WHITE PAPER

The ROI of a Holistic Digital Workplace Strategy

The Return on Investment (ROI) of a Digital Workplace Strategy is substantial and multifaceted. To begin with, digital transformation in the workplace can lead to increased productivity of both people and processes. By implementing intuitive digital tools and automating repetitive tasks, IT teams can focus on more strategic, high-value tasks than managing Level 1 support tickets, thereby improving the organization's overall operational efficiency and end-user satisfaction.

There are several Digital Workplace Strategy use cases that can deliver strong ROI in terms of both cost-savings and time-savings. The Lakeside SysTrack platform is optimized to yield measurable ROI in the following areas:

1. Digital Employee Experience (DEX) Visibility
2. Software License Optimization
3. Hardware Optimization
4. Proactive IT Ops Resolution
5. Help Desk Ticket Reduction

Let's take a closer look at the specific ROI for each use case.

1. Digital Employee Experience (DEX) Visibility

One valuable Digital Workplace Strategy use case is the digital employee experience, which can significantly enhance employee engagement and satisfaction with the digital tools they need to be productive. When employees find their digital work environment to be supportive and user-friendly, they gain a stronger sense of satisfaction and loyalty toward the organization at large. A strong digital employee experience therefore can reduce employee turnover rates, saving costs associated with hiring and training new staff.

Investing in a Digital Workplace Strategy — one that includes DEX use cases — can provide a compelling ROI for the enterprise. Not only is the value of this return monetary, but it also pays back in the form of enriched employee engagement, boosted morale, increased innovation, and improved customer satisfaction (by way of the fact that a better digital employee experience enables end users to provide better customer service).

1,400 systems with avg CPU Utilization of 95% identified with SysTrack for faster resolution.

REALIZING THE ROI OF DEX

The Lakeside SysTrack platform's core scoring mechanism for DEX monitors the overall health of an IT estate and the related end-user productivity impacts. An enterprise End-User Computing team can use this Health Score to identify where to prioritize and focus remediation techniques on those areas.

SysTrack collects on average more than 10,000 datapoints from every endpoint device every 15 seconds. With such a deep well of data, Lakeside customers can tailor their Health Score categories and thresholds as required for their specific IT environment.

DEX ROI is measured by three factors:

- Health Score improvement.
- Productivity impact in hours.
- Cost impact of reduced efficiency based on an average hourly cost per employee.

For example, in one enterprise, SysTrack identified and remediated 1,400 systems with avg CPU utilization of 95% using SysTrack Health Score and automations.

Here is how:

- Discovery: Detected excessive memory paging, CPU throttling, and a OneDrive.exe consuming more than 1GB of memory.
- Remediation: Upgrade memory and reduce page fault rate, and a power management setting was delivered via SysTrack automation to fix CPU throttling.
- MS OneDrive update delivered via a SysTrack automation.

2. Software License Optimization

Software license optimization, the process of assessing and managing software licenses within an organization, also can deliver strong ROI for large enterprises looking to mature their Digital Workplace Strategy. One of the most immediate benefits of software license rationalization is cost savings. In many large enterprises, it's common for software licenses to be underutilized or even unused. By identifying and eliminating these extraneous licenses via a better view of the complete IT estate, companies can significantly reduce software expenses. In addition, software license optimization can help organizations avoid penalties associated with non-compliance, as they have a clearer picture of the software licenses they own and use.

The ROI doesn't end with cost savings. Software license optimization can boost operational efficiency as well. As redundant and unused software is eliminated, IT departments can streamline the management of remaining licenses and focus on maintaining the most essential and beneficial applications and versions.

A large financial services firm with more than 50,000 employees removed unused software to uncover a cost-saving opportunity of more than $4.3 million.

REALIZING THE ROI OF SOFTWARE LICENSE OPTIMIZATION

The Lakeside SysTrack platform provides a clear view of what software is deployed and its usage over time. This visibility allows enterprises to rationalize software subscriptions based on actual need or recognize savings by reclaiming and reducing licenses. SysTrack collects usage information for all applications run and installed software packages.

This data gives the IT team a better view of the estate's software deployment and end-user application utilization, resulting in:

- Cost savings from license reclamation.
- The removal of software bloat by identifying unused applications.
- Compliance with software licensing agreements.

For example, one mid-sized bank discovered that 1,200 of 1,800 Adobe Cloud licenses were not being used. This visibility uncovered a potential savings opportunity of $62,000 that could be reallocated and $10,000 in unaccounted for Adobe Cloud licensing.

Similarly, an EMEA-based financial services firm with more than 50,000 employees removed unused software to uncover a cost-saving opportunity of more than $4.3 million.

