



Are You Designing a Hybrid Workplace That's the Best of Both Worlds?

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The pace of digital transformation has never been faster, and nowhere is feeling the impact of that shift more than the workplace. For employees, work is no longer just about cubicles and commutes — now it's Zoom calls, Dropbox folders, Google Sheets, and instant messages. The more work becomes a thing we do instead of a place we go, the more that employees, leaders and company departments alike need to reconsider the work experience they want to create.

By creating fluid, hybrid work experiences, organizations are able to empower employees to be equally productive in the office, at home, or anywhere in between.

If you want to design the best hybrid workplace possible, it's essential to take the time to understand the changing needs of your organization and your employees so you can ensure your people remain at the center of work. Organizations that are still relatively new to offering hybrid work or are exploring the option for the first time must take the time to understand all the variables – including people, processes, and technology – in order to ensure success.

To better understand how other IT leaders are managing the transition to the hybrid workplace, Accenture and the Modern Computing Alliance surveyed more than 300 technology decision-makers to understand their goals, successes, and challenges. Here's what they had to say.

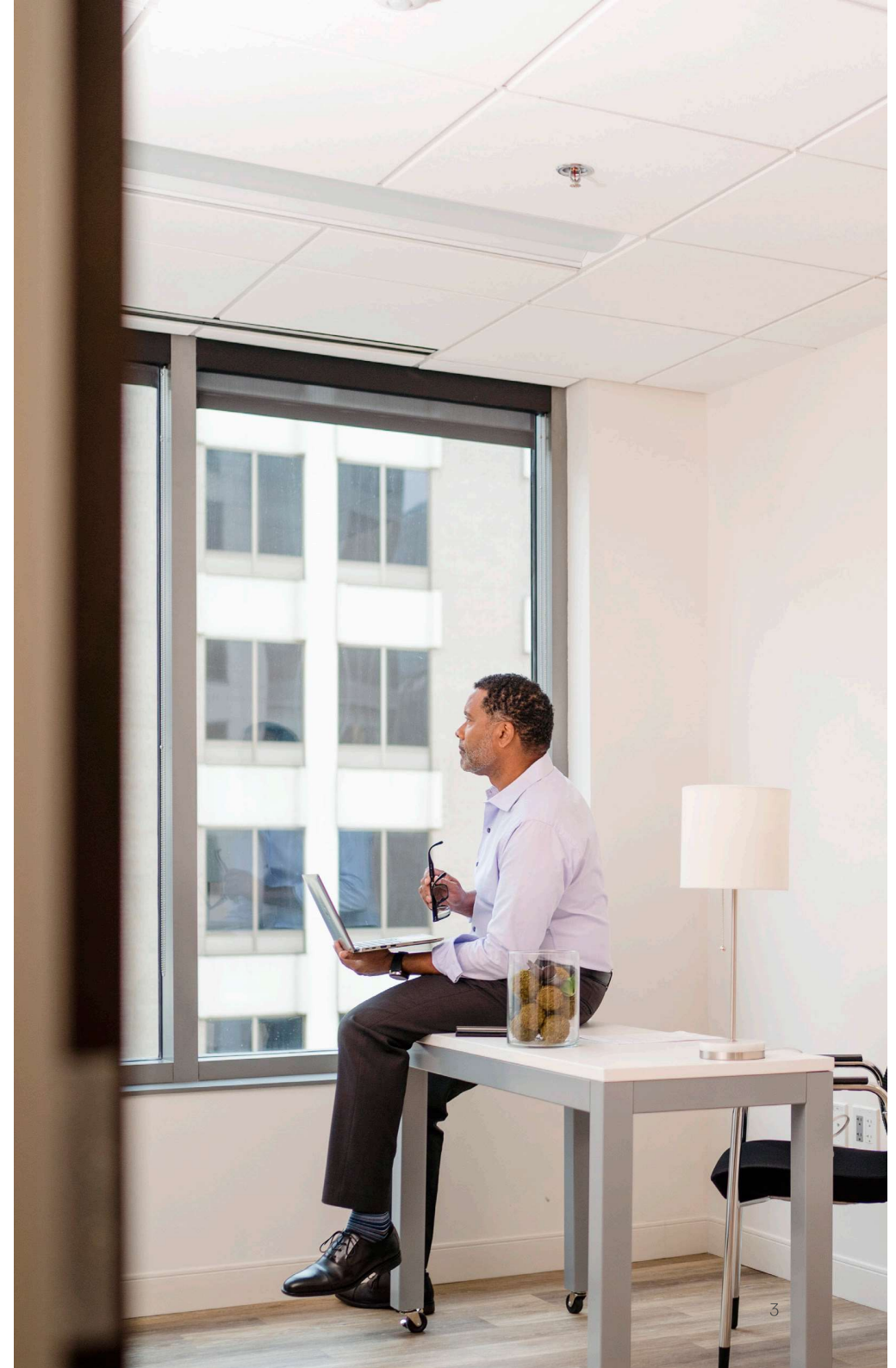
Empowering the new pace of change

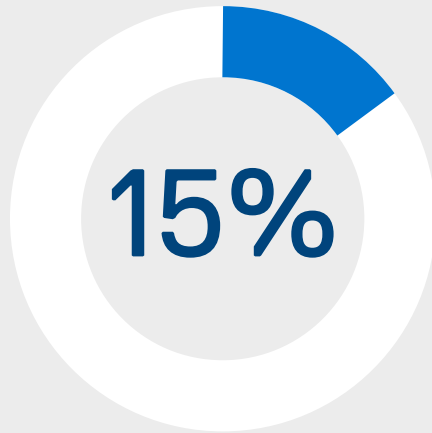
Digitization, automation, globalization, analytics, artificial intelligence, and a host of other trends from the past decade have all combined to alter the pace of change in today's workplace so it's not only constant, but continues to accelerate day by day.

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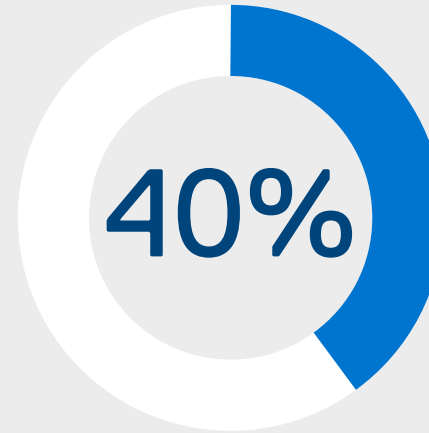
