

# The new workplace is My Workspace.

**A user-centric service delivering greater agility, flexibility and efficiency to the enterprise.**



## Empowering Employees to Work *Their Way*.

Mobile devices, the app store, social media, the cloud, wearable technology, ubiquitous Wi-Fi. Consumer-oriented technologies keep pushing further into the work environment—and they're changing it forever.

- **The workplace** is no longer a physical location; it is wherever a worker happens to be.
- **Work hours** are no longer dictated by the company; they're increasingly at the discretion of employees.
- **Work** is no longer a predefined set of tasks; it is a blur of activities, decisions, and collaborations performed with an increasingly diverse set of devices and applications.

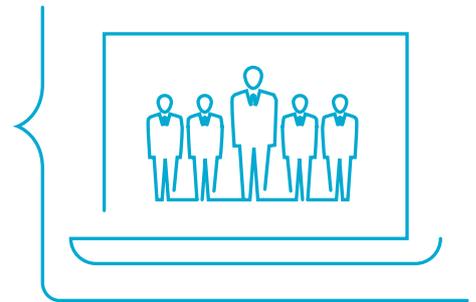
The increasing challenge to balance work and life creates a difficult question for the CIO and IT leadership: Is the consumerization of the workplace something to fight against, or something to embrace?

If the enterprise chooses to impose more control and restrictions, it risks alienating employees and tempting them to circumvent the IT department. However, if IT doesn't clamp down, the organization faces increased security and compliance risks, not to mention a potentially permanent loss of control and relevance.

Capgemini has a solution that ends the dilemma and eliminates the trade-offs. It's called My Workspace.

My Workspace is a software-defined, managed service offering that provides a single, simple, secure portal through which users can interact better with their entire work environment—all of their data, all of their applications, all of their network services and even user support—using virtually any device, at any time, from anywhere.

Simply put, My Workspace delivers a capability that is truly unique in the industry: It transforms the new era of digital literacy into new sources of productivity, agility, and business advantages.

