

# The Case for Why IT Should Put Employees First

For decades, IT organizations were in charge of deciding which devices and apps employees could use, and making sure they didn't break the rules. IT was the gatekeeper of technology, and focused on meeting employee needs—not necessarily fulfilling their wants.

TODAY, THAT RELATIONSHIP IS CHANGING



## Modern Workers Have High Expectations



SKIP AHEAD



## An Employee-Centered Approach has Big Benefits

When IT actively helps employees do their best work, it moves the entire business forward.



Consumer-simple business apps drive new levels of productivity



When apps are accessible from any device, employee performance soars



Engaged employees drive innovation and customer experience

START HERE



## 5 Ways to Improve Employee Experiences

- 1
- 2
- 3
- 4
- 5

## Build a Better Digital Workspace Strategy

A digital workspace is more than a checklist of technology, tools, and operations. It's an ongoing conversation between IT and employees. To make it better, IT teams need a solution that helps them put employees first while minimizing risk to the business.

VMware delivers an intelligent, automated digital workspace platform that enables IT to provide personalized, intuitive experiences that allow employees to access the apps and data they need. With it, you can meet the rising expectations of employees and business partners while securing apps and data in a perimeter-free world.

Learn more by reading the Vanson Bourne Report, *The Digital Employee Experience*.

### Take the next step

[DOWNLOAD THE REPORT](#)





I'm selective  
about where  
I work

The talent market is tight. Attracting and retaining skilled people is a big challenge for companies in every industry.

**TECH PLAYS A BIG ROLE**



# Potential and existing employees want to know:

Can I use my Mac?

What rules and restrictions exist?

How easy is it to work from home or on the road?

MEET OTHER EMPLOYEES



BETTER ANSWERS MEAN BETTER RESULTS





Apps for my  
job should  
"just work"—  
no training  
required

Everyone is used to consumer-simple apps on their phones and devices, and they want the same level of ease and speed in the apps they use at work.

THEIR EXPERIENCES MATTER



# Employees wonder:

Can't I just approve this transaction from my phone?

Do I need to put in a ticket to get the password to reset my benefits?

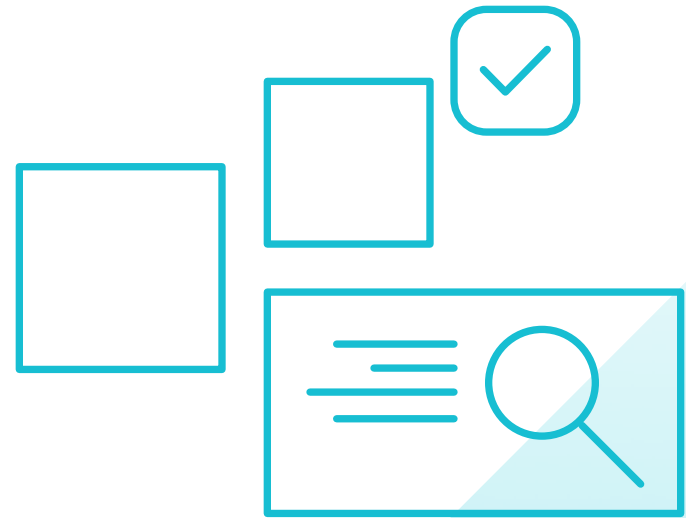
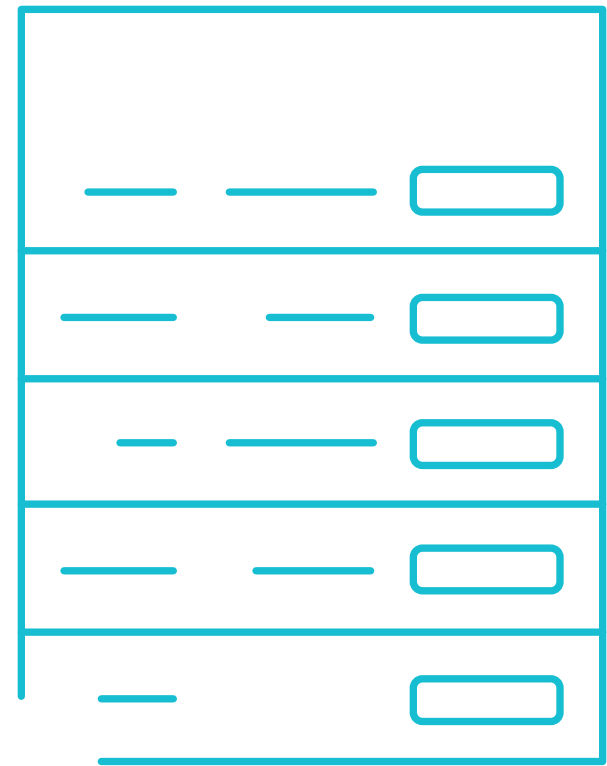
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MEET OTHER EMPLOYEES



BETTER ANSWERS MEAN BETTER RESULTS





More freedom  
makes me more  
productive

People want choices. They're able to get more done when they can use the apps and devices they prefer—and if they don't get permission, they may use them anyway.

