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# The Modern Workplace

Helping you adapt to  
an evolving world

2020 >

a **DCC** business



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## How to adapt to the modern workplace

The industry definition of the modern workplace is always changing, but recent events have seen an unusual number of businesses undergoing a rapid shift to a remote model. Workforce enablement through technology has also become more integral to business operations than ever before.

It's now imperative to the survival of businesses to enhance their technology infrastructure. This is done through client computing for standard operational function, UC devices and collaboration tools to maintain productivity, and a renewed focus on digital cyber security as businesses operate over remote VPNs and expose themselves to additional risk.

### Present and future growth for digital services

Remote working has gone from a rare occurrence to the industry norm almost overnight. Recent projections suggest that Desktop as a Service (DaaS) is expected to see worldwide growth of 95% in 2020, with a projected revenue growth of \$1.2 billion. Infrastructure as a service (IaaS) is also expected to climb by 13.4% from \$44 billion in 2019, to \$50.4 billion in 2020. This is predicted to continue into 2021 with a projection of \$64.3 billion.

Cloud spending especially is expected to grow quickly across the globe as businesses adapt to a new remote workforce. Software as a service (SaaS) remains the largest market segment with a 2020 revenue of \$104.7 billion this year. But spending in cloud-based conferencing will increase by nearly 50% due to the need for workplace collaboration.

### The demand for the right devices

With more companies and schools moving to remote study and working, there has been an increase in demand for the most suitable devices. The first half of 2020 has seen a resurgence in the PC and tablet market, to the point where demand has now outpaced supply.

This demand has been driven by an increase in working from home and home education. The International Data Corporation (IDC) expects the personal computing devices (PCD) market, including PCs and tablets, to grow 3.3% in 2020 with shipment volumes reaching 425.7 million units.

When working with Exertis you have access to our whole technology suite to deliver a work at home solution for laptops, headsets, security software, enterprise infrastructure and all the technology in-between! We will help you build, market and sell the most suitable solution for your customers.



### Resetting your business strategy

As the pandemic progresses, many business strategies have either been dramatically forced to change or wiped clean entirely in order to adapt to a changing world. But we have also learned a great deal and gained valuable experience that we can use and invest back into business.

There is a new reality facing us now, one which can be just as positive if we build resilience and reset strategies to make them work in a remote working world. It's important to create effective strategies designed for each activity within your enterprise and to stay flexible and responsive.

Here are the three phases that describe how businesses have been responding to the current pandemic, and the future steps that may be needed to reset strategies entirely.

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### Respond

The first thing businesses did was focus on keeping customers and their people safe, whilst staying operational as much as possible during the pandemic. This was a dramatic time with plenty of quick changes and took even quicker thinking on the part of business leaders.

**Your key activity:** Temporary fixes were put in place to stop the bleeding and stay operational.

### Recover

This second period is still ongoing. Although less hectic, it has nonetheless required immense coordinated effort on the part of leaders to stabilise operations and adapt to new circumstances.

**Your key activity:** If you haven't already, create a strong plan to restore to a scalable state.

**Your key activity:** Identify capabilities that strengthen, refactor, reopen, rehire, re-budget, and resupply your business.

### Renew

When we come to this period, it could go on for a long time as we continue to adapt to a post-pandemic world. This will be marked by strategy change and a focus on durable execution across the organisation.

**Your key activity:** Learn to conduct operations processes and workflows in new, repeatable, scalable ways.

**Your key activity:** Use lessons learned and emergent patterns from prior phases to coalesce around a new foundation and way forward.

With limited cash available, it is likely that businesses will prioritise subscription-based products and services to spread the financial impact and reduce upfront costs. By combining Dell Powerstore with already built-in Intel software, you can go to market with a ready-made solution, reducing your upfront costs and providing a whole ready-made package to your end-user.

# How to keep your business productive

In the current circumstances, just keeping your business operational and productive can be a challenge. But it's one that we think we can help with.

## 5 ways to help your people stay productive

One big concern when your team are remote working is ensuring they are producing work to the same level and frequency as before. The home can be a hotbed of distractions, as people struggle to find a good area to work alongside family and other roommates in the same situation.