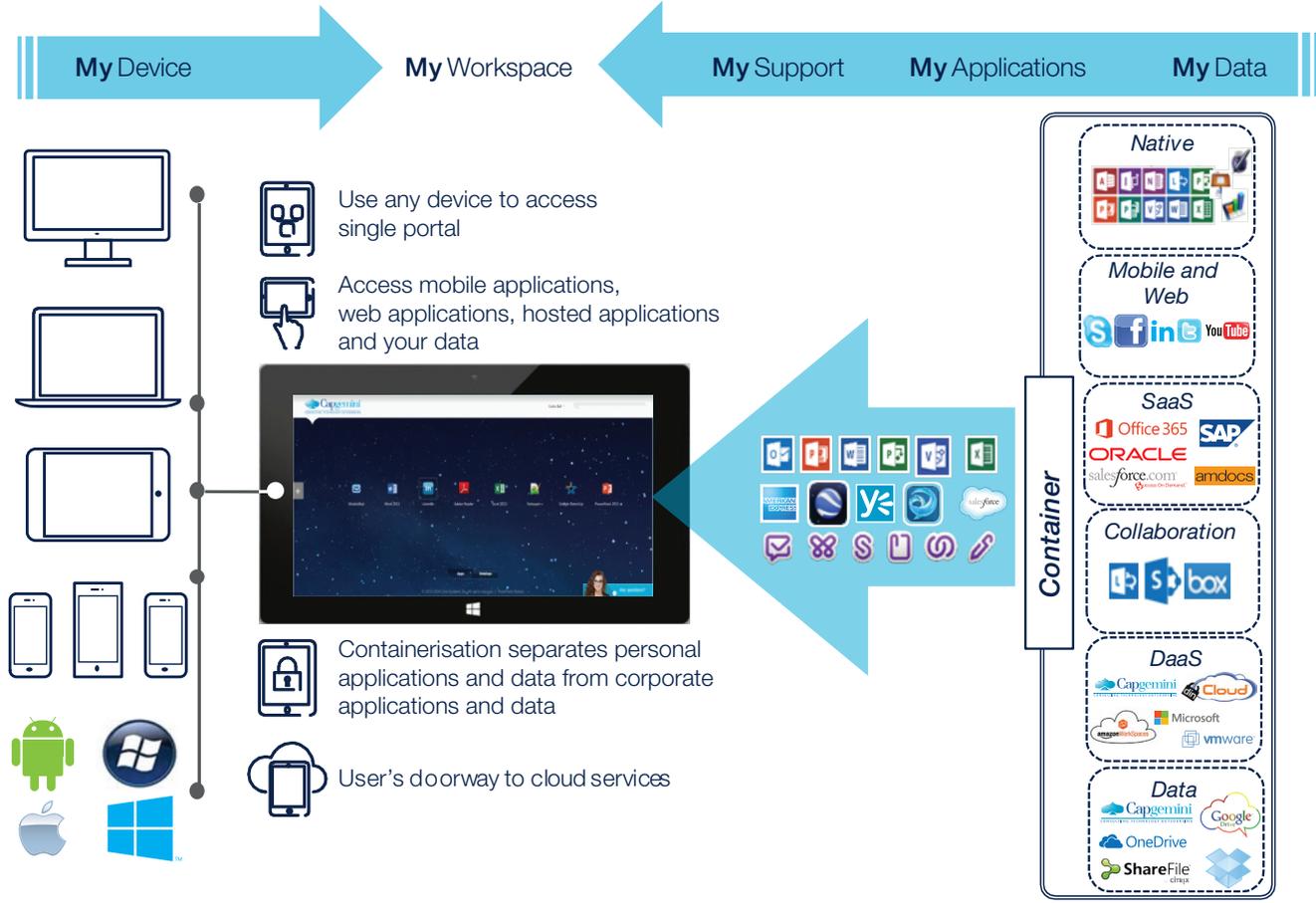


### Bringing Order to the Chaos of IT Service Delivery.

My Workspace combines the convenience of a consistent user experience with the flexibility to choose among services delivered over multiple channels. Now users can access all their preferred apps, data, and services and get the support they need, the way they need it, all from the device of their choice.

Equally important, My Workspace can be tailored to different personas—different job functions, different priorities, and different regional or departmental requirements—meeting the specific needs of each persona. And it can provide data that helps IT link service consumption to business outcomes and drive continuous improvement in service delivery.

### My Workspace - Overview



*My Workspace brings order to the chaos of IT service delivery, merging the convenience of a single portal for accessing IT services with the flexibility to choose among many service and support delivery options.*

My Workspace works within the framework of corporate policies and compliance requirements while delivering an outstanding experience. Using their own personal devices or IT-supplied devices, employees can simply log in once and gain secure access to published desktops, published applications, email, web browsing, data storage, file sharing, and more—any time, from anywhere. Security is strong because the entire environment is containerized, ensuring segregation of the user's corporate IT from their personal IT. This maximizes security of corporate data while providing the user with a seamless and excellent user experience.

In addition, My Workspace simplifies the IT environment. For example, it provides a single administration portal for users to request new applications; it automates and accelerates the process of onboarding new employees and granting their access rights; it supports Mobile Device Management and Mobile Application Management (MDM and MAM) on any mobile device; and it allows for much better use of desktop real estate, enabling IT to cut both desktop and support costs.

### Standards-based for easy integration

My Workspace is built on a modular software-defined architecture and supports industry standards, making it easier to integrate apps, data, and value-added services from multiple sources. You can pick and choose the components deployed so My Workspace can align exactly to your requirements, or bolt in functionality as the business needs develop.

Standardization also helps expand deployment options so that My Workspace can be hosted on-premises, by a hosting services provider, or in a cloud data centre.

### Suddenly, Everyone is Happy.

A key advantage of My Workspace is that it's not specifically designed to benefit only the user, the IT department, or the business—it's designed to benefit all of them equally. The result is a unique and unexpected side effect among all stakeholders: they love it.



