



Converting the Workplace into a “Workspace”

An orchestrated platform delivering user-centric services, empowering employees to work anytime, anywhere, using any device.



Introduction

Today's digital culture has already reshaped the way people interact with each other and the world around them. Now it is changing the nature of the way people work.

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 are often determined by individual preferences. And "work" is no longer a set of predefined tasks; it is a blur of activities, decisions, and collaborations performed with an increasingly diverse set of devices and applications.

Many CIOs and IT executives see these changes as a threat, something to fight against. So they are asserting more control and restrictions. They are focusing on how to minimize the risks and maximize policy enforcement.

However, there is another way to view the evolution of the workplace. Forward-looking IT leaders are seeing it as a unique opportunity to improve workforce productivity and job satisfaction, to make the business more agile, to accelerate innovation, and to cut the cost of IT.

This paper expands on the new opportunities the digital workspace creates for business transformation, as well as the challenges that must be overcome to make the vision a reality. It also presents a high-level overview of Capgemini's My Workspace, a unique service offering that merges a consistent user experience with flexibility, security, and choice in IT service delivery.

Visualize a Virtualized Workplace

The workplace as we know it is changing quickly. The convergence of technology trends such as the consumerization of IT, the BYOD movement, app stores, the cloud, virtual desktops, wearable technology, and everything-as-a-service has transformed the physical workplace into a virtual workspace.

The question is how to turn this phenomenon into new business advantages. And that requires a closer look at what a next-generation workspace should be. What should it look like? What features, functions, and capabilities should it provide? What benefits and value should it deliver to users, to IT, and to the business?

Capgemini's view is that the modern workspace should be defined by a single word: Seamless. The workspace should bring together all of the user's preferred applications and data and provide a single, secure point of access for all IT services across multiple channels, including voice, text, chat, email, virtual agents, even biometrics.

Moreover, the new workspace should improve the user experience. The central, self-serve portal should provide fast, convenient access to applications, data, and even support services—and ensure that they are always available, always reliable, always secure, and always performing as expected.

The workspace should also be tailored to each user's specific needs. In other words, it should recognize that different users have different personas—different job functions, different priorities, and different requirements—and it should accommodate the specific needs of each persona. It should also provide usage and preference data to the IT and support organizations so that they can link service consumption metrics



Stop trying to control things that you can no longer control, and manage the data and applications instead of the devices.¹

Gartner

to business outcomes and drive continuous improvement in service delivery.

In short, the workspace should provide an integrated, seamless, user-centric work experience, allowing users to do their work their way, using any device, any time, from anywhere, with total security, over their preferred channels.

This new model also introduces new opportunities for complete business mobility, creating

increased flexibility, scalability, security and cost effectiveness for business, IT, and people through a new type of workspace. It is a software-defined workplace, enabled by a well-managed and secure workspace.

Imagine the advantages of this visionary model for users, for IT, and for the business:

Benefits to Users

- **Users are more productive, more engaged, and have higher job satisfaction.** because they can finally work their way, the most effective way, without impacting (and some cases even enhancing) IT security or control. Users can be mobile and detached from a traditional desk environment, and have more choice in the devices they use and the hours they choose. They have fewer restrictions and limitations imposed by IT and corporate policies. The work can now follow the user—anywhere, any time, on any device. And with IT focused on improving the user experience, user services are faster, more intuitive, more convenient, and more reliable.
- **More and better services are available to users.** In addition to the improvements in the user experience, the new workspace model translates to a broader range of high-quality services that users can access. This is partly the result of greater procurement flexibility. The next-generation workspace is all about integration, and that extends to services and resources provided by partners. IT can stop developing and managing every new service in-house and take advantage of a greater selection of outsourced services, brokered cloud offerings, utility pricing models, and so on. But equally important, service quality is improved because IT can harness data about service usage to drive continuous improvement. All of the usage data being generated and analyzed becomes a massive source of input that can be used to inform and guide everything from service design to service delivery to IT purchase decisions.

