



## THE CONNECTED WORKPLACE IS FOR EVERYONE

Opinion White Paper





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## TIME TO EMPOWER EVERY WAY YOUR PEOPLE WORK

The modern workplace is no longer confined to the four walls of an office building. Today the workplace exists wherever your people are, whether that's at home, in a coffee shop, around a campus, or up a mountain. Because of this, the workplace is turning into whatever you need it to be, from a rigid workstation on a desk to a flexible touchscreen tablet that can travel - however you work, your workplace should be built around just that. Most importantly, it should connect you to the people, apps, and data you rely on every day to do your best work. More than anything, you need a connected workplace.

## What is a connected workplace?

A connected workplace enables your people to work at their best, all of the time. It gives them access to all the tools they need to optimise their productivity, communicate seamlessly with their team, and work smarter than they ever have. What composes a connected workplace is constantly evolving, with new technologies shaping different and more innovative ways of working by the day. No two connected workplaces look the same - they should be unique to your individual needs. And it's not enough to just settle for technology that does the trick; you need to know it's prepared for the unexpected too.



## Expect the unexpected

Sometimes events that are beyond our control can impact how and when we work. It's therefore essential to ensure your workplace is equipped to respond. Health alerts, severe weather, even commuter traffic could impact how users are able to work and rightfully are events that should influence workplace strategy. For most, this has given light to an urgent need for better remote working capability. It also forms an integral part of the connected workplace.





81%

of people believe that flexible working would make a job more attractive to them<sup>1</sup>

## REMOTE WORKING IS NOW A REQUIREMENT

Although the desire for remote working has been spurred on by recent events, it's actually something your people have always wanted. Everyone's lives are different, and as such can influence how they work in different ways. While many may be quite happy with a routine office environment, some require a lot more flexibility to help them reach their full potential. In fact, according to PowWowNow's 2019 flexible working survey, 81% of people believe that flexible working would make a job more attractive to them, with 79% believing it would make them more productive<sup>1</sup>. It's because their expectations of what work should look like are changing. As technology continues to evolve and allow greater flexibility in their personal lives, they want to be offered the same freedoms in their professional lives too.

Likewise, the modern workforce is beginning to reflect a much younger demographic, with millennials and Generation Z increasingly forming the pool of potential employees. Many of these have never known a time without fast, accessible technology, so it's understandable that the ability to work as flexibly as possible would be at the top of their agenda. A Poly survey found that 70% of age groups who said they regularly take advantage of anywhere working were between 18 and 34 years old, compared with 51% between 45 and 60<sup>2</sup>. That in mind, remote working is becoming less of a benefit for employees and more of a requirement.

79%

of people believe flexible working makes them more productive<sup>1</sup>



## THE CONNECTED WORKPLACE IS MORE THAN REMOTE WORKING

But remote working isn't the be all and end all when it comes to creating a truly connected workplace for your people. It only really addresses the need to work from anywhere, but doesn't necessarily enable them to work at their best. There's so much more to consider, from the devices you put in their hands to the software and services you choose to enhance what you do. You need to ensure your apps and data are always accessible, understand whether you could be taking advantage of the cloud, and put security measures in place so that wherever your people are working, they're protected.

Importantly, a connected workplace should cater for everyone, with no exceptions. That means considering how every single individual prefers to work and building an environment that complements those workstyles. And this doesn't just go for how they work remotely, but how they work on-site. It may require you to rethink your physical office space, and create unique areas within it that are purpose-built for different tasks, such as huddle rooms or optimised meeting spaces. You could even reduce your footprint entirely by hiring out desk space as and when your people need them rather than working somewhere static.

It goes without saying that a connected workplace is no small undertaking, but it could be the key to unlocking greater productivity while making your people happier too.



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## Q THE BENEFITS OF A CONNECTED WORKPLACE

A connected workplace has the potential to completely transform how your people work, and could lead to significant benefits for both your business and your employees.