But you can help them stay productive from where you are, all it takes is implementing a few useful routines into your regime to stay in touch and keep them on track with the business:

### Daily check-ins.

This may not have felt necessary when working together in an office, but now it can be a very useful way to keep people on their toes and thinking about their daily workloads. You're not spying, you just want to make sure they have everything they need to keep working. Especially if they have had to adapt to helping take care of children at the same time as working.

### Emotional support.

When people are in a good place mentally, they are more productive. Let them know that you are there to help them if they are struggling to deal with changes and challenges. Working from home can be an isolating experience without the natural interaction of work colleagues, and they may need your support more than you think.

### Equip them with tools.

Teams succeed when they have the right tools at their fingertips. Keep your team equipped with streamlined project management software and apps that help them communicate and organise work. Without this, the team can spend as much time sorting and catching up on administrative duties, as they are doing productive work.

### Help them create a workspace.

We have all seen some interesting and creative workspaces appear on the other end of the camera since the increase of working from home. Everyone is doing their best to find a spot in the home that best suits their needs and gives them the space to work. But they could always do with suggestions and ideas, and maybe even equipment that will help them be even more efficient.

### Keep the team building going.

One of the big gaps left by a shift to remote working is team building. It can be tempting to assume that this isn't even necessary when everyone is relaxed at home without the stressors of a work environment. But non-work interactions are still a key part of team building and should be built into everyone's schedules. Chats and coffee breaks can really help keep everyone talking and connected.

## Top tech solutions to staying productive

As a leading technology distributor, we keep a close eye on how our technology partners can help businesses in a changing world. Here's some of our best partner solutions for staying productive.



Productivity and workflow can be hampered by the smallest detail, such as a laptop running low on power or a password issue. Sharing work can also take longer without connecting to a projector. Intel has helped by creating "You are your password", a biometrics-enabled experience that is faster and more secure. No more "123456" password concoctions or writing passwords down.

Intel is also helping to create a workplace without wires. Built-in wireless display now allows workers to connect automatically and more securely to projectors, and soon wireless docking and wireless charging will

create an even more seamless experience.

Intel is planning a digital assistant that will change how we work. Instead of having to tell your device everything, the reverse will be true. Your device will anticipate your needs with proactive, contextual recommendations and powerful voice recognition. And built-in theft protection will automatically measure proximity and motion to assess risk levels on the go.



Productivity when using devices is linked to mobility, reliability, and accessibility. Fujitsu CCD devices such as the LIFEBOOK weighs only around 2lbs and is one of the most mobile and lightest in the market. Reliable and equipped with Intel Core Processors, it has received amazing reviews.

Fujitsu promise high accessibility through their partnership with Microsoft and can provide cloud-based file storage services and collaboration software. Their friendly team are mobile, reliable, and accessible through us, to ensure they are on hand to support resellers and end users.



Many employees now work from home, and Poly enables them to have as much impact from their kitchen table as from their desks in the office. Poly headsets and video conferencing cameras keep communication consistent and make it easy to connect and collaborate without barriers.

Poly solutions help to elevate the experience of Microsoft Teams, Zoom or any other meeting service seamlessly every time. Poly believes that even if how we work continues to change, what will not change is our need for human connection in the workplace.



## Lenovo

Lenovo recognise that portable technology is key in the modern workplace, where employees move with their laptops between settings. Remote workers want and need to keep moving. They have plenty of light and reliable devices available through us right now.

The technology company also has plenty of monitor solutions. They recognise that productivity can be massively hampered without access to a high quality second

monitor, especially those that work with multiple spreadsheets and people that work in graphic design.

Lenovo also want to make sure that remote workers are equipped with the latest tools for seamless and efficient video collaboration. They offer the best in video-conferencing technology, including hardware, software, and accessories, like headsets to stay in communication with team members.

## Dell Technologies AUTHORIZED DISTRIBUTOR

Dell know that with an ever-changing landscape, technology is more important than ever. They want to help you empower your workforce with all the tools to be productive and flexible. In fact, Dell said that 65% of their global team members work in a flexible capacity, so they understand.

