Helping you to define, design and implement your flexible workplace

orange™ **Business Services**

Defining what the future of work looks like for your organization

Businesses trying to understand what the future of work means for them are faced with a huge undertaking. It incorporates significant challenges such as digital transformation, attracting and retaining talent, the post-pandemic landscape and generational shifts in the workforce. With so much happening, at such a fast pace, it is not surprising that many organizations find it complex and have little idea of how to get it right.

Many organizations are still relying on temporary remote working solutions hurriedly deployed at the beginning of the pandemic. That won't work in the long run. There needs to be a strategic, integrated, secure and flexible approach to retain the right talent and secure long-term advantages.

Working with an advisor like Orange can help, because we have the breadth of experience across business, IT and telecoms. In addition to identifying the right technical solution, we can guide you on rolling out your flexible workplace strategy from a business, IT and operational perspective.

By 2030, demand for skilled workers will outstrip supply, resulting in a global talent shortage of more than 85.2 million people
– Korn Ferry

While there is much to learn, there are already tried and test practices that can be deployed to create the flexible workplaces all organizations require.

This document acts as a guide of how they will continue their journey in the future of work.

Read on for our answers to typical questions we receive from customers about designing and implementing new ways of working. Perhaps some of them will resonate with you?

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Q1 We have Office 365 licenses, Zoom accounts and all our staff have laptops and work emails on their phones – what does a flexible workplace give us that we haven't already covered?

A1 It's important to remember that defining the future of work is as much a strategic approach as it is a selection of solutions and tools. So, while a flexible workplace strategy might use Microsoft Office 365, Zoom and portable devices, having those tools in place doesn't automatically mean you have a digital workplace that is healthy, productive and engaging.

How do the services, apps and hardware fit with your overall digital transformation program? How are they integrated with each other and other systems and applications? Do your employees know how to make full use of them to be more productive? How are you hosting those apps and services, how are you procuring the laptops? There are lots of questions that need to be answered before decisions are made on which software to use.

It's an approach we take at Orange – assessing the entire landscape, understanding where your flexible workplace will fit in with the wider organization, and then looking at the type of infrastructure required, the hardware, the apps and services. It's a roadmap that's specific to each company, and cannot be copy-and-pasted, even within industries.

Q2 Much of my organization thinks digital workplace tools are an IT issue. How do I demonstrate the business value and benefits?

A2 Much like any new initiative, proving value is an incremental process. This is particularly the case with the likes of digital workplace, where many within the organization will think they already have one, because they use cloud-based email and collaboration tools and work remotely.

First, you need to break down the organization into segments, targeting specific user personas, and identify those that will quickly see the benefit of an integrated flexible workplace. Understand what they need and roll the program out to them as a pilot or proof of concept. Once it works and you have demonstrable results, you'll be able to start rolling out to other segments.

However, it is important that your rollout still works with existing approaches, otherwise you will struggle to be able to demonstrate value to those outside of the PoCs.

41% of executives said that building workforce capability through mobility (along with upskilling and reskilling) is one of the most important actions they are taking to transform work

- Deloitte

Q3 We have already returned to the office, but we are struggling with infrastructure and application performance challenges. What do we need to do to fix them, as it is hampering both the user experience and organizational productivity?

Q4 I know I need a digital workplace, but it connects to everything in the business – where do we start?

A4 It starts with a detailed assessment of your current landscape, identifying improvement potential and designing a strategy to manage the process over the next few years – building the personas you will need to support, how they connect with the wider business, how you will bring together legacy and cloud-native apps and services, and consulting on the integration.

It's important to remember that we are not simply talking about a set of tools and solutions: the processes involved are as important as the tools themselves. To integrate a flexible workplace across every other facet of your operations requires a deep understanding of all those processes (both official and unofficial) to see how moving something in one place affects something else.

A3 To find out what's going wrong, the first step is to run a complete network audit, covering local area networks (LAN), before moving on to wide area networks (WAN). This helps determine whether the issue is a network fault, and if so if it is internal or external to the organization. Then it is time to move to completing a 360-degree assessment of the underlying infrastructure.