Benefits to IT

- **IT cuts cost and complexity, opens the door to service automation.** Once the digital workspace is implemented, IT has a simplified environment to manage, so OpEx decreases. In many cases, IT will no longer have to purchase endpoint devices for users because they can access the workspace from their personal devices, so CapEx decreases. The workspace also brings together multiple disparate IT services under a single management platform, increasing management efficiency and opening the door to service automation and orchestration.
- **Shadow IT is curtailed or eliminated.** The digital workspace model reduces the temptation for lines of business (LOBs), departments, or even individual workers to circumvent the IT department. It provides anytime/anywhere access to all needed resources, supports a broader range of non-standard workflows, provides strong security, and is tailored to user personas—so there is no need to go around IT (or do battle with IT) to give employees and contractors the work environment they need.
- **IT bolsters its reputation among users and business leaders.** The next-generation workspace is focused on creating and deploying user-centric services, which help drive up employee engagement and satisfaction. The more user satisfaction increases, the more IT's image improves—among users and among business leaders. With the workspace model, the perception of IT as a dictatorship gives way to a new view of IT as a service-oriented, supportive organization that aligns user priorities with business goals. Simply put, the workspace is an opportunity for IT to reassert its business value and long-term relevance.

¹ Source: "Mobilization Is Forcing a Role Change for IT," Gartner.

Benefits to the Enterprise

- The business can execute on strategic priorities and accelerate innovation.** There has been no shortage of discussion about the urgent need to align IT more closely with the business. Yet many IT organizations continue to fall short when it comes to strategic management. According to a Forrester Research report, IT service management (ITSM) professionals say they “excel at firefighting processes, such as incident and change management, but fall short when it comes to planning and demand, strategy, and service portfolio management.” On a scale of 1-5, the average self-assessed rating for strategy management was just 1.6, compared with an average of 3.3 for incident management.²

The reason for this gap is no secret: a lack of time and budget to focus on strategic priorities. By implementing the workspace model, IT organizations can increase the available staff time and financial resources needed to focus more on strategy, less on reacting to the crisis du jour. 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.
- The enterprise has more success recruiting and hiring top talent.** The workspace and the user experience matter a great deal to the new generation of digital-literate employees. In surveys, over 44% of job seekers state that they are more likely to join an organization if it supports their preferred device. An enterprise that can offer a flexible, convenient portal to a vast array of excellent IT services which can be consumed via any device has a distinct recruiting advantage over an enterprise that cannot.

Transforming Vision into Reality: Core Requirements

The compelling benefits of the workspace vision require IT to address several key technological and organizational considerations, including:

- Security:** At first glance, the workspace model appears to increase security risks dramatically. It empowers employees to use more types of devices, access more applications and cloud-based services, and store more data in more places—and all of these new options can potentially increase exposure to a wide range of security threats, from advanced malware to spyware, viruses, “zero-day” attacks, and more.

However, the new workspace also opens the door to new security approaches that can help prevent security threats and attacks from succeeding. For example, through the use of a containerized environment, IT can provide complete separation of corporate and personal data on devices, securing corporate resources and maintaining employee privacy.

Used in conjunction with advanced, lifecycle security measures such as secure web gateways, malware and content analysis systems, encrypted traffic management, web filters, and security analytics, the containerized environment can deliver the strong defenses required by the enterprise.
- Connectivity:** To provide anytime/anywhere/any device functionality, the workspace must support application and desktop virtualization. By allowing the organization to centralize its apps and desktops in the datacentre, these technologies make it possible to securely deliver IT services to users on demand, to any device, anywhere, 24/7.

At the same time, connectivity should extend to user support services. The full range of capabilities of the service desk should be accessible through the user’s preferred channels—voice, text, chat, email, virtual agent, etc—all through the centralized workspace portal.

- Standardization:** The workspace implementation should be built on a standards-based architecture so that authorized, trusted partners can integrate their value-added services without major delays or disruptions. Standardization of the environment also helps expand deployment options so that the environment can be hosted on-premises, by a hosting services provider, or in a cloud data centre.
- IT Control and Compliance:** The next-generation workspace should actually increase IT’s control of the environment and improve its ability to meet service-level agreements (SLAs), corporate policies, and compliance mandates—without requiring IT to impose additional restrictions on user behavior and application/website access.

managed service offering that provides a single, simple and secure portal through which users can access all their data, using virtually any device, at any time, from anywhere. My Workspace is also managed through a single administration portal, making it easier for IT staff to handle service provisioning, requests for new applications, employee onboarding, and other key processes.