### Q Greater productivity

By building a connected workplace that's optimised to suit your people's individual workstyles and enables them to work from anywhere, they'll work better than they ever have. A study from Cardiff University found that 39% of people who mostly work from home often work additional hours compared with 24% of those in fixed workplaces<sup>3</sup>. 85% of businesses who have implemented a flexible working policy have also reported an increase in productivity, with 67% believing it could improve productivity by at least

# 85%

of businesses who have implemented a flexible working policy have also reported an increase in productivity<sup>4</sup>

a fifth (IWG)<sup>4</sup>. Greater productivity also breeds greater opportunity for innovation. With your people at the top of their game, they'll create more room to innovate. They'll be better equipped for this too, thanks to state-of-the-art technology that enhances everything they do.

### Q Financial impact

A connected workplace makes it possible to realise significant financial savings. By making use of arrangements such as hotdesking, you could considerably consolidate your physical real estate. Removing your people from the constraints of an office could even mean you no longer need an office at all, which could in turn lead to massive savings on your energy and water bills. FlexJobs predicts a colossal saving of \$4.5 trillion by 2030 in the US alone as a direct result of remote working<sup>5</sup>. What's more, 65% of businesses say a flexible workspace helps them reduce their CAPEX/OPEX spend (IWG).





## Q Environmental impact

By making flexible working a possibility for your people, less will be inclined to come into the office and will instead choose to work from home. For many, this means no more commute; something that not only improves their work-life balance, but substantially reduces the amount of greenhouse gas emissions your business produces on a daily basis. The consumption of fossil fuels is lowered as a result - a massive contributor to climate change - and the air we breathe becomes a lot cleaner. Of course, it takes more than just one business to make a big difference, but by positioning yourselves as a leader in affecting such change, you'll earn greater respect from customers.

## Q A connected culture

The introduction of a truly connected workplace can help raise employee morale, inspire empowerment, and develop better working relationships. It promotes a different kind of mindset within your business, where teamwork is enhanced and autonomy is encouraged. And because everyone is connected all of the time, your people will be less frustrated when seeking answers or guidance, with responses often instantaneous. Nurturing this connected culture is likely to increase their loyalty tenfold, meaning you retain them for longer, as well as attracting fresh new talent when it comes to recruiting.

60%

of commuters feel that flexible working or a greater opportunity to work remotely would increase their health and wellbeing<sup>6</sup>

## Q Happiness

There's no doubt about it, flexible working makes your people happy. It reassures them that they're both trusted and valued, and by removing the need to commute liberates them to work better for longer. The RSPH's study into the impact of rush hour commuting found almost 60% of commuters feel that flexible working or a greater opportunity to work remotely would increase their health and wellbeing<sup>6</sup>. IWG's survey also found 41% of respondents said having a choice of work location is more important to them than never working overtime.





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## WHAT SHOULD MY CONNECTED WORKPLACE LOOK LIKE?

There isn't a cookie-cutter template for the ideal connected workplace because it looks different for everyone. We all work differently so each connected workplace should be designed with each individual's needs in mind. Likewise, different industries require different approaches to best suit how their people work and the conditions they work in. For this reason, a connected workplace is created on a case-by-case basis, making it entirely unique to you.

### The role of the device

A vital part of building a connected workplace comes down to your choice of technology. You shouldn't have to fit how you work to the technology you're using, but instead work with technology that complements your workstyle. In particular, the devices your people work with should enable and never hinder them, helping them to be as productive, flexible, and innovative as they can be, wherever, whenever. It's no good trying to implement a remote working strategy if the devices your people are using are outdated - this could leave them open to serious cyber security risks and lead to an increase in stress if they're not working as they should. The devices you invest in need to empower every way your people work.

#### Sources

<sup>1</sup>PowWowNow, (2019), 'Flexible Working Survey' <sup>2</sup>Poly, (2017), 'The changing world of work' <sup>3</sup>Alan Felstead and Golo Henseke, (2017), 'Assessing the growth of remote working and its consequences for effort, well-being and work-life balance' <sup>4</sup>International Workplace Group, (2019), 'The IWG Global Workspace Survey: Welcome to Generation Flex - the employee power shift' <sup>5</sup>FlexJobs, (2018), 'Seventh Annual Flexible Work Survey' <sup>6</sup>Royal Society for Public Health, (2016), 'Health in a Hurry: The impact of rush hour commuting on our health and wellbeing'.