To meet the demands of this rapidly changing landscape, IT leaders have focused on enabling a hybrid workplace that leverages cloud technologies, communication and collaboration platforms, remote monitoring tools, and productivity management applications – not to mention the devices and infrastructure required to power it all.

Thanks to these flexible technology solutions, organizations can enable a new era of work that is equally focused on the home office as it is the traditional workplace. The study revealed that





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decision-makers expect an average of 30-40% of their workforce to be remote within the next few years.

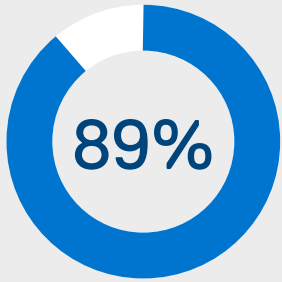
15% of companies plan to be completely remote moving forward,¹ while technology decision-makers expect an average of 30-40% of their workforce to be remote within the next few years.²

As the ability to enable the hybrid workplace increases, so do expectations from employees and applicants. The more that the hybrid workplace becomes the norm instead of the exception, the more employees will demand a top hybrid workplace experience. A digital-first

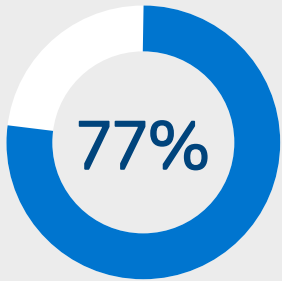
workplace that supports hybrid work gives you the ability to stand apart from digitally-immature competitors, not to mention drive innovation and productivity.

While the hybrid work is already a reality for some, for others it's a work in progress. More than half of companies said that they are still looking to enable work from any device, while more than a third are still seeking to enable work from any location.³

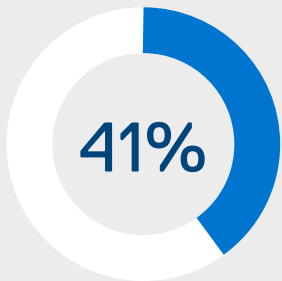
As a result, more than 70% of technology leaders are planning new investments in virtual collaboration tools and IT infrastructure.⁴ Meanwhile, roughly half of executives are investing in tools and apps that can enable the changing in-office work environment.⁵



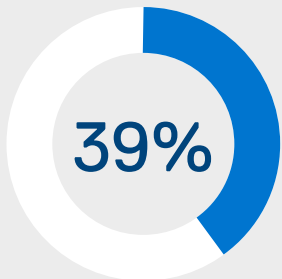
89% believe their organization's business value will be based on limitations and opportunities of their tech architecture.