My Workspace is uniquely capable of merging the flexibility, choice, and superb user experience demanded by end users with the control and governance capabilities required by IT. By doing so, it delivers new value and competitive advantages to the business, including higher workforce productivity, lower costs and risks, and increased agility.

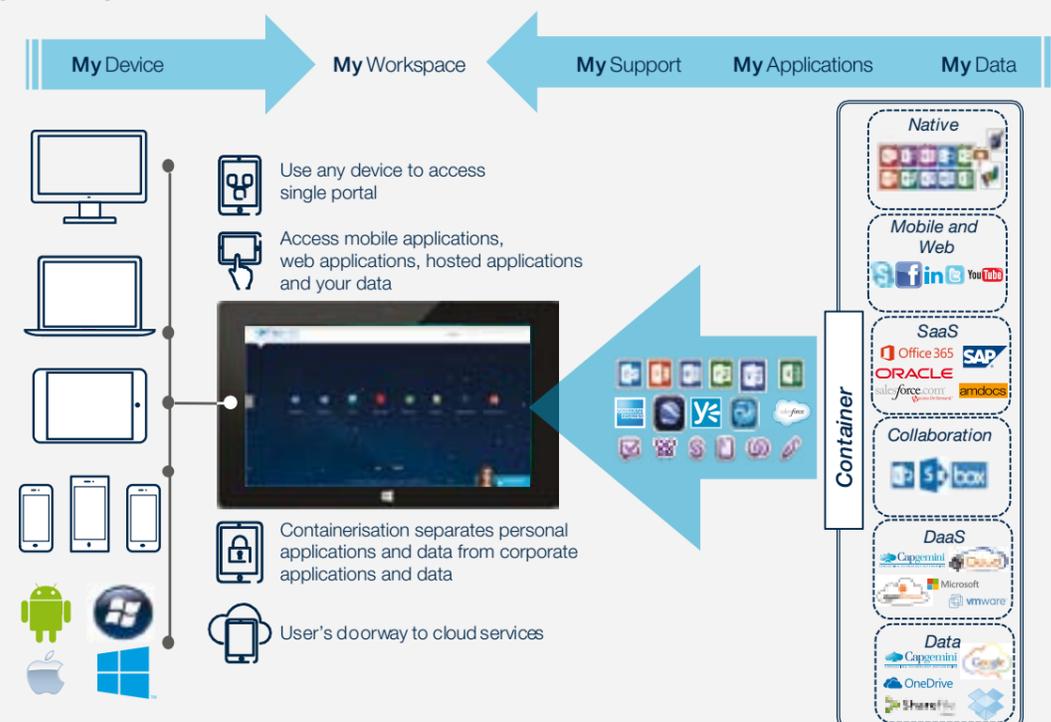
My Workspace overview

My Workspace is built with the holistic Software-Defined Workplace in mind, enabled by a standardized reference architecture. The architecture virtualizes applications and desktops, containerizes the environment, and provides any-device, any-application accessibility from anywhere. My Workspace is a highly engineered, industrialized

Delivering on the Demands: My Workspace

Capgemini has responded to both the opportunities and the requirements of the next-generation workplace with My Workspace, a

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.

² “The State of IT Service Management in 2012, by Forrester Research.