My Workspace merges the flexibility, choice, and superb user experience demanded by end users with the control and governance capabilities required by IT, and by doing so it delivers new value and competitive advantages to the business, including:

### Benefits to Users



- **Better user experience:** My Workspace creates a consistent, intuitive user experience and consistently high user satisfaction across departments, lines of business, remote branches, and even merged or acquired business entities.
- **Higher productivity:** Employees can actually work better, spending more time doing the work for which they were hired, less time swapping devices, reporting incidents, and waiting for resolution. They're also more engaged and satisfied with the services they're accessing, further improving productivity.
- **Dynamic service delivery:** By bringing together multiple IT services under a single management platform, My Workspace increases management efficiency and opens the door to service automation, orchestration, and integration. The result for users: access to a new breed of dynamic services that are fast, convenient, reliable, and tailored to their specific needs.

### Benefits to IT



- **Innovation:** My Workspace enables IT organizations to focus less on firefighting, more on strategy. Even more important, IT can dedicate more resources to innovation—defining and developing the groundbreaking new services that will address both user requirements and business objectives.
- **Cost reduction:** The standards-based architecture on which My Workspace is built facilitates integration with existing IT assets. It also simplifies the environment IT has to manage, so OpEx decreases. In many cases, IT no longer has to purchase endpoint devices for users because they can access the workspace from their personal devices, so CapEx also decreases.
- **Analytics:** My Workspace generates important service consumption metrics, making it possible for IT to provide proactive support and continuously improve services and align them with desired business outcomes.
- **Procurement flexibility:** My Workspace is open to integration with value-added products and services provided by third-party vendors and partners—so IT can stop developing and managing every new service in-house and take advantage of a greater selection of outsourced services, brokered cloud offerings, and utility pricing models.
- **Enhanced reputation:** By improving the user experience and aligning more closely with business priorities, My Workspace helps improve IT's reputation—among users and business leaders. The perception of IT as a dictatorship gives way to a new view of IT as a service-oriented organization that is in sync with user priorities with business goals.

### Benefits to the Enterprise

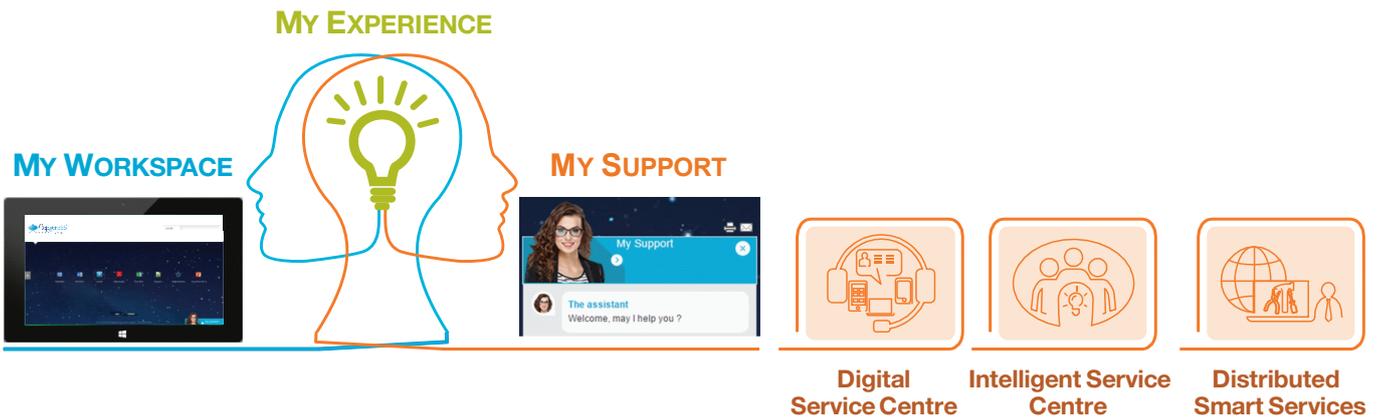


- **Reduced risk:** My Workspace insulates users—and the business—against advanced attacks such as malware, phishing, spyware, botnets, and more. This enables the enterprise to start viewing security as a source of empowerment rather than a source of threats and risks.
- **Talent Acquisition:** The user experience and a flexible work environment matter a great deal to the new generation of digital-literate employees. By offering flexible, convenient access to a vast array of excellent IT services, the enterprise gains a distinct recruiting advantage over companies that do not.

