How to Build a Digital Workplace Strategy and Get Executive Team Buy-In

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Introduction
A fast-changing workplace demands new solutions

Before the rapid rise of remote and hybrid work, the job of the IT department was to bring digital solutions to the workplace. But now, the very workplace itself is digital, so the IT department has a much more complex job to manage. How can your business transform its digital workplace to ensure your employees are satisfied and productive?

As with any business endeavor, step one is formulating a strategy. The second step is to get your executive team to buy into your strategy so you can implement it. And the key to both steps is gaining complete visibility across

your IT estate. How? By harnessing data-driven insights from your IT estate's endpoints. These insights will serve as your strategy's foundation and make it easier for your organization's business leaders to understand and get on board with your measurable, objective goals for ensuring a productive and effective digital workplace.

In this ebook, we'll cover how to gain the complete visibility of your IT estate you need to successfully build and implement a digital workplace strategy that boosts your organization's bottom line and drives business outcomes.

According to the **Digital Workplace Productivity Report 2022**, the costs of not optimizing your digital workplace strategy are significant:

36%	$2.3 million	4X
Of employees surveyed have considered leaving because of a poor digital experience	Cost to replace 500 employees in a large enterprise due to poor DEX	Organizations with low levels of DEX maturity see 4X more downtime as those with high levels

01. What Goes Into Building a Workplace Strategy?

A digital workplace strategy involves having a plan of action to ensure your workplace is productive. This plan should be able to answer the following questions:

- Is your digital workplace conducive to successful collaboration between employees?

- Do employees have the digital skills to use your workplace's various tech tools successfully? Do they have access to education and training around those tools?

- Is the data your employees use and generate secure and is data privacy protected?

- Is your workplace set up for successful change management? Can your IT team make changes to the system with minimal risk and disruption?

- Can you attract and retain skilled IT workers?

- What does your workplace's digital employee experience (DEX) look like, and how does it operate?

Because the digital employee experience is so foundational for the digital workplace strategy, let's take a closer look at what it is and the business outcomes a strong DEX strategy can enable.

The importance of DEX

DEX refers to the quality of your employees' interactions with the digital tools and applications they need to do their jobs. Think about it: If they're frustrated by an inefficient, low-quality digital experience, morale and productivity will suffer, and so will the organization's or enterprise's bottom line.

According to **Lakeside Software research**, employees, on average, perform at only 60% of their total potential productivity with their current digital tools and infrastructure. Employees also lose nearly an hour of productive work time each week to disruptions.

A strong digital employee experience strategy is:

- **Enabled by proactive IT** that addresses end users' device, software, or app issues before they affect employees' ability to do their job.

- **Integrated across the workplace,** giving the IT team a single holistic view of the complete IT estate.

- **Personalized to the company based on complete end-user data,** thereby ensuring that each employee has digital tools, including software, right-sized to their job responsibilities.

- Reliant on self-help IT remedies and automatic IT actions to **reduce mean time to resolution** should IT issues occur.

To build that strategy, you must have a clear baseline of where you're starting in terms of IT asset performance across your existing digital workplace. With proper visibility, you can see (based on telemetry data) how endpoint devices, software, and applications are being used and prioritized, as well as their performance.

Depending on what the data indicates, you may find that you don't need to upgrade hardware or software and that, instead, you just need to ensure they operate to their actual capabilities without slow load times, crashes, or other issues that degrade the users' digital experience.

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02. Use Cases For Prioritizing Your Digital Workplace

Another important aspect is recognizing that you can't tackle everything at once. With performance and usage baselines established, you can zero in on use cases where you're more likely to realize significant business value. Lakeside Software has seen businesses succeed by leveraging strategies and blueprints outlined in the **Lakeside Velocity Framework**, including:

○ **Productivity, as impacted by CPU, disk, and memory issues.** If a device is underpowered or an application is taking up too much memory, it can be hard for employees to efficiently perform their tasks.

○ **Hardware utilization and reclamation.** By right-sizing devices, properly utilizing hardware, and identifying hardware to be reclaimed, you can improve performance and end-user experience.

○ **Software license reclamation.** Some users may have software licenses that are at a higher tier than they need to do their jobs. By finding proper licensing fits and targeting unused licenses, you can reduce costs across the estate.

○ **System compliance and stability.** Issues with patching, firmware, and low-performing applications can adversely affect device health. Identifying and addressing these issues can go a long way towards improving DEX.

○ **Ticket avoidance.** Every help desk ticket carries a cost—sometimes as high as $30. By using sensors to detect problems before they become unwieldy, you can refine your investigation and reduce the number of tickets.