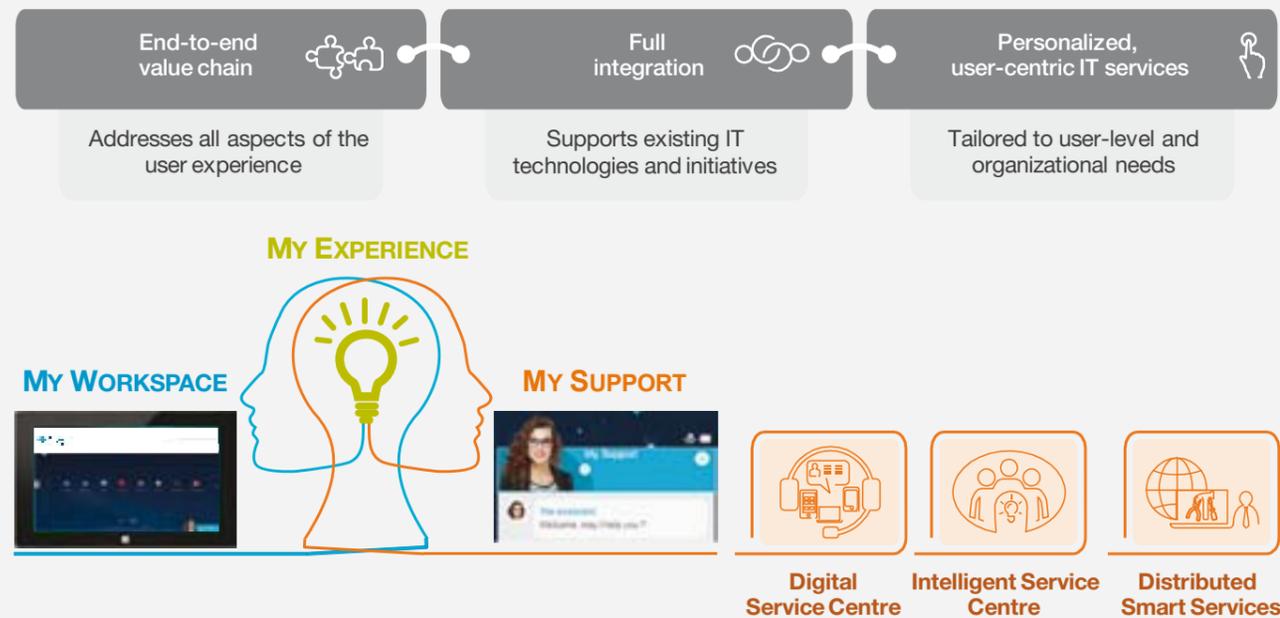
deployment that enables access to virtually any application and data from any trusted source anywhere. Ultimately My Workspace provides multiple hosting options, from on-premises to private or hybrid clouds, with sophisticated security mechanisms and security management technologies incorporated to protect users and the business, allowing people to just work better.

Capgemini's flexible, subscription-based pricing model reduces up-front CapEx at set-up and also reduces OpEx over time. Since My Workspace

is a pre-configured platform, our standardized implementation services allow most deployments to complete within six months, accelerating time-to-value.

The My Workspace offering is an integral part of Capgemini's My Experience portfolio of services. Together, the My Experience offerings create a seamless work environment that combines any-app/any-device flexibility with responsive, adaptive support for a superior business experience.

My Experience: Integrated, complementary offerings



Summary: The Business Benefits of the Next-Generation Workspace

A critical 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. And it delivers substantial and immediate value in a number of vital areas:

- **Higher workforce productivity.** Users spend more time actually doing the work for which they were hired, less time swapping devices, reporting incidents, and waiting for resolution. My Workspace also creates a consistent user experience and consistently high user satisfaction across departments, lines of business, remote branches, and even merged or acquired business entities.
- **Reduced risk of security breaches.** 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.
- **Cost reduction.** My Workspace is built on a modular, standards-based architecture using standard interfaces, which facilitates integration with existing IT assets and reduces TCO. By integrating seamlessly with other My Experience offerings such as the Digital Service Centre and the Intelligent Service Centre, My Workspace has proven to increase the adoption of automation and self-service by up to 40%, which in turn can reduce user incidents by as much as 30%, lowering overall support costs.
- **Meaningful performance reporting on critical business processes.** My Workspace generates important service consumption metrics, making it possible for IT to continuously improve services and align them with desired business outcomes.
- **Builds the business case for transformation initiatives.** My Workspace integrates well into existing service aggregation, automation, and orchestration projects. It can also serve as a quick win on the road to a broader IT or business transformation project by proving the business value of a superior user experience.

Explore the Possibilities.

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



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