



Lakeside®

5

Signs That It's Time to Revamp Your Digital Workplace Strategy



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# Introduction

As many companies embrace a hybrid workforce and deal with constant change in their IT environments, one of the primary concerns for IT leaders is ensuring an exemplary digital employee experience or DEX. Simply buying a new computer or upgrading a program is no longer enough. Employees expect more – a workplace experience akin to what they experience with their personal, non-work devices. To deliver this seamless digital experience, employees must be at the center of any digital workplace strategy. Complete visibility across your organization's IT estate is key to understanding device performance and usage with the goal of proactively delivering an exemplary digital employee experience at all times. This visibility, enabled by data insights, serves as the foundation of a robust digital workplace strategy.

This ebook covers five common signs that it's time for a revamped digital workplace strategy for your organization and why complete visibility across the IT estate is paramount.

**68%**

of people say they don't have enough uninterrupted focus time during the work day, [according to Microsoft](#).

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**60%**

of surveyed employees in [Lakeside's Digital Workplace Productivity Report 2022](#) state they are performing at only 60% of their total potential productivity given their current digital tools and infrastructure.

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According to [Qualtrics](#), workers who say their company's tech is enabling productivity are

**85%**

more likely to stay more than three years at the company and are 230% more engaged.



# Sign #1: Your estate is cluttered with unused software licenses and apps.

Do you know how many software licenses you are paying for that haven't been used in at least 90 days? No matter how on-the-ball you think you are, the answer may surprise you. And just like unused subscriptions in your personal life – streaming services, gym memberships, etc. – these cobweb-gathering licenses can be a real drain on your company's budget. And it's a widespread problem, too: More than 10% of an IT budget is lost to software, SaaS, and cloud infrastructure waste at more than half of enterprise companies. As reported in Forbes, "Large enterprises with over 5,000 employees reported that they were twice as likely as smaller organizations to experience significant software and SaaS issues" that translate into waste. When you consider that enterprises spend about 18% of revenue on software as part of their overall IT budget, the savings opportunity is significant with a well-planned digital workplace strategy.

Finding and canceling unused licenses can pay instant (and substantial) financial dividends. For example, a U.K.-based financial services customer of Lakeside Software, a leading provider of DEX solutions, saves more than \$4 million annually by optimizing their software licenses.

Then there are the performance issues that come with software and app bloat. Some organizations may have 6,000 apps installed across devices but use only 2,000 of them, for instance. Some of those unused apps start automatically on boot and steal valuable device memory space, leading to slower processes in the software that your employees actually do use. That, in turn, causes employee productivity to dip – as well as employee satisfaction with their digital experience. And if you don't know about your unused apps and their ill effects, you may end up spending a lot more money on new stuff, rather than saving money and improving performance by eliminating redundant applications.

What makes unused software licenses particularly complicated is that they can easily go undetected. You can't rely on IT help desk tickets here: Many end users won't think to connect their performance issues with software and apps they never use. Even if they do, "silent sufferers," who never submit a help desk ticket, are common. Unused licenses are kind of like vampires: They suck up valuable resources, but they tend to hide in the dark estate.

## Sign #2: You're struggling to support the remote work environment.

Hybrid or even fully remote workplaces make determining the origins of IT issues even harder for IT teams. A home Wi-Fi network may suffer from a low-performing ISP and/or strained bandwidth taken up by other people on the network who are streaming, gaming, or performing resource-intensive work tasks of their own.

Are your company's remote workers frequently running into problems such as slow-loading apps? And if so, do you know whether it's your organization's hardware or software causing the slow down? Or is it the root cause coming from localized issues? Or even an employee's kid playing Fortnite all day?

Most top remote work challenges, including reduced collaboration and teamwork, data security and privacy, and internet connectivity, can be solved. But many of these remote-work issues fall outside the radar of typical IT tools, so if you're seeing them pop up a lot, you may need to rework your digital workplace strategy to address widespread remote-work challenges.



# Sign #3: Your IT support of end users is reactive, not proactive.

If your team is scrambling to put out fires, you've probably noticed some compounding effects: workers constantly getting burnt out, lots of money spent on makeshift solutions, worker efficiency lagging because there's always a new problem getting in the way of productivity.

Reactive IT makes downtime inevitable. And it will harm your ability to deliver the best digital employee experiences. As improvised fixes increasingly tangle your systems, the potential for disaster grows.