RESTRICTIONS DON'T WORK



# Employees have questions:

Why should  
IT dictate how  
I get my work  
done?

Does IT really  
understand  
my goals and  
process?

Why can't I  
use the tech that  
helps me  
perform best?

MEET OTHER EMPLOYEES



BETTER ANSWERS MEAN BETTER RESULTS



# Meet wants, not just needs

Just checking the box on requirements is no longer enough. IT can help the business attract and retain great talent by supporting the new apps, devices, and workstyles employees want.

1

**NEXT >**

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# Create a culture of choice

Give employees a voice in how they work and what technology they use. Offering self-service and freedom helps employees feel valued, and supports them in doing their best work.

**NEXT >**

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# Make onboarding simpler

First impressions are crucial. Aim to eliminate frustration, confusion, and extra steps. Help people feel successful on the apps they need to do their jobs and make connections.

**NEXT >**

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# Listen to employees

Gain insights from employees by listening and observing to understand the why behind how they work. Using empathy can help you be more innovative in developing employee experiences.

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# Aim for continual improvement

Look for opportunities to make things better. Where can you reduce friction, add personalization, and make digital experiences friendlier and more intuitive?

**NEXT >**

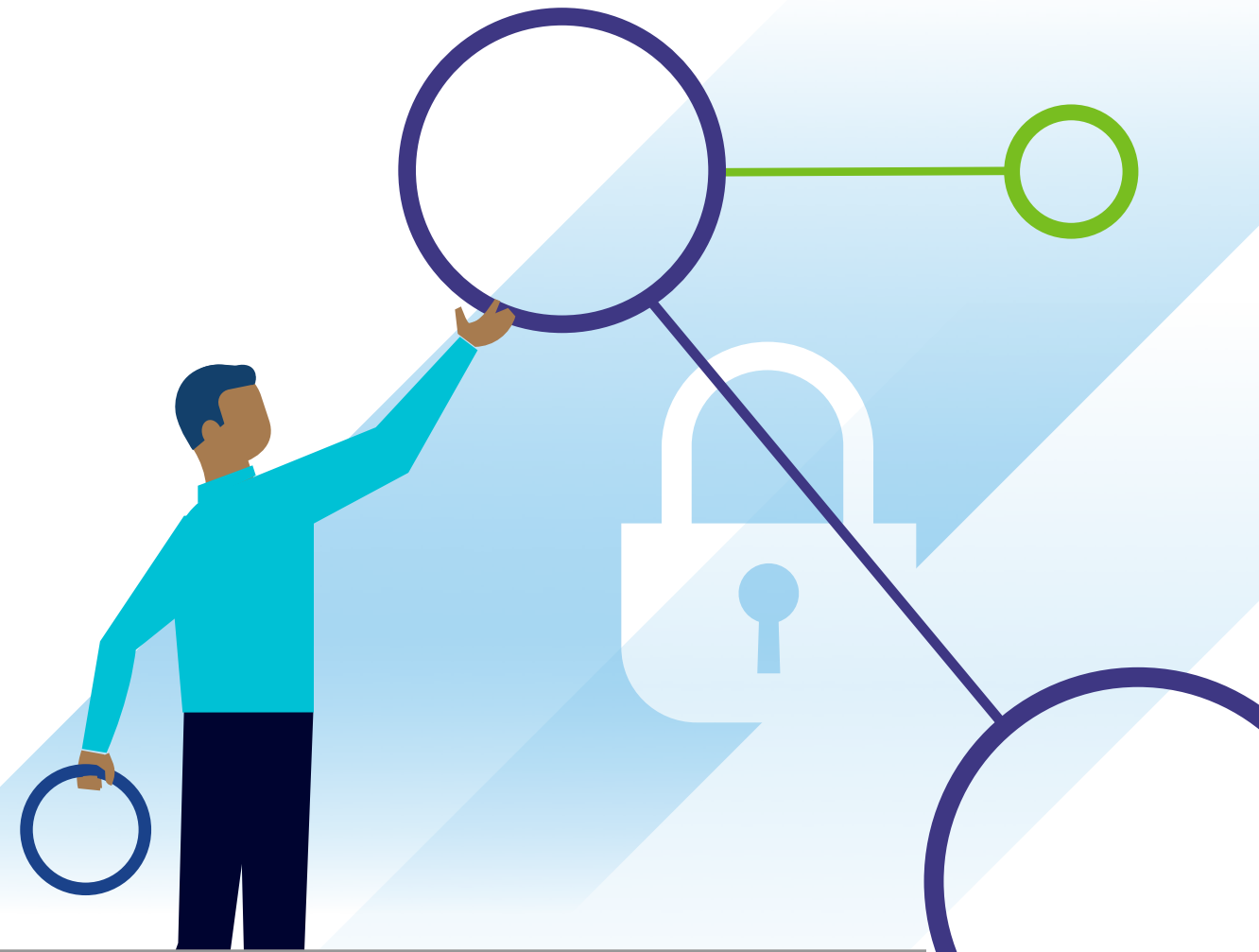
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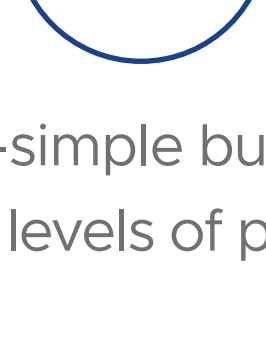