Their expertise is there to help you empower your productivity. Their latest portfolio of desktops, laptops and workstations are more intelligent than ever. They have introduced new solutions

and intelligent designs such as Dell Optimizer, Express Response, Intelligent Audio and Express Charge.

Every organisation needs to be a digital organisation powered by data, running in a multi-cloud environment, and able to harness artificial intelligence, machine learning, IoT, edge computing and more. Dell provide IT infrastructure and workload solutions—that can be delivered on-demand, as a service—to help any organisation transform and thrive.

## vmware®

### SD-WAN™

To help with network agility in the current climate, VMware SD-WAN is cloud-delivered and software-based, allowing for quick adaptation. This includes adding access to cloud-based services for new branches or remote offices, and dynamic steering of all traffic for optimized application and data delivery.

SD-WAN allows for various deployment options for the edge device, including dedicated hardware, a virtualized appliance, or a hybrid solution (cloud/software and hardware). In each instance, the components connect to a central orchestrator when brought online, and configurations are pushed from the central

orchestrator to the edge device. There is no need for a specialized technician to facilitate installation, which saves time and money.

A centrally located orchestrator monitors all network activity, alerts when there are problems, and enables the remote remediation of issues. The orchestrator enables the automatic push of updated configurations and application-specific policies to each network node, quickly and efficiently. In addition, it delivers real-time analytics and reporting that can be used for performance monitoring and troubleshooting.

# How to keep your business cyber secure

Cyber security is no doubt a top priority for businesses right now, during big changes to how data is used and controlled in the new modern workplace. New research indicates 84% of businesses will likely increase work-from-home capacity beyond the pandemic despite security concerns. It's certainly a potentially vulnerable time for businesses, so here's our top 5 cyber hygiene habits that can help keep your business safe in the modern workplace.

## 5 ways to help stay secure with cyber hygiene

### Use antivirus software

The need for antivirus software is obvious, but you also need to choose a reputable software provider. Antivirus software scans and eliminates computer viruses, malicious software or malware and ransomware. It should also be part of any good cyber hygiene routine and should be one of the first practices you adopt.

### Update software regularly

An important cyber hygiene habit is updating software. Make sure you update your apps, web browsers and operating systems. This guarantees you're working with the most current glitch-free programs which have had any loopholes closed that cyber criminals might exploit. The good news is you can program your software to update automatically.

### Multi-factor authentication

This cyber hygiene practice often goes unnoticed. Multi-factor authentication provides an additional layer of cyber security with the use of biometrics like facial or fingerprint recognition. This makes it much harder for cyber criminals to get access to your data.

### Device encryption

If in doubt lock it down! Most organisations will already have data encryption processes implemented. However, you might want to encrypt your own devices and any other media containing sensitive personal data. Always ensure USB memory sticks are encrypted too.

### Back up important files

Ensure you keep essential files safe by backing them up offline on an external hard drive or in the Cloud. This will safeguard against data loss, especially if cyber criminals compromise one of your devices.

## Top tech solutions to staying secure

Like you, our technology partners are developing their products and services to match the needs of businesses in the modern workplace. Here's some of our best partner solutions for staying secure



Intel offers several ground-breaking technology solutions including Intel® Hardware-Enabled Security, which boosts protection and enables the ecosystem to better defend against evolving and modern cyber threats.

Cyber-attacks are moving down the computing stack, traversing from software to hardware, threatening devices in homes, cars, businesses, networks, and cloud. The legacy model of software protecting software can't keep up with these advancing threats against digital security, safety, and privacy.

Many businesses are implementing software security solutions. But as hackers get more sophisticated, threats are attacking the hardware layer. The Intel vPro® platform's built-in, hardware-enhanced security features provide a more secure platform foundation with

protection against attacks below the OS, coupled with remote recovery capabilities. Security technologies built into your PC hardware provide a layer of protection for your devices, applications, and data, and help minimize the risk of firmware attacks and support mobile security and identity management.