## Integral Part of the My Experience Portfolio.

The My Workspace offering is a core element of Capgemini's My Experience portfolio of services. My Experience combines integrated, end-to-end solutions that address every aspect of the user experience—from the accessibility of apps and services on their devices to the responsiveness of the agents manning the service desk.

### My Experience: Integrated, complementary offerings



Together, the My Experience offerings create an integrated, seamless work environment that combines any-app/any-device flexibility with responsive, adaptive support for a superior business experience. Additional offerings under the

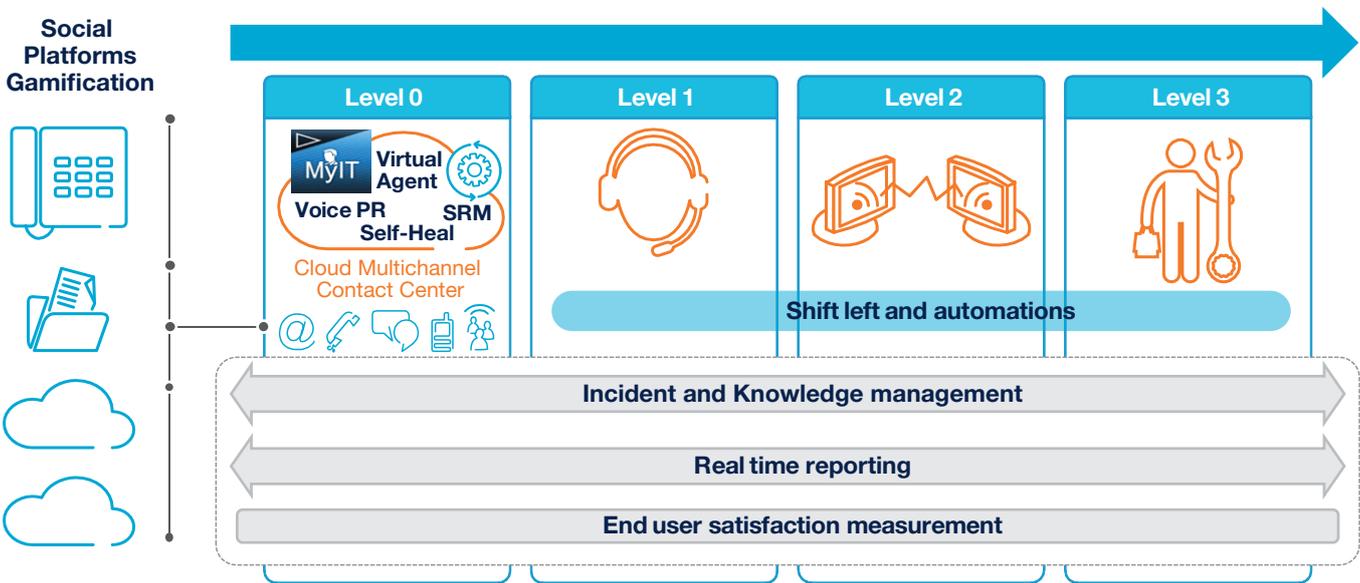
My Experience portfolio include:

**Digital Service Centre**

Capgemini's price-competitive management offering provides service desk capabilities and a single point of entry to all IT services. It focuses on a variety of digital communication channels for IT Incidents and automates service request fulfillment. Digital Service Centre is available through multiple channels, from any device, based on user preferences.

**Digital Service Centre**

The single point of entry to multi-channel IT services



The Digital Service Centre offering harnesses multiple channels to personalize and expedite support services.

### Intelligent Service Centre

This unique service offering adds a business process focus to the capabilities of the Digital Service Centre, giving clients the ability to use powerful, sophisticated analytics to drive continuous improvement of both the service desk operational model and the entire IT ecosystem. The Intelligent Service Centre complements the functionality of the Digital Service Centre, but it can also be implemented separately, integrating with current service desk processes.