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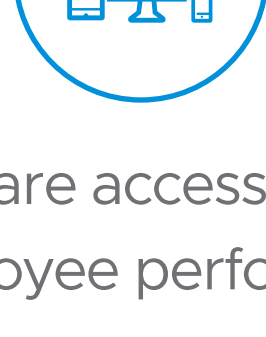


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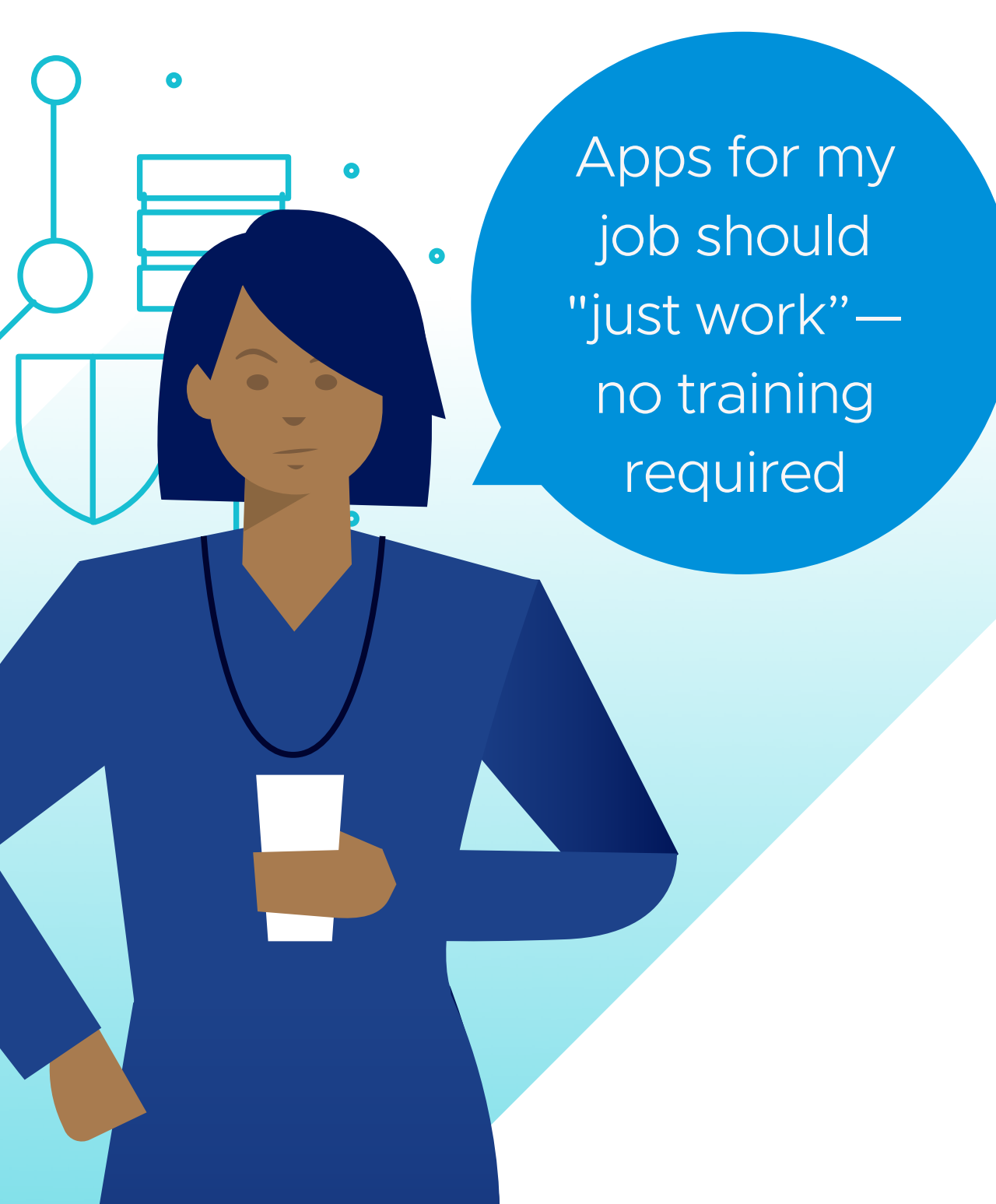




