER THE PLANET

It's unimaginable for any organisation to turn a blind eye to its corporate responsibility as it relates to the environment. Businesses are having to be awake to the reality that they are judged on actions, as well as deeds. Making hard decisions about how they save on energy, consumables and waste is only part of the conversation, as is what their policy will be in relation to face-to-face meetings, air or road travel for example.



Organisations are already making progress on utilising technology to make their buildings smarter, by using sensors to turn lighting or heating on and off. Office management systems are already putting areas 'to sleep' when underutilised.

ChromeOS devices can help reduce environmental impact in some very simple ways.

Because ChromeOS has been designed as a modern, cloud ready OS and optimised for the hardware it runs, all data generated on a ChromeOS device is uploaded, stored and accessed in the cloud, leading to a much lower demand on power.

And with devices supported with continual innovations and OS updates for eight years, ChromeOS devices are often running faster towards the end of their life, than when first released, so they can be in service for many years before needing to be replaced.



ChromeOS devices consume as much as 46% less energy than comparable competitor devices when tested under business conditions.



I can imagine a day when personal and office-based AI powered virtual assistants will begin to take over the processes of deciding on the viability of some meetings and the environmental impact of travel.

Ashley Richardson
Chief Technologist, Workplace
Computacenter





... a business must be open to the concept of transforming, modernising and optimising their IT infrastructure first.

WHERE DO ORGANISATIONS START?

Organisations are increasingly looking to work with experts they can collaborate with, over the longer term to help them lay a digital foundation for the future.

At Computacenter we believe it begins with asking the right questions to examine the driving forces behind an organisation's decision to both digitally transform, and adopt a modern employee experience strategy.

For example, how high does innovation sit on the list of business priorities and prerequisites? This is key, as to be able to be innovative – perhaps even defined

by innovation as a business model – it stands to reason that a business must be open to the concept of transforming, modernising and optimising their IT infrastructure first.

What are they doing – or thinking of doing – about security, governance and the management of risk, all important within the context of protecting employees wherever they work? Important once again, because of the complexities of having workflows and data running across more than one cloud, including on premise.



THE IMPORTANCE OF AN EMPLOYEE EXPERIENCE STRATEGY

The key to delivering a seamless and secure environment within which employees can work productively and securely lies in taking a strategic approach to digital transformation.

They'll want to make sure they get the best devices – leading-edge technology, up-to-date, feature-rich with excellent connectivity. It should have great memory, battery life and on a mature lifecycle management system.

They'll want a consistent infrastructure – a single platform and a single security and governance model.

They'll need a flexible and proactive approach – one which would enable them to adapt in days and weeks to additional needs or pressures, perhaps another crisis or the need to rapidly scale.

They'll need a clear pathway towards a 100% flexible, true digital workplace – a modern management solution for example, app modernisation and zero trust security.



They'll need help and advice to understand the actual needs of their workforce – understanding the particular requirements of remote vs fixed site employees, the generational differences across their workforce, as well as meeting the needs of a more demanding tech-literate employee base.

They'll need to understand that employee experience transcends devices, apps and clouds. Afterall...

- Remote working is here to stay.
- Business models are having to change.
- Employees are demanding an entirely different type of support and management.



LET'S TALK

To find out more about the Google Chrome products and services offered by Computacenter, or to get additional support about how sourcing ChromeOS devices through Computacenter can help organisations with more innovation in the workplace, please contact your Computacenter Account Manager, call **01707 631000** or email **enquiries@computacenter.com**

About Computacenter

Computacenter is a leading independent technology and services provider, trusted by large corporate and public sector organisations. We help our customers to source, transform, and manage their IT infrastructure to deliver digital transformation, enabling people and their business. Computacenter is a public company quoted on the London FTSE 250 (CCC.L) and employs over 20,000 people worldwide.

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