77% say their tech architecture is becoming critical to their company's overall success.



41% of digitally advanced companies say they are focused on adopting new tech with a clear eye toward driving innovative business practices.



39% remain focused on just maintaining their current IT stack and keeping the lights on.

Creating a digital advantage

With the role that technology plays in the world today, a company's technology strategy and business strategy are quickly becoming one and the same. The more a business invests in its ability to leverage technology to meet rapid changes in the marketplace, the more it will be prepared to not only survive a disruption, but take advantage of the opportunities it can create.

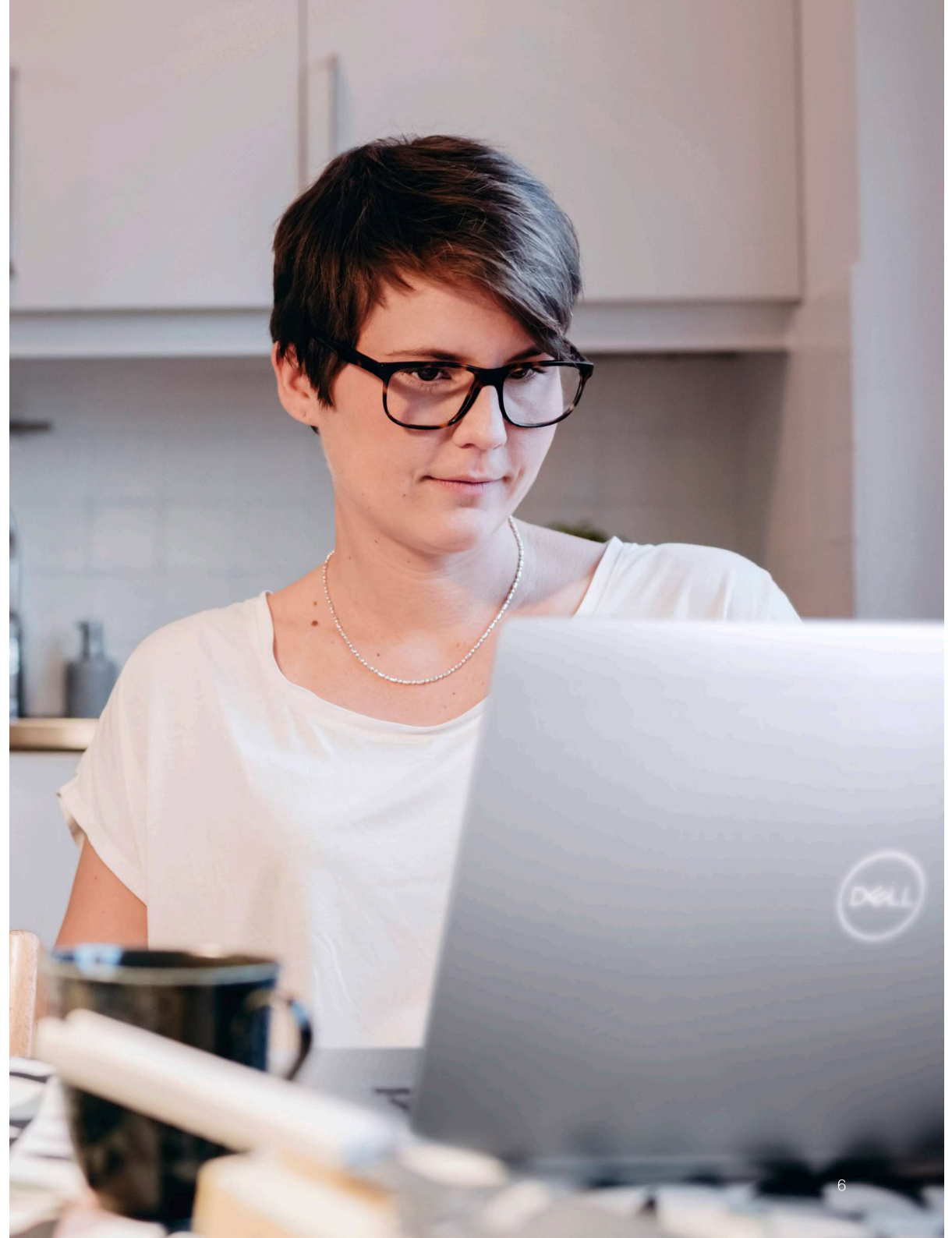
Technology decision-makers know that their organization's ability to drive innovation and outthink competitors is tied to their employees' ability to use technology effectively: 89% of executives believe that their organization's ability to generate business value will increasingly be based on the limitations and opportunities of their technological architecture.⁶