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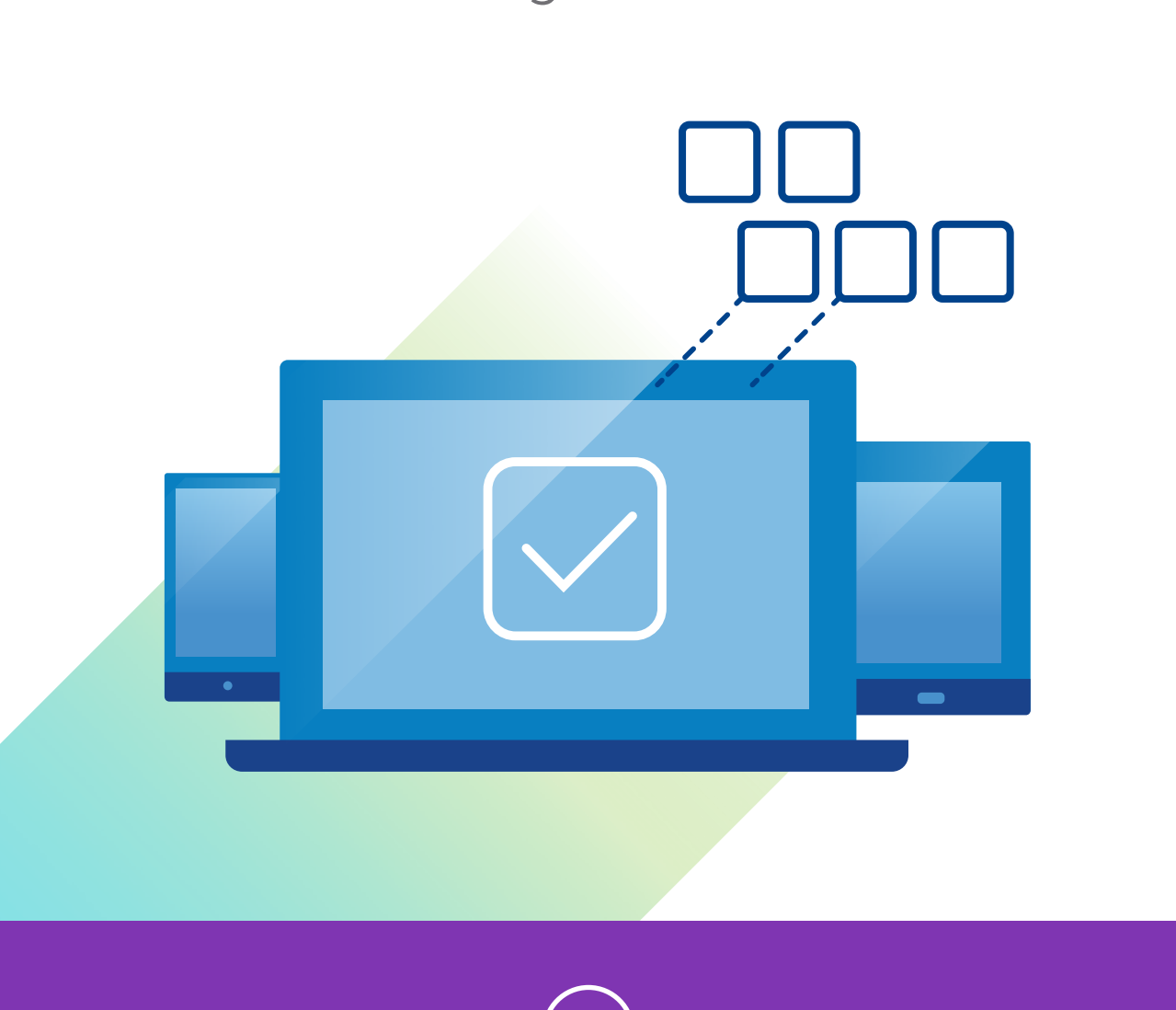