Prioritizing even one use case can have a significant impact. For instance, Lakeside helped an insurance company identify a group policy object (GPO) spawning two cmd.exe instances, using one-fifth of some machines' CPU power. A financial services company that had been planning to replace 7,000 laptops per their refresh cycle evaluated usage and machine stresses to learn only 600 laptops needed to be replaced.

03. Getting Executive Team Buy-in

For IT professionals, the idea of getting more visibility into the estate and building a better digital employee experience is an easy sell. After all, IT is what you're passionate about. But when building a digital workplace strategy, business-side stakeholders will be interested in the return on investment. They'll want to know that any IT investment they approve will have a strong, tangible, positive impact on the bottom line.

To get buy-in from the executive team, you need to clearly connect your strategy to the business value of the digital employee experience and demonstrate the benefit of a more efficient experience across the workforce. You can do this by answering these questions:

○ What are the use cases for your proposed strategy components?

○ What is the cost-effectiveness of proactive IT vs. reactive IT? Are there any recent examples of costly IT fixes in your organization that could have been avoided with a more proactive approach?

○ How will investing in your strategy lead to greater employee productivity?
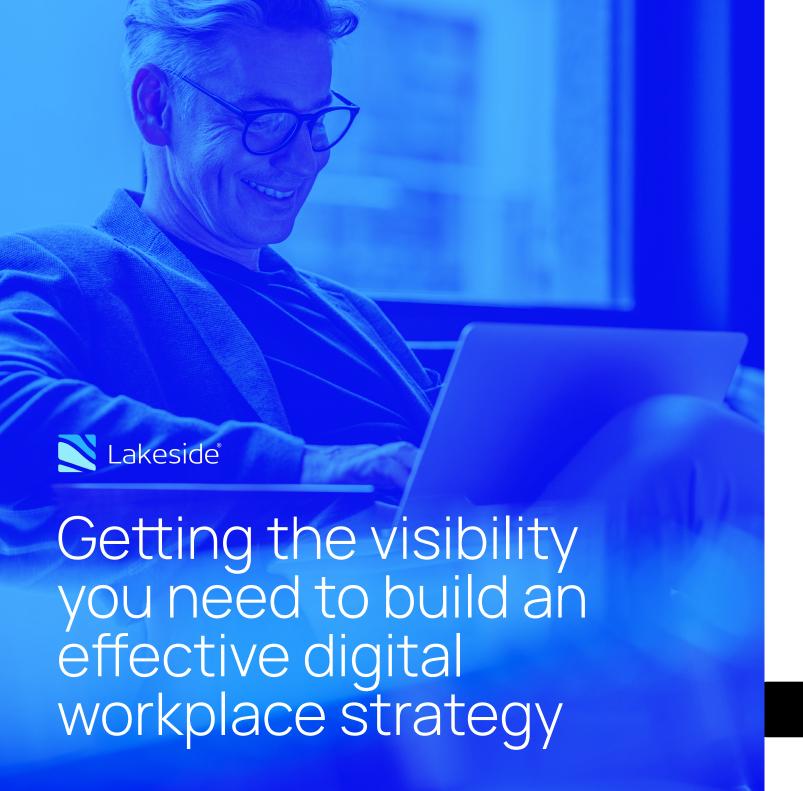
Of course, laying out your case is only one component. You also need to be strategic about who you persuade. You're unlikely to get everyone on board all at once, so you should focus your efforts on executive team members who can serve as the first domino.

According to the **Gartner CIO Agenda 2023**, as an IT leader, you should pay close attention to top leaders' priorities and concerns and seek a partner who could get on board with an initiative that targets one of those priorities. For example, a business leader who wants to improve efficiency may be more likely to get on board with an IT right-sizing effort.

You could also look for someone on the business side who has the right characteristics to be a good partner. These characteristics include someone with a digital-first, growth mindset who has a market-facing focus rather than a cost-cutting focus. Then you can work with that person to interpret other leaders' signals and nail down the right initiatives to pursue. With an ideal partner like that, you can craft a budget that will improve your IT estate's performance while satisfying the company's business objectives.

Whichever strategy you pursue, you'll need strong supporting data. You'll have a hard time getting buy-in if you can't quantify the impact of your proposed strategy. Identify a clear baseline and targets for metrics such as downtime, productivity lost to fixing DEX-related issues, and overall efficiency.

Lakeside®

Getting the visibility you need to build an effective digital workplace strategy

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.

The **Lakeside SysTrack platform** delivers the deepest visibility into user experience because it captures data from more than 10,000 points every 15 seconds. That's 10 times more than any competitor. But we don't stop at data collection; we generate actionable data insights, which can serve as the foundation of your digital workplace strategy.

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