Finally, a large, U.S public sector organization identified that there were more than 7,400 installs of Adobe Creative Cloud across the organizations for users likely only using Adobe Acrobat Pro. The price difference between Creative Cloud and Acrobat Pro is $35/month ($54.99 vs $19.99). SysTrack identified that 640 users who have Creative Cloud installed had not used it in the last 90 days, suggesting that the Lakeside customer could de-obligate those licenses, saving $422,323.20 annually.

3. Hardware Optimization

Hardware optimization is another critical area that offers excellent potential for cost savings. By implementing strategic hardware optimization measures, organizations can significantly reduce capital and operational expenditures while boosting operational efficiency and productivity.

In the context of capital expenditures, adopting a hardware optimization initiative can lead to substantial cost savings. Often, large enterprises end up over-provisioning hardware resources instead of allocating hardware based on what the employee actually needs to do their jobs. Hardware optimization helps in right-sizing the hardware resources according to job roles, thereby avoiding unnecessary capital expenditure on excess hardware.

Hardware optimization can also enhance business productivity and performance. By ensuring that hardware resources are used efficiently, organizations can enhance employee productivity. Furthermore, through hardware lifecycle management, organizations ensure that their hardware is up-to-date and can support the most recent and efficient software applications, leading to improved operational efficiency.

Hardware optimization also can contribute to risk mitigation. By ensuring that all hardware is compliant with vendor conditions, and by maintaining up-to-date and efficient hardware systems, organizations can mitigate risks associated with system failure.

Perhaps the biggest potential for fast ROI of a Digital Workplace Strategy that provides visibility of the IT estate is the ability to extend the life of endpoints such as desktops and laptops. Using real-time performance metrics, IT can adopt a need-based approach to procurement instead of arbitrarily refreshing the hardware estate based on three-year cycles.

REALIZING THE ROI OF HARDWARE OPTIMIZATION

Lakeside's SysTrack can deliver improved end-user experience and cost-saving opportunities for the enterprise by providing a data-driven approach to device lifecycle processes and other strategic hardware activities. SysTrack collects significant endpoint inventory and usage data that can be used for multiple hardware optimization scenarios:

- Hardware replacement avoidance.
- Improved migration readiness.
- Ticket avoidance.
- Spend/cost avoidance.

For example, one New York-based bank was on a planned refresh cycle of 7,000 laptops per year. After evaluating usage patterns and machine stresses using SysTrack data, the IT team determined that only 600 laptops need replacing that year. That data unearthed a potential cost savings of about $9.6 million (based on an average laptop price of $1,500 per laptop).

In another SysTrack hardware optimization use case, a large, U.S.-based public sector organization used Systrack data to determine that of the 5,000 laptops in its annual refresh cycle, the organization could use Chrome Books for 1,400 of the laptops. This replacement would constitute a savings opportunity of almost $1.5 million.

SysTrack data unearthed a potential cost savings of about $9.6 million by optimizing hardware allocations.
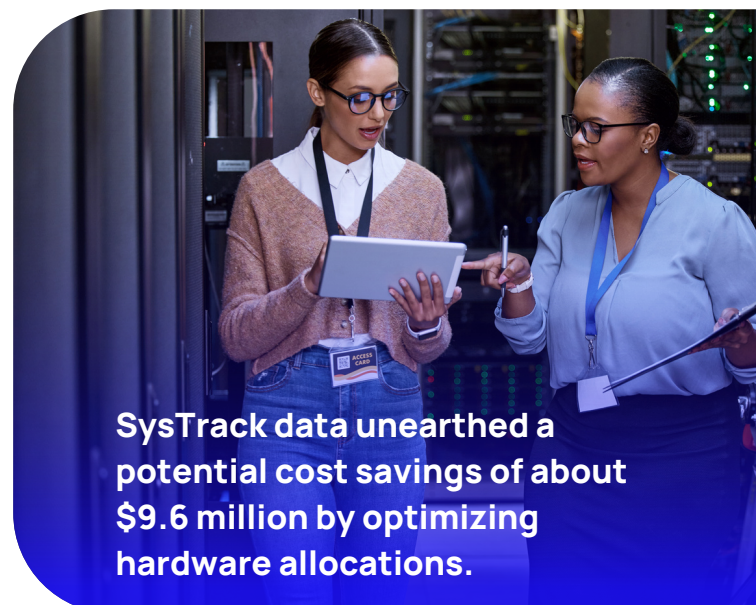
4. Proactive IT Ops Resolution

Monitoring IT endpoint estate performance is another integral part of a holistic Digital Workplace Strategy for large enterprises. One of the most compelling benefits of monitoring IT endpoint estate performance is improved operational efficiency. Armed with performance metrics, enterprises can identify and rectify IT issues before they escalate and affect business continuity.