In a world that changes by the second, the technology that empowers hybrid workplace flexibility will be the key to remaining competitive. With 77% of executives saying that their technology architecture is becoming critical to their company's overall success,⁷ technology leaders are increasingly focused on ensuring that their platforms and architecture are capable of powering tomorrow's business strategies instead of acting as a drag.

The reward for those organizations that prioritize technology is significant. Digital leaders are able to outgrow the competitors by 2-3x thanks to technology architectures that not only align with their business strategy, but actively drive it.⁸

The difference between how a digital leader can think and operate compared to a digitally-immature competitor is stark. A flexible technology architecture allows digital leaders to quickly react to new opportunities without worrying if their technology is up to the task. That's why 41% of digitally advanced companies say they are focused on adopting new technologies with a clear eye toward driving innovative business practices, while nearly the same number of digitally immature companies (39%) say they still remain focused on just maintaining their current IT stack and keeping the lights on.⁹

Nowhere is this disparity more glaring than when it comes to hybrid work; there is a 25 point gap between digitally mature and immature companies in their ability to enable employees to collaborate as effectively virtually as they can in-person. While employees at a digitally-mature organization can work together to solve a problem and bring the solution to market regardless of where employees are in the world, employees at a digitally-immature organization struggle to simply connect.



Overcoming the IT challenges of the hybrid workplace

To empower the hybrid workplace, IT leaders must ensure that the architectures, systems, and strategies they leverage are unique to their specific business requirements.

Different industries require markedly different priorities; for example, the #1 IT technology for IT decision-makers in the financial services industry is minimizing security risk, while IT decision-makers in healthcare say their top priority is improving the productivity and technology experience of their doctors, nurses, and other end users.[10]

By adding the platforms, devices, and infrastructure required to meet their specific needs, an organization can ensure that their shift to the hybrid workplace enables their business strategy instead of conflicting with it.

While the hybrid workplace is a top strategic initiative, many organizations say they still struggle with three key challenges:



Security: With employees, data, and devices spread far and wide outside the protection of the office and corporate network, IT decision-makers must defend an ever-increasing attack surface against a growing array of attacks.



End-user experience: Employees who are working from anywhere need to be able to instantly access data, applications and colleagues. This means IT leaders must remove data silos and other obstacles that can keep employees from being able to effectively work from home.



IT management: In a hybrid work environment, IT can no longer easily provide in-person tech support. Instead, IT must be able to leverage remote management tools to ensure devices can be monitored, repaired, patched, and protected just as effectively for an employee who lives across the country as for an employee who works on-site.

Build your breakthrough

By investing in the technology required to enable the hybrid workplace today, you'll have the agility required to meet the needs of tomorrow. At Dell Technologies, we enable you to adopt technology at the heart of your business in order to deliver the best possible experience.

We've spent the last decade providing hybrid work capabilities to our own global team, so we deeply understand what it takes to do this successfully. Regardless of where you are in your digital journey, the dedicated team behind Dell Technologies will stop at nothing to help you embrace the future of work and build your breakthrough.

[Learn how Dell Technologies can help you power the digital workplace.](#)



1, 2, 3: Based on an independent research by Modern Computing Alliance and Accenture: The Future is Flexible, A 2021 State-of-Tech Leadership Survey Results and Workplace Trends, July 2021

4, 5: PwC: US Remote Work Survey, 2021

6, 7, 8: Accenture: Tech Vision, 2021

9, 10: Based on an independent research by Modern Computing Alliance and Accenture: The Future is Flexible, A 2021 State-of-Tech Leadership Survey Results and Workplace Trends, July 2021

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