Intel offers technology solutions that automate, accelerate, and scale security beyond software or human based approaches. Intel® Threat Detection Technology (Intel® TDT) is a suite of hardware assisted technologies that can be incorporated into ISV security solutions to augment their existing capabilities to improve the detection of advanced cyber threats and exploits. Intel® Software Guard Extensions (Intel® SGX) provides unique capabilities that help improve the privacy, scalability, and trust in blockchain solutions.



Fujitsu have PalmSecure technology, based on more than two decades of Fujitsu image recognition experience, with a wide range of applications across all industry sectors. Their market-proven biometric authentication technology is based on palm vein pattern recognition. It's been shown to be one of the most accurate biometric authentication solutions currently available.

Providing a high level of accuracy, PalmSecure is easy to implement and use making it a non-intrusive and contactless reader. This ensures virtually no physiological user restrictions while proving to be extremely hygienic as no skin contact is required. As veins are internal and have differentiating features, attempts to forge an identity are extremely difficult, thereby enabling a high level of security.



Poly want to make sure your chosen platform integrates with everyone else's technologies securely. They have best-of-breed conference phones that will incorporate multiple audio and video applications, including Zoom, Microsoft Teams, Amazon Chime, and more.

Poly know that with many employees now faced with working from home, their products are set to play a bigger part in business than ever before. Using their headsets and video conferencing cameras will keep communication seamless and secure and help you stay a part of the conversation.



Lenovo know that cyber threats are everywhere, and an even bigger issue in the modern workplace. There is no time to compromise and your business has no time for security breaches. That's why

they created ThinkShield security features, which can help secure your confidential data while working on public Wi-Fi networks or at home, with a fingerprint reader for extra protection.



Dell helps manage the growing cyber risk with ease and confidence. Their trusted devices enable trusted data with comprehensive endpoint security solutions, so that businesses stay safe. Dell Endpoint Security provides modern security solutions for the Dell Trusted Device, the most secure commercial PC in the industry.

accommodate this. Dell SafeGuard and Response delivers comprehensive threat management by combining VMware Carbon Black's unified endpoint security platform with managed security services, incident response expertise and threat behavioural analytics from Secureworks.

Dell understand that the endpoint ecosystem must be protected, especially as more and more of the workforce becomes remote. Dell's leading solutions have the perfect infrastructure in place to

Dell SafeData also protects data on device and in the cloud with key compliance reports, while SafeBIOS provides platform-level protection and notification of hard-to-see attacks that happen below the BIOS.



SD-WAN™

VMware SD-WAN provides unified, secure communications, no matter what underlying transport traffic may be steered across. Standard IPsec encryption is provided end-to-end from branches to data centres and for dynamic branch-to-branch communications. The unique, cloud-delivered architecture also provides automatic VPN from branches-to-cloud gateway aggregation points for interoperable access to IaaS, eliminating manual, two-sided tunnel setup from 1XN branches to 1XN cloud data centres.

This solution provides the scalability and robust security of a public key infrastructure (PKI) with the consolidated management of an integrated certificate server, secure onboarding of devices and revocation management. Risk is minimized by pinning certificates to specific devices and using unique pair-wise encryption keys.

# Stakeholder solutions for the modern workplace

We have been speaking to key stakeholders from the industry, and they were eager to share some of their best solutions to help your company needs in the modern workplace.



*"Whatever your home life duties or working style, we are here to support you during these unprecedented times. After all, changing times call for an agile way of working! A recent case study with New College Worcester for the visually impaired showed end users expressing confidence in Fujitsu's ability to provide reliable infrastructure, which is increasingly important when delivering critical public services such as education in these troubling times."*

*"We are constantly creating dynamic new ways to support our resellers. For example, our recent "Spin the Wheel" incentive provides a win every time and the opportunity for resellers to win a £5-£50 Amazon voucher for every single device."*

*"Fujitsu devices with Intel Core Processors are adaptable, dynamic, and provide an excellent end user experience. Our true care for the end user is demonstrated through our commitment to providing legacy ports on all LIFEBOOK devices, reducing unnecessary cost and hassle of extra dongles for the worker at home."*