Excellent IT support isn't just a matter of fixing hardware and software when something goes wrong, however. It requires looking beyond infrastructure to troubleshoot digital experiences, too. But it's not enough to react to problems only after they've affected employee productivity. To provide a higher level of IT support and ensure better digital employee experiences, service desks need to take a much more proactive approach.

The ROI can come from cost-savings, as well as positive impacts from a better digital employee experience. A digital employee experience that leaves employees frustrated has a direct impact on talent retention. A recent Compucom survey <u>found</u> that "half of employed Americans have been so frustrated with their workplace tech that they've switched jobs - or are actively applying."

REALIZING THE ROI OF PROACTIVE IT OPS RESOLUTION

Since the Lakeside SysTrack platform captures more than 10,000 metrics across 175 different classes of objects every 15 seconds, it uniquely provides the depth and breadth of data needed to spot issues and disruptions affecting end users. It also leverages artificial intelligence and automation capabilities for predictive analysis and preventative actions using the latest SysTrack features, further shifting IT toward a whole new level of support: Level 0.

The SysTrack platform provides:
- Holistic visibility of devices, applications, networks, and employee sentiments.
- Balanced data breadth and depth that scales without losing granularity.
- The ability to proactively address and mitigate problems even when you are not connected to the network.

For example, at one EMEA-based insurance firm, SysTrack helped identify an incident that, despite not being reported by users, was happening on a number of machines across the estate. The incident was related to a GPO that was spawning 2 cmd.exe instances that used approximately 20% CPU. SysTrack enabled the organization to identify where the issue was occurring without relying on reports from users.

SysTrack platform captures more than 10,000 metrics across 175 different classes of objects every 15 seconds.

5. Help Desk Ticket Reduction

Investing in data and automation for improving IT help desk support contributes to the ROI for of a Digital Workplace Strategy. One notable area where these investments pay off is in the reduction of operational costs. Automating routine tasks such as ticket categorization, routing, and first-level support helps reduce the workload on human agents. This reduction not only saves valuable personnel time, resulting in substantial cost savings, but it also allows human agents to focus on more complex and high-priority issues (such as fixing root causes proactively instead of always being in fire drill mode).

Another way that data and automation can boost ROI is by improving help desk efficiency and reducing meantime to ticket resolution. IT automations can quickly diagnose issues, suggest solutions based on data from previous incidents, and even implement fixes for common problems. This IT help desk ticket reduction leads to a faster resolution, end-user satisfaction, and reduced employee downtime. Data analytics also plays a crucial role here, offering insights on common issues and bottlenecks in the resolution process.

ROI in terms of cost savings from reduced service tickets was approximately $200,000.

REALIZING THE ROI OF HELP DESK TICKET REDUCTION

The best way to optimize the IT help desk process is to have the most privileged view in IT: the endpoint. Commonly, IT support agents attempt to solve issues after the time of impact and without any historical record of what actually happened (except the account of the end user, which can vary on the truth). The Lakeside SysTrack platform gives IT support agents the ability to track user data from the endpoint, allowing IT to see what was happening on a system at the time of impact as well as the full current state of the system. With the new view of the end user, IT can reduce the number of tickets, address problems proactively, and speed up the resolution process.

What was happening on a system at the time of impact as well as the full current state of the system. With the new view of the end user, IT can reduce the number of tickets, address problems proactively, and speed up the resolution. By providing holistic visibility, data insights in a single view, and a proactive approach to IT, SysTrack can:

- Increase IT help desk efficiency by proactively identifying and resolving issues before they become tickets.

- Improve end user experience with faster time to resolution.

- Reduce the overall cost of providing support.

For example, at one financial organization, the Lakeside SysTrack platform helped reduce 800 calls to the IT help desk per month, or 4% of cases. This effect resulted in avoided end-user downtime and reduced service desk time by 40 minutes total per incident. The ROI in terms of cost savings was approximately $200,000.

REALIZE THE ROI OF YOUR OWN DIGITAL WORKPLACE STRATEGY

Investing in a Digital Workplace Strategy, powered by the Lakeside SysTrack platform, can to offer a significant return on investment for your enterprise. It streamlines operations, enhances efficiency, reduces costs, improves the digital employee experience, and mitigates risks.

If you're ready to maximize the value and effectiveness of IT resources, improve employee productivity and business outcomes, and deliver a superior digital workplace supported by an empowered IT support team, connect with Lakeside to calculate the specific ROI you could realize for your own organization.

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.™**

Want to learn more about the Lakeside SysTrack method and the ROI of a holistic digital workplace strategy ?

Request a demo today!