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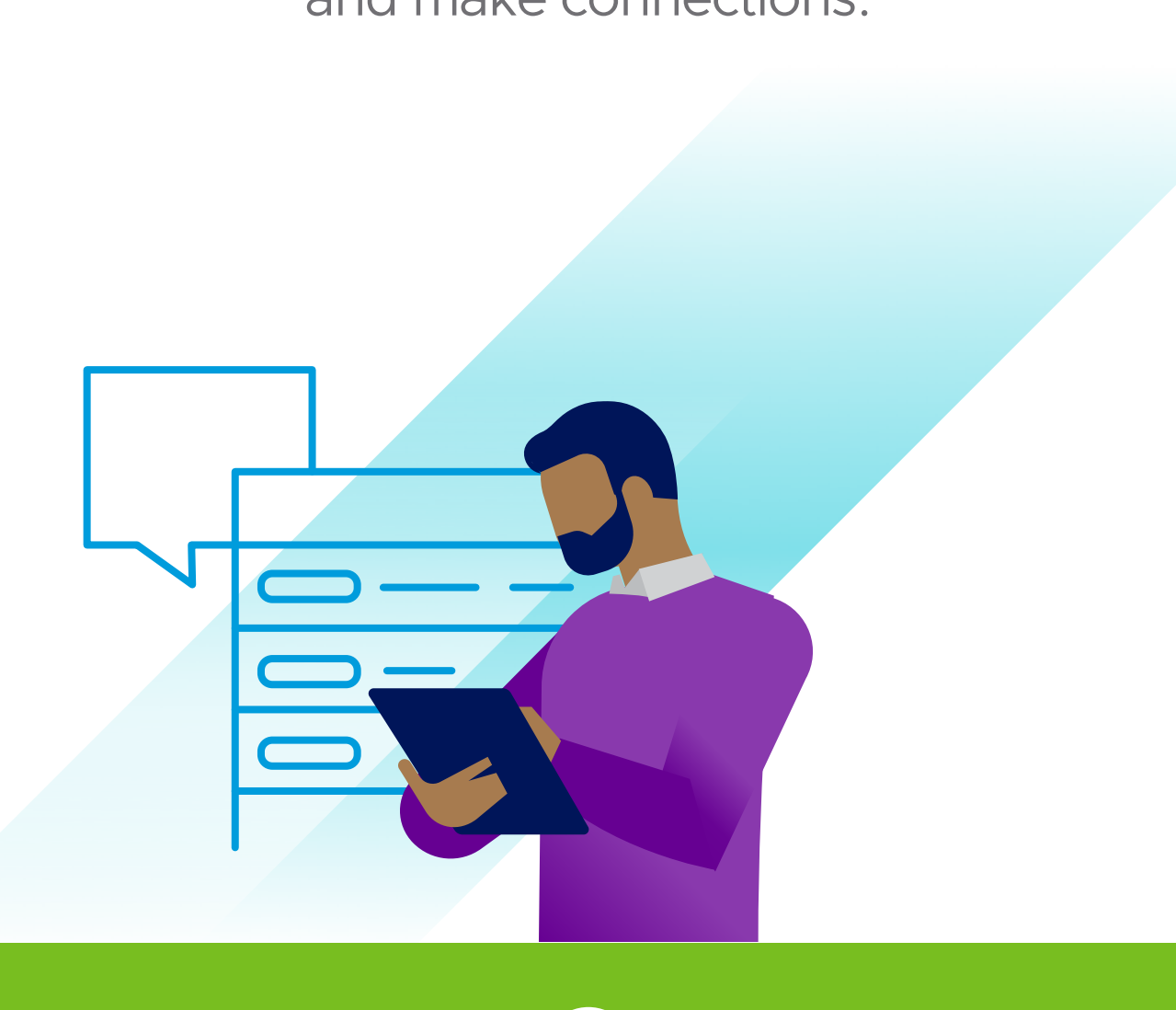
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