EMPOWER THE DIGITAL WORKSPACE

Support Today's Increasingly Mobile, Dynamic Workforce

Consumerization Drives Digital Transformation

New technologies such as cloud and mobility are rapidly changing the way people work and live, and they're having a profound impact on business strategy. In private lives, individuals are constantly exposed to new consumer applications and services delivered through the web and via mobile apps. These apps bring data together from many sources to streamline a specific activity, like making a purchase or receiving a recommendation. Consumers love them because they're designed to be simple to learn and easy to use. More than ever, this consumerization is shaping how businesses engage in digital transformation. It's changing employee expectations, creating demand for new applications, and driving new opportunities to change business processes.

Increasing Mobile Users and Apps

Millennials are a growing percentage of today's workforce, and they want the flexibility, convenience, and productivity that mobile solutions provide. They believe in collaborative work styles and the freedom to work from anywhere, on the devices and apps they choose. Organizations want greater agility as well, and are embracing SaaS apps, most of which sit outside of the traditional corporate network. New mobile apps are everywhere, and businesses are seeking better ways to manage and secure them, while maintaining a consistent user experience.

Evolving Workflows and Processes

Businesses are reinventing their processes to take advantage of mobile and cloud technologies that maximize operational efficiency and effectiveness. They're also looking to empower their employees to deliver a superior customer experience, regardless of where they are working and which devices they are using. To embrace new opportunities and address new challenges, businesses across every industry are exploring software-defined infrastructures that can help them power a more cost-effective, agile organization.

Requirements to Support New Delivery Models

With enterprise consumerization, the traditional ways of managing, securing, and supporting workforces, apps, and data don't always meet business needs. IT teams must redesign their delivery models for emerging mobile and cloud technologies with a focus on:

• **Identity as the perimeter** – In a consumerized enterprise, where device ownership is uncertain and people often connect from outside of the network domain to apps hosted in the cloud, identity becomes the new perimeter. IT now needs an easy way to set up granular, contextual policies that grant the right people access to the right information with the right security controls – without compromising user experiences.

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- **Shift to cloud-first –** Cloud helps IT simplify rollout, centralize management, and scale infrastructure based on business needs. Shifting from a CapEx to an OpEx model (e.g., shifting to cloud-first, which is a reduced time-to-value decision to leverage shared infrastructure and pay only for resources consumed) gives IT better control over costs and the flexibility to adapt to changing business requirements. However, these advantages often tempt lines of business to bypass IT to implement their own cloud projects. These types of "shadow IT" projects introduce security and integration risks.

- **Self-service –** IT has to be responsive to two key enterprise stakeholders while keeping the lights on for day-to-day operations. Business owners demand new tools to respond to market pressures and stay ahead of the competition. Business leaders are huge proponents of agile cloud apps. The second stakeholder is the modern workforce that has been trained by consumer experiences to adopt the latest apps or services on demand with instant gratification. Both stakeholders are driving the trend toward shadow IT initiatives, which often suffer from higher costs, integration difficulties, and poor security.

IT AND BUSINESS PARTNERSHIP IS ESSENTIAL

Organizations that closely coordinate IT and the line of business are most likely to have successful outcomes from new projects; however, only 36.7 percent of mobility projects are a joint effort by the business unit and IT.[1]

Windows 10 device management - Legacy PC lifecycle and Windows OS management is complex, costly, and restricted to domain-based environments with on-premises tools. Windows 10 lets organizations manage the OS from the cloud, and can dramatically simplify device enrollment and provisioning on any network, whether it's domain-joined or simply connected to the Internet. Windows 10 can also span multiple device ownership use cases, such as corporate-owned, bring your own device (BYOD) and corporate-owned, personally-enabled (COPE). IT requires a better way to handle Windows 10 migration and ongoing support. IT needs to provision desktops and laptops, as well as simply and remotely manage the state of those devices (or at least the corporate apps) throughout their lifecycles. End users simply want their laptops to work, with simple access to the apps they need, wherever they are running.

Tap the Potential of Consumerization

By implementing a digital workspace solution, enterprises can help IT harness the rapid changes consumerization is bringing to their businesses. The digital workspace is a holistic change in the way end-user services are delivered by IT, enabling organizations to deliver the apps and data employees need to work across any device.

A successful digital workspace strategy includes supporting any device type and OS, with the flexibility to handle any ownership model. It ensures authorized access to corporate owned, locked-down and shared devices, as well as employees' personal devices with robust privacy protection. It also protects corporate data at rest and in transit including email, files, and application state that may be cached or stored on devices.

A comprehensive application delivery platform, the digital workspace delivers native applications to devices and acts as an access manager for cloud-based and on-premises applications. Employee onboarding and daily use is simple enough to eliminate instruction and help-desk assistance.

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[1] "The Changing Face of Mobility," IDC, 2016

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VMware helps IT deliver mobile moments through a simple, secure digital workspace to meet today's challenges and expectations. Here's how:

- **Simplify Access and App Management –** Enable secure mobile access anywhere, from any device
- **Unify Endpoint Management –** Manage all apps and devices from a single platform regardless of ownership models
- **Virtualize Desktops and Apps –** Keep apps, desktops, and all data secure in the data center or cloud

"Since we've changed this dynamic of being more engaging on the floor, we've seen a reduction in transaction time of about 30 percent, as opposed to standing behind a conventional point of sale system. It's been more engaging for the customers. Overall, we've heard about really positive experiences from our customers and our sales associates."