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## DELL DEVICES PLEASE ALL THE PEOPLE ALL THE TIME

Dell's impressive portfolio of modern, next-generation devices enables people to do their best work at any time, from anywhere in the world. It doesn't matter who you are or how you work, there's a Dell device that's perfectly suited to your individual workstyle.





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## THE REMOTE WORKER

### Who

As a remote worker, the majority of your time is spent working off-site. You are a web developer, counsellor, editor, or freelancer.

### How

Often working from home or at a location that offers you greater freedom to be productive, you prefer to work mostly at your own pace and are at your best when you're not restricted to one office. Your personal circumstances require you to have a good work-life balance, and as much flexibility as possible is important to you.

### What

You look for technology that gives you the flex you need, enables you to work from anywhere without compromise, and constantly keeps you connected and collaborating with your colleagues. You want ease, instant access, and to overcome any borders that keep you from staying productive.



## WHY DELL?

Dell's all-in-one desktops with VPN and versatile Latitude laptops give you everything you need to perform better than your best. With Ultra 4K HD displays and the option of dual monitors to send your productivity skyrocketing, this technology helps you work beyond limits.





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## THE DESK JOCKEY

### Who

Desk jockeys tend to stick to the traditions of conventional office life. You are a receptionist, account manager, recruiter, accountant, or public relations manager.

### How

Preferring the routine of a regular 9-to-5 office environment, you are typically well-organised, used to multi-tasking, and most comfortable when surrounded by your colleagues. Sometimes this can mean an air of competitiveness, but most often it means doing what you do best at your desk.

### What

The technology you use should be powerful, but streamlined, so it doesn't overwhelm your desk. It also needs to be able to keep up with your pace of working and be built to last, so you know you can rely on it day-in, day-out. Functional and practical, it should transform your personal workplace into a hub that keeps pace with the action.



## WHY DELL?

OptiPlex Micro PCs are small but mighty. They don't sacrifice form for function, and offer incredible flexibility with adjustable mounting options that see they take up next to no room on your desk. Maximise your productivity using minimal space with computers that curb the clutter.





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## THE CONSTANT MOVER



### Who

You can never sit still. A constant mover is happiest at work when flitting from place to place. You are a presenter, nurse, doctor, teacher, or personal assistant.

### How

The more dynamic an environment is, the more at home you are. You love switching between multiple tasks and moving from location to location effortlessly. Never at a desk long, you're needed everywhere, and are no stranger to your company's many meeting rooms.

### What

You need technology that can move with you. Something thin, light, and agile that you can tuck under one arm or quickly grab on your way to your next meeting. It should be simple but sophisticated, a companion that helps you scribble down notes, collaborate like a pro, and work at the speed of light rather than slowing you down.



## WHY DELL?

Dell's range of ultra-light notebooks were made for being on the move. Sleek, speedy, and seriously smooth, they've got your back when you're going a hundred miles per hour. Their powerful 2-in-1 devices are perfect for presenting, and when combined with compact adaptors help you easily plug in and instantly impress.







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## THE FREQUENT FLIER

### Who

You're anywhere other than at the office. At a global event. On the front line. On the other side of the world. You are an event manager, aid worker, consultant, or translator.

### How

Always on-the-go, you thrive on being able to travel. You regularly work on modes of transport, and in varying locations. You're rarely found in one place, but in many, even during the course of a single day. The world is your workplace.

### What

The ideal device is unstoppable, like you. It should give you the same seamless experience you'd have at the office even though you might be thousands of miles away. It ensures you stay a part of the team and able to contribute to ideas from wherever you are. Light as a feather, it's never a burden when travelling from place to place.



## WHY DELL?

With industry-leading battery life that lasts over 15 hours, Dell's lightweight PCs keep you going for longer. Highly durable, they offer a combination of stylish flexibility and advanced security features you can depend on to get the job done. And thanks to super reliable wireless, you're always 100% connected, regardless of where you're working from.





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## THE ARTIST

### Who

Creativity is your calling. You bring big ideas to life every day and push the boundaries of what's possible. You are a performer, designer, musician, architect, or writer.

### How

You're driven by your own imagination and inspired by everything around you. You prefer the freedom offered by different environments and like having your colleagues close by to bounce great ideas off. You want to be as unconstrained as possible to allow your creative expression to flourish.