When you switch to proactively supporting end users by focusing on DEX, it helps you better serve a hybrid workforce.

There are four elements for a proactive IT strategy: deep data, automated detection, multiple ways to take action, and outcome tracking.

The first element in a proactive IT strategy is to continuously monitor system performance and endpoint usage data; doing so will provide clear visibility into the digital employee experience. Once the data is gathered, the next step is to analyze it and use it to make informed decisions about which potential problems should be prioritized.

Powerful analytics can spot trends, track sensor trends, and automate action. A proactive IT approach includes deploying fixes automatically according to end user categories, solving some problems even before an end user experiences any negative effects first-hand, giving users the ability to fix some problems by themselves, and deploying updates to thousands of devices at once.

Proactive IT teams don't stop at issue resolution — they track and evaluate outcomes to improve.





## Sign #4: Time spent on tickets is hurting employee productivity.

While help desk tickets tell only part of the story, they can still signal the need for a new approach to managing the digital workplace. Every moment a user spends opening a help desk ticket and interacting with IT support – whether it's getting on the phone or yielding to a remote takeover – is a moment they're not productive. Which, in turn, hurts the bottom line.

Relying on help desk tickets is inefficient. A more holistic, proactive approach can reduce downtime and the need for employees to open a ticket in the first place, boosting productivity and saving money. In one case, a Lakeside Software healthcare insurance client with 30,000 employees saved as much as \$2.3 million per year. The company found that 25% of call center workers at that organization experienced unreported IT downtime, which is a big deal considering that the call center generated \$1.4 million in revenue per minute during the company's Open Enrollment periods.

Another Lakeside Software customer in the insurance sector now uses live dashboards to understand the digital health of the organization and focuses resources on proactive support, leading to an increase in overall productivity and more than \$2.7 million in savings.

# Sign #5: You can't seem to get stakeholders on board with IT changes.

If tickets are piling up and productivity is waning, how do you come up with a solution that everyone can agree on? If you find that it's often tough to reach a consensus, you may need more data to prove the value of one solution over another. Which software consumes resources most efficiently? What's causing battery issues with devices in your estate? Without the right data, you can't sell your team on the right answer.

If this is a trend in your organization, you may need a digital workplace strategy that places greater emphasis on change management. With better change management, not only can you reduce tickets, but you also can identify which applications are best for certain tasks, pinpoint areas for improvement, measure the CPU impact for everything in your estate, and take on many more tasks that are essential to any high-functioning IT ecosystem. And in order for your company to improve its strategy, the IT team needs to lead a mindset shift that helps business leaders connect the digital employee experience to business outcomes. Happier and more productive employees help drive revenue, and less time spent on help desk tickets saves money. Your IT estate is not what your company "sells," but it's the tool that helps your company sell it, and like any tool, it needs to work well to be useful.