Once these have taken place, you can develop an improvement plan, which draws on the end-to-end analysis of existing operations and combines it with any new requirements to determine not only how problems can be solved but done so in a way that future-proofs the organization.

This can be quite a significant undertaking; often, it makes sense to engage an external partner with the necessary objectivity to be able to see what the problem is and provide suggested fixes based on their experience.

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Q5 Much of my organization thinks digital workplace tools are an IT issue. We're struggling to attract the right talent we need, losing out to businesses that offer more exciting work. How can we change our employee experience to improve our talent attraction and retention? How do I demonstrate the business value and benefits?

A5 Challenges with talent attraction and retention, much like digital transformation, are not new, but the aftereffects of the pandemic have made the issue more acute. While the explosion in remote working has meant employers effectively have larger talent pools to fish in, it has also extended the reach of other companies that previously wouldn't have been a hiring competitor.

Where once the offer of remote or flexible employment was a perk, workers are increasingly expecting it as a fact of life. That requires having the infrastructure, services and apps in place to enable remote or hybrid working, along with automated and artificial intelligence-driven processes that simplify workflows, to provide recruits with the opportunity to work in a manner that suits them, will automatically gain a competitive recruitment edge.

It is important to remember, however, all this technology needs to be supported by a clear, continuous approach to user adoption and training for both new and existing employees.

This sort of flexible workplace provides the foundation for personalized, high quality employee experiences. And it supports improved engagement, which in turn drives better levels of productivity and even profitability.

Companies with more engaged employees had 18% higher productivity, 10% high customer loyalty/engagement and 23% higher profitability than those with less engaged employees
- Gallup

Q6 How do we future proof any investment in new workplace technologies?

A6 There are two parts to future-proofing any technology investment. The first is relatively straightforward: with more and more applications and services delivered via the cloud, centrally managing and updating software across multiple endpoints becomes much easier, without requiring significant resource to run the process locally.

The second part centers around culture. Too often, legacy thinking persists even as legacy applications are retired. The result is that new tools end up being underutilized, as established processes are not updated to make best use of the new features and benefits on offer. In addition, by not going through the process of changing culture, organizations miss the opportunity to embed the ability and mindset of being comfortable with change into their teams.

That is why spending time transforming culture is critical. Not only so that new thinking will align with new tools, but also so that organizations get used to more flexible approaches and processes, which in turn make it easier to adapt to other alterations in the future.

Why Orange

From initial discovery to full deployment and user adoption, we help you understand what the future of work looks like for your organization. We start with the way you need to work now, before moving to defining a bespoke roadmap, designing a clear digital workplace strategy, testing and piloting the right vendors for your own needs, right through to assisting you with the transition to your new way of working and helping you drive continuous change to enhance business outcomes.

With our global footprint, operator and solutions integrator experience and partnerships with major vendors, we have the scale and ability to help build the best solution for your business. Our relationships with leading digital workplace vendors, such as Microsoft and VMware, stretches back over twenty years. This means our customers have access to the solutions that fit their needs. So, whether it's Microsoft Intune or VMware Workspace ONE, you have the right platform for your organization.

Leslie Rosenberg, IDC Research VP, Network Life Cycle and Infrastructure Services said "Orange's position as a leader illustrates that the company continues to invest and develop its people, processes, tools, and methodologies for delivering a portfolio of network consulting offerings in support of its customers business, technology, and operational goals. Orange's position also highlighted how satisfied its customers are with its network consulting offers rating it positively for its portfolio functionality, innovation and cost competitiveness."