### What

You need technology that empowers your creativity and captures your vision. Not only should it match your mastery, but propel your ideas forward and send them into the stratosphere. Your devices will be dealing with ground-breaking innovation daily, so you need to know they can perform under pressure. Vibrant and versatile, they turn concepts into reality.



## WHY DELL?

Dell Canvas is a playground for your imagination. Its highly interactive touchscreen and totem offer you an experience that's as close to drawing on paper as possible. Fluid navigation makes it easy to switch between devices at the blink of an eye. Dell's mobile workstations and Towers then give your creations the platform they deserve with brilliant displays and awe-inspiring power.





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## THE PROBLEM SOLVER

### Who

Driven by logic and analytical thinking, you have a hunger for knowledge and seek a better understanding of how things work. You are an engineer, mathematician, scientist, or programmer.

### How

There's nothing you enjoy more than solving complex problems. Compiling key information and conducting important research forms a large part of your role, but you're mostly kept busy by making the impossible possible. You find the answers others can't, experimenting with theories until you've proven them.

### What

Used to constantly juggling highly intensive workloads, from rendering to development, you need technology that's primed for performance. Fast, furious, and flawless, it helps you unleash your full potential and power through projects with precision.



## WHY DELL?

Designed to deal with demanding apps and built to boost your brilliance, Dell's Precision workstations offer super-fast speeds and optimal performance around the clock. Ready for virtual and augmented reality, they ensure you remain fully immersed in everything you do so you can innovate without interruption.







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## THE RUGGED AND READY

### Who

You're a doer who loves getting hands-on. A fieldworker by trade, your day tends to consist of conducting physical activities in extreme conditions. You are a farmer, construction worker, mechanic, electrician, or emergency responder.

### How

Incredibly skilled and mostly manual, you're used to working in demanding environments like workshops and production sites. You're often found outdoors traversing difficult terrain to complete your next task. You need tools that are tough and trustworthy.

### What

Your devices should be built to withstand a lot of abuse. They need to be ready for anything you can throw at them, from severe heat to a sudden splash of water. They'll be knocked over, stood on, dropped, and left to run for hours on end. Standardised equipment isn't good enough - you need something reliable, resistant, and robust.



## WHY DELL?

Dell's Rugged Latitude Tablet ensures no matter where you work, it works too. Sealed ingress protection defends against dust, sand, and liquid, alongside thermal management that keeps it performing when things get hot. With an outdoor screen that can be seen clearly in sunlight and a touchscreen display that works even when wearing gloves, it's the first choice for fieldwork. Two swappable batteries also mean you can work all day without needing to plug in once.





## TAKE A LEAF OUT OF DELL'S SUCCESS STORY

Dell has spent over a decade implementing and managing their own Connected Workplace program. Now, they offer a world-leading flexible work culture, and have reaped substantial financial, environmental, and cultural benefits since their journey began.

Dell has saved an estimated 42 million kWh of energy since 2013, and approximately 35,000 metric tonnes of CO2e per year by helping their team avoid 136 million miles of travel. An astonishing \$39.5 million has also been saved by consolidating and refining their workplace, giving employees the option to reserve desks rather than restricting them to anything permanent. Flexibility is one of the top three culture attributes Dell's team members value most, with 94% believing flexible work arrangements positively contribute to their overall performance. 60% of their global team currently leverages the option to work flexibly, so there is no company better positioned to offer you the guidance you need to implement your own connected workplace.

## SERVIMUM AND DELL

Proud of our partnership, we know everything there is to know about Dell technology. With over ten years of experience delivering workspace solutions to a broad range of different environments, we're ready to help you build a connected workplace that transforms your business and empowers your people. Our shared customer-centric approach sees the end user is prioritised, ensuring the right tech is always put into the right hands. And thanks to the specialist partners we work with and expertise made available through our Services Ecosystem, we match your Dell devices with industry-leading technologies and solutions that perfectly complement your connected workplace.

If you would like to learn more about Dell's diverse portfolio of devices or better understand how a connected workplace could benefit your business, please contact your Account Manager, email us at [hello@servium.com](mailto:hello@servium.com), or speak to one of the team on +44 (0)303 334 3000.