WENDY AKS,
SENIOR MANAGER OF ENTERPRISE
MOBILITY MANAGEMENT
SPRINT

VMware Brings the Digital Workspace to Life

VMware empowers the digital workspace by delivering a consumer simple experience together with enterprise-class security. VMware Workspace ONE™ is a unified platform for the provisioning, management, and policy enforcement of applications to devices across all major platforms, including iOS, Android, and Windows. The solution is based on a software-defined architecture that gives organizations a simple way to manage identity and access to all application types, on premises or in the cloud. Its contextual policy framework lets IT establish granular policies based on user, device, data, location, and app.

With Workspace ONE, organizations can transform their businesses, delivering mobile workflows through a suite of productivity apps and secure mobile services.

Workspace ONE helps IT organizations improve previously costly, time-consuming, and resource–intensive experiences and tasks. For example, IT teams can now onboard a new employee and all of his or her apps and devices in under an hour – with zero tickets and help desk calls. IT can also use the solution to set and enforce access and data policies across all apps, devices, and locations in one place, and use the cloud to provision a new laptop, out of the box, in minutes. End users gain a productivity boost as well, completing transactions from a mobile device, anywhere, in under the average mobile session of 72 seconds[2] – known as the mobile moment.

Simplify Access and App Management

With VMware's digital workspace solution, organizations remove the friction of access so employees can get work done in real time from any device or location, without compromising security. It provides users with a single repository to access all business apps, optimized by device type. One-touch mobile, single sign-on (SSO) and simple self-service onboarding make the solution convenient and easy to use.

Built with enterprise-level security in mind, VMware's solution also includes multi-factor authentication across mobile devices. Its privacy-by-design approach assures users that their personal apps and data remain invisible to IT.

Unify Endpoint Management

Today's businesses employ a variety of device ownership models—from corporate-owned or shared to BYOD and COPE. VMware's digital workspace solution enables IT organizations to leverage a single platform to manage all apps and devices, regardless of ownership models.

The solution includes unified endpoint management, built on industry-leading VMware AirWatch®, and integrates seamlessly with VMware Horizon® to support app management across physical and virtual desktops. It enables complete, scalable over-the-air provisioning and lifecycle management, and delivers real-time visibility for users, apps, and devices across any network, whether physical or virtual.

Virtualize Desktops and Apps

To maintain enterprise security, certain data should never be left on a non-trusted endpoint nor leave a secured network. When desktops or applications are virtualized, they run in secure data centers on-premises, or in the cloud; only the user interface is transmitted beyond the firewall. Applications and all of their data remain secure in the data center, never touching the devices that access them.

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[2] "Mobile User Experience: Limitations and Strengths", Nielsen Norman Group, April, 2015.

VMware's digital workspace solution includes virtualization technology that delivers enterprise IT freedom, compatibility, and cost efficiencies because any device can access a virtual application or desktop, regardless of OS.

Mecklenburg County turned to VMware Workspace ONE including AirWatch for a unified endpoint solution as they migrated to Windows 10. The solution lets providers drop ship devices to 6,000 employees without IT needing to touch them. IT can use one solution to manage all of their iOS, Android, and Windows 10 devices, while also supporting legacy apps and virtual desktops with VMware Horizon.

Modernize Windows Management and Security

Traditionally, Windows OS device administration has been managed with on-premises tools—and only for network or domain-joined PCs. With the introduction of Windows 10, Microsoft is offering IT organizations a fundamentally different approach to managing the OS from the cloud. VMware's digital workspace platform enables IT teams to provide management and control of Windows 10 PCs, regardless of location or ownership model. IT organizations can provision systems out of the box, without needing to touch new laptops, as well as support full application lifecycle management. The digital workspace is a single, self-service platform for authorized users to access modern Windows apps, legacy Windows apps, web-based apps, and SaaS apps. Windows app delivery across devices helps ensure that corporate apps can run smoothly while meeting compliance requirements. To help strengthen security, controlled access with Horizon-hosted virtual apps ensures that non-trusted devices never touch the enterprise network, while remote users can access the enterprise applications they need.

A Holistic Approach to the Workspace

Enterprise consumerization is changing the way users think about the role of technology in business, forcing companies to reimagine how they deliver the apps and services that employees, customers, and partners need to be productive. With a digital workspace based on a flexible, agile software-defined infrastructure, IT teams help ensure smooth, policy-based access, using the device employees choose.

VMware empowers the digital workspace by delivering an experience that is consumer simple, yet enterprise secure. VMware's solution makes it fast and easy for organizations to adopt new services and workflows while optimizing security with rich contextual access policies.

LEARN MORE

Learn more about this strategic IT priority and its corresponding IT initiatives at vmware.com/it-priorities/empower-digital-workspace.

Workspace ONE gives organizations a simple way to manage access to all application types, on premises or in the cloud. Enterprises can also take advantage of the unified platform for the provisioning, management, and compliance enforcement of devices across iOS, Android, and Windows. A contextual policy framework enables granular policies, and transformative mobile workflows are delivered through a suite of productivity apps and mobile services that greatly improve productivity and efficiency. By partnering with VMware, enterprises can take advantage of digital transformation while speeding time to integrate, secure data, and control the risks and costs of shadow IT.

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