### Intelligent Service Centre

Linking IT consumption to business outcomes to drive continuous improvement



┌ Adds analytics to the Digital Service Centre to fuel continuous improvement in business processes ─┐

*The Intelligent Service Centre brings analytics and a business process focus to service desk operations.*

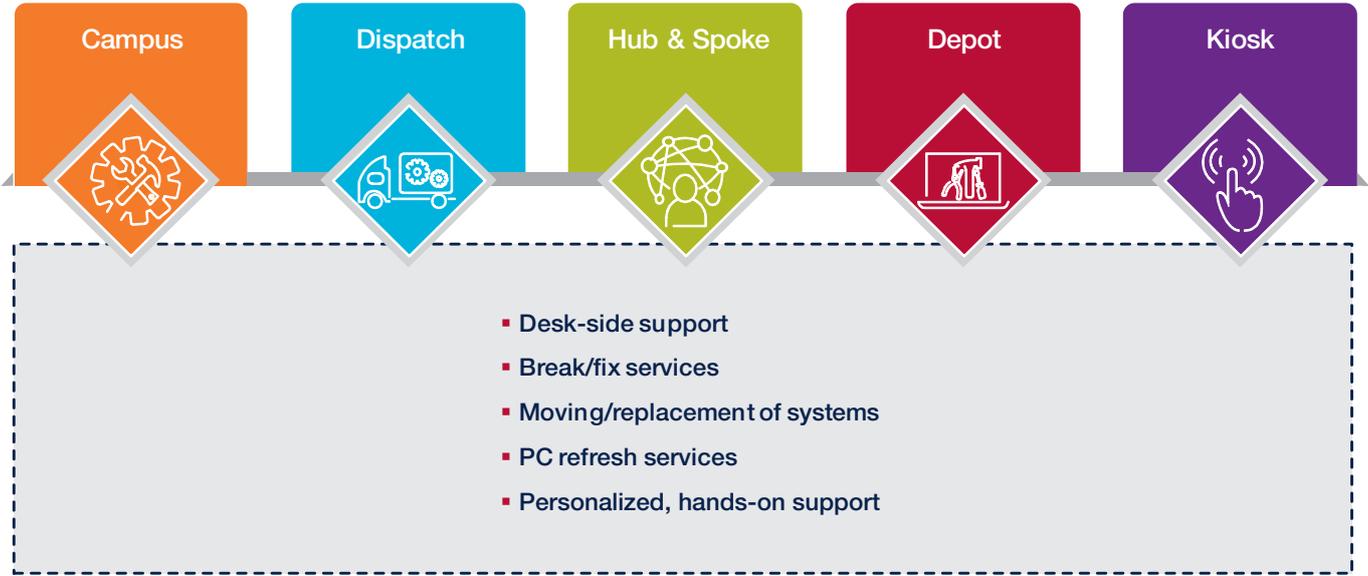
**Distributed Smart Services**

Capgemini provides on-site support when and where it's needed, via knowledgeable staff using globally consistent processes, tools, and methodologies.

While many vendors offer on-site services, what sets Capgemini apart is the breadth of its capabilities and the quality of its people. Capgemini can provide on-site technical support to virtually any campus, almost anywhere in the world. The support representative can be dedicated to that location, and VIP support is available at most locations. Capgemini can also provide dispatch field service; hub-and-spoke on-site support from any designated hub, depot-based repair services, and manned kiosk services.

**Distributed Smart Services**

A full range of on-site support services and delivery options.



*Distributed Smart Services personalizes on-site support at the organization level through a wide array of options.*

## Explore the Possibilities.

Contact your local Capgemini representative today for details about the My Workspace offering or any of the complementary My Experience services. Or visit [www.capgemini.com](http://www.capgemini.com) for additional information about the full spectrum of Capgemini services.

For further information please contact:  
[infra.global@capgemini.com](mailto:infra.global@capgemini.com)



## About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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