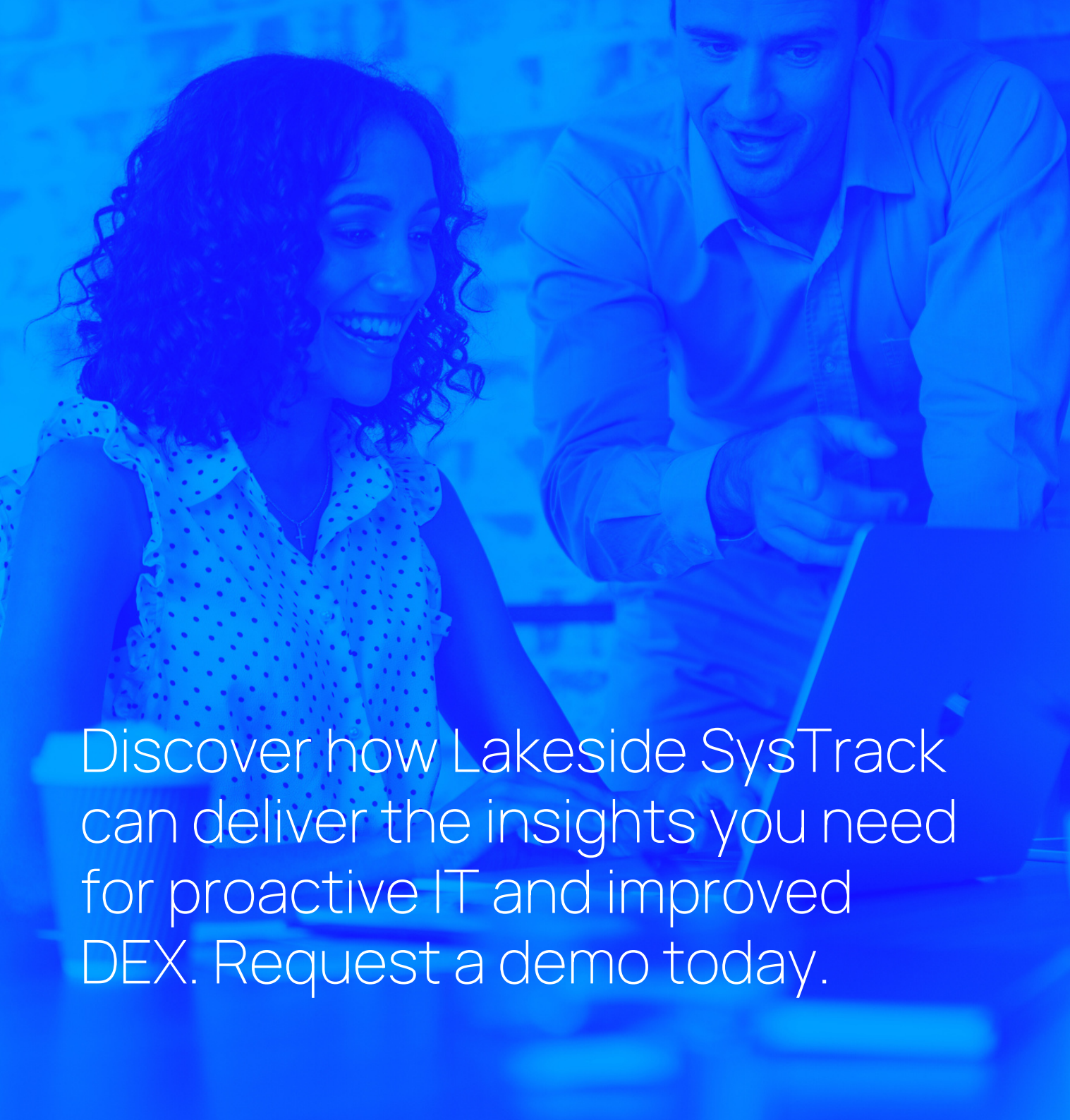


# How can you address these issues... or determine if they're even issues at all?

Finding and addressing the big issues in your company's IT estate requires a mature, holistic understanding of how IT impacts the digital employee experience and, in turn, how DEX affects business outcomes. When you take care of your employees' digital experiences, good service flows down to your consumers. Once your team has internalized that concept, you can take incremental, yet significant steps toward a strategy that turns IT into a business driver rather than an afterthought. These steps include:

- Gaining real-time, end-to-end visibility into what's happening across your IT estate.
- Collecting more (and more useful) endpoint performance and usage data that enables the IT team to "shift left," in turn being able to adopt a proactive approach to IT.
- Introducing automated detection capabilities that can see issues before the employee even realizes something is wrong.
- Deploying automations that can make IT support more efficient by quickly addressing the issue via notification or a script.

Finding and addressing the big issues in your company's IT estate requires a mature, holistic understanding of how IT impacts the digital employee experience and, in turn, how DEX affects business outcomes. When you take care of your employees' digital experiences, good service flows down to your consumers. Once your team has internalized that concept, you can take incremental, yet significant steps. The Lakeside SysTrack platform can give you the tools and capabilities you need to empower your IT team to be proactive rather than reactive and revamp your digital workplace strategy. This platform gives you actionable insights with the most comprehensive real-time view of endpoint data to improve your digital employee experience. With a partner like Lakeside Software, you'll be able to leverage our deep data collection and insights to demonstrate how our platform can improve your business outcomes.



Discover how Lakeside SysTrack can deliver the insights you need for proactive IT and improved DEX. Request a demo today.

#### About Lakeside

Lakeside Software is how organizations with large, complex IT environments can finally get visibility across their entire digital estate and see how to do more with less. For far too long, IT teams have struggled to see what's going on in their dark estate – where costly inefficiencies, poor employee experiences, and unresolved problems hide. Only Lakeside lets you give everyone a better view, so they can see the hidden issues, see the smartest fixes, and see the biggest savings. That's why so many of the world's leading global brands rely on Lakeside. And it's how our customers see an average ROI of more than 250%. Lakeside. Give everyone a better view.™

[Request a Demo](#)