*"Our all-day battery life and rotatable screens on our U9X devices provide incredible ease of use when end users are on the go or changing work location throughout the day inside the home. Our service hatches are designed with the end user in mind, meaning remote workers won't have to wait days or weeks for help from IT in the case of a battery failure. On top of this, our dedicated Distribution Account Managers and Regional Account Managers are dedicated to assisting our Channel partners the entire way through the buying cycle."*



SD-WAN™

*"Software-Defined Wide Area Network (SD-WAN) is the application of software-based network technologies that virtualize WAN connections to provide agility, performance and reliability for network traffic between remote and branch offices to data centres and the cloud."*

*"The WAN is in transition as enterprises seek to improve agility and economics and adapt to the shift of applications to the cloud. VMware SD-WAN offers enterprise grade performance, security, visibility, and control over both public internet and private networks."*

*"VMware dramatically simplifies the WAN with zero touch deployment, one-click business policy and services insertion, and cloud-based network as a service. The result is a better performing WAN with increased reliability and lower cost of ownership."*

*"VMware SD-WAN helps solve the edge challenges. We simplify WAN management with zero-touch deployments, simplified operations, and one-click service insertion. We provide transport independent performance and simple application prioritisation policies. We also help manage on-ramp to the cloud with direct cloud access with SD-WAN overlay performance and automation, and visibility and policy control to cloud."*



*Intel's vision for transforming the workplace is rooted in experience and backed by industry-leading technology innovation that continually focuses on the future. By applying Intel's principles of workplace transformation within your own organization, you can address the challenges of a changing workplace with the latest tools and technologies to gain a competitive edge.*

*"Together with our ecosystem partners, Intel will continue to explore and expand new ways of working within the evolving enterprise, from advanced collaboration, productivity, and integrated workspaces to the ongoing recognition that people are the ultimate source of innovation."*

*"Somewhere between the challenges and achieving transformation lies the need for change. It's the difference between where we are and where we're going. Intel's proactive vision of workplace transformation and the role of technology in enabling change, addresses the three ways businesses can transform:*

- *Advanced collaboration that enables distributed mobile workers to solve problems and share information easily and without barriers*
- *Productivity achieved by simplifying workflows and freeing workers from the burdens of computing*
- *Integrated workspaces that use embedded intelligence to speed productivity and improve collaboration*



*"Work happens everywhere, on the train, while getting coffee, and in between meetings. It's no surprise that nearly 50% of business calls now take place on mobile devices. No matter where your customers may be, the conversation needs to sound great and feel natural. Our headsets have unmatched noise cancellation and the highest audio quality, so they can be even more productive and sound their best, wherever work takes them."*

*"You can ensure surrounding conversations and noises aren't heard on the other end of the call. Poly's noise cancelling microphones block out noise and optimise the call clarity, so virtually all that is heard is your voice loud and clear."*

*"We have solutions for modern huddle spaces, whether impromptu sync-ups, weekly check-ins, or team brainstorm sessions. Poly has a flexible range of easy-to-manage video solutions built to power collaboration in these smaller spaces, at a price your customers can afford. From USB video bars that easily connect to a PC to all-in-one solutions that natively run their favourite cloud video app."*

*"No matter what size your customers conference room, they demand exceptional quality video and audio that makes it feel like they're in the same room. Content sharing that makes collaboration possible no matter where their team is located. Technology that creates a powerful connection that always works."*

*"In these challenging times, customer service representatives (CSRs) are more critical than ever to keep your customers organisation connected to their customers. But it can be challenging to increase service levels with a remote team on multiple platforms. It's critical that their reps connect with their customers in crystal clear audio and video, that the equipment you provide works across multiple environments and endpoints, and that they are incentivising their team to stay with them now that working from home is a commodity. Our solutions enable teams to deliver the highest quality communications experience for them, their people, and their customers."*



*"Dell is the only partner that can help your customers accelerate their workforce transformation with unique, competitively differentiated, end-to-end client solutions, with unmatched, leading-edge innovation and a modernized approach to IT. We help speed up business productivity and accelerate workforce transformation."*