👤 **1000+ Cloud, Digital & Data consultants**

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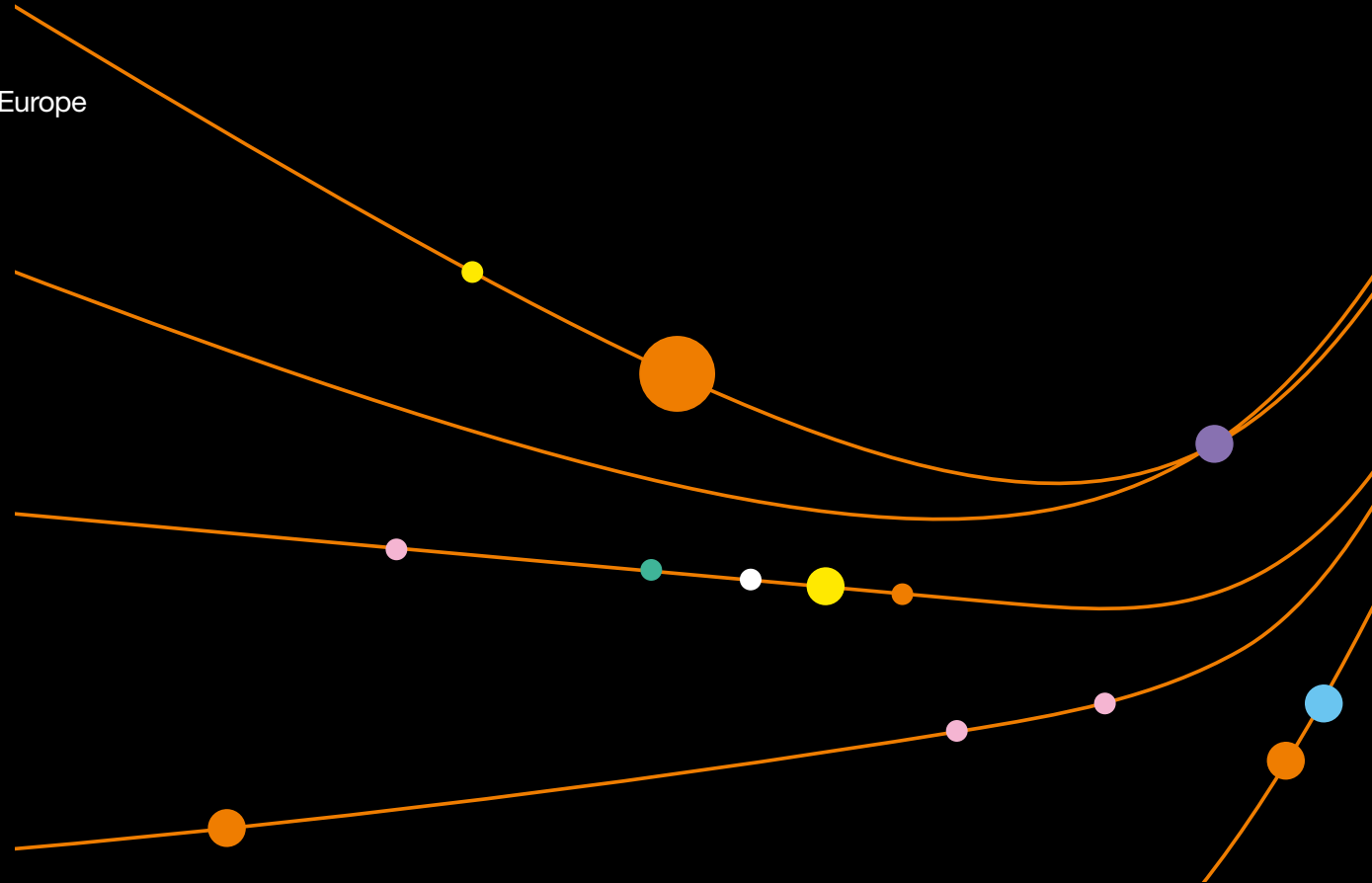🌍 **Named a Leader in Worldwide Network Consulting by IDC MarketScape, 2021**

Contact us

If you would like to learn more about how Orange can help you take the first steps to create a flexible workplace to empower your employees, please read <digital workspace whitepaper> or contact:

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