*"Dell Digital and Dell Technologies' IT organisation have been driving a digital transformation to modernize the way we work and improve the value we deliver to our customers. Our transition goes beyond technology to evolving people and processes and creating a new culture around the way we support our team members, business partners and customers. With the modernized infrastructure and upgraded technology, capacity and processes we have in place, we can expand our remote workforce while keeping everyone connected and productive."*

*"We have been creating a unified workforce, modernizing how we stay connected, and improving our approach to serving team members and business partners. All of which, ultimately, made us better prepared to respond to the current worldwide challenge."*

*"Dell Technologies Unified Workspace, powered by VMware Workspace ONE, gives team members a consistent user experience and easy, secure access to applications from every device. IT also uses personas to drive faster, more responsive equipment provisioning, and increased VPN bandwidth to expand SaaS offerings."*

*"Dell Digital expanded its use of Horizon View, the VMware VDI solution that simplifies the delivery of desktop services*

*from the cloud, beyond existing use cases (contractors/outside service partners) to enable new hire onboarding and break fix resolutions."*

*"VMware SD-WAN links offices, factories and data centres as well as remote workers. The cloud-managed network provides faster performance at less cost and higher bandwidth, and improves SaaS application performance, enabling IT to expand the roll out of collaboration tools."*

*"You can transform the entire shopping experience on Dell.com to the more agile, cloud-based format using the Dell Digital Way and Dell Digital's private cloud infrastructure, as well as our flexible cloud management capabilities to seamlessly move our ecommerce apps between on-premises and the public cloud when needed."*

*"Our all-new, ultra-premium Dell Latitude 9000 series are designed for the business user in mind. A portfolio of 2-in-1 laptops with cutting-edge innovations such as Dell Optimizer, Express Response, Intelligent Audio and Express Charge."*

*"Dell Latitude 9000 is a business-class laptop series which is high on security. Only Dell offers comprehensive encryption, leading authentication and leading-edge malware prevention from a single source."*

*"Dell Data Protection (DDP) solutions are designed to help you protect end-user data wherever it goes and make it easy to centrally manage endpoint security and compliance. Your users can work with the tools they know and love without interruption or compromised performance."*



*"Today's employees are setting up shop outside the office, working on the go, and collaborating wherever they are. Companies must adapt to succeed. But the flexible workplace is a big challenge for IT. Not only do your employees need modern tools, you must also deliver, secure, manage, and support their devices remotely. Lenovo is here to help. Our technology solutions keep your people productive in a work-from-anywhere world."*

*"We have modern devices that are as fast and flexible as you are, so equip your employees with modern devices that empower today's flexible work. Our solutions layer features and services on Windows 10 devices to meet your most pressing IT challenges."*

*"We're known for our industry-leading device families built on the Think legacy. But our solutions also add powerful software, comprehensive global services, and advanced support to deliver end-to-end benefits."*

*"Our built-for-business Intel vPro® platform combines performance, security, manageability, and stability. We deliver out-of-the-box business-class performance that powers business workloads, maximizes employee productivity, analyses data faster, simplifies connectivity and extends battery life."*

*"Intel vPro® platform has built-in protection, with hardware-enhanced security features that provide a more secure foundation with protection against attacks below the OS and remote recovery capabilities. Includes remote management tools to monitor, restore, and upgrade devices inside and outside your firewall, even when they're powered off."*

*"Zero-touch deployment of Windows 10 Pro PCs lets you deliver ready-out-of-the-box PCs to remote workers. It's easy and efficient, saving time and costs. And your employees get the convenience and security of shipment right to their door, reducing downtime."*

*"We know that remote workers need each other, and Lenovo solutions support the many types of collaboration that happen in a modern workday, whether one to one or many to many, formal or casual. They're easy to deploy, simple to use, and enhanced by Lenovo Smart Office Professional Services."*

*"You want simpler device management, and Lenovo DaaS delivers. Take the next step to seamlessly enable your workforce and let Lenovo take care of everything, all for one affordable, predictable monthly fee."*

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Exertis UK



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