

# Achieving success with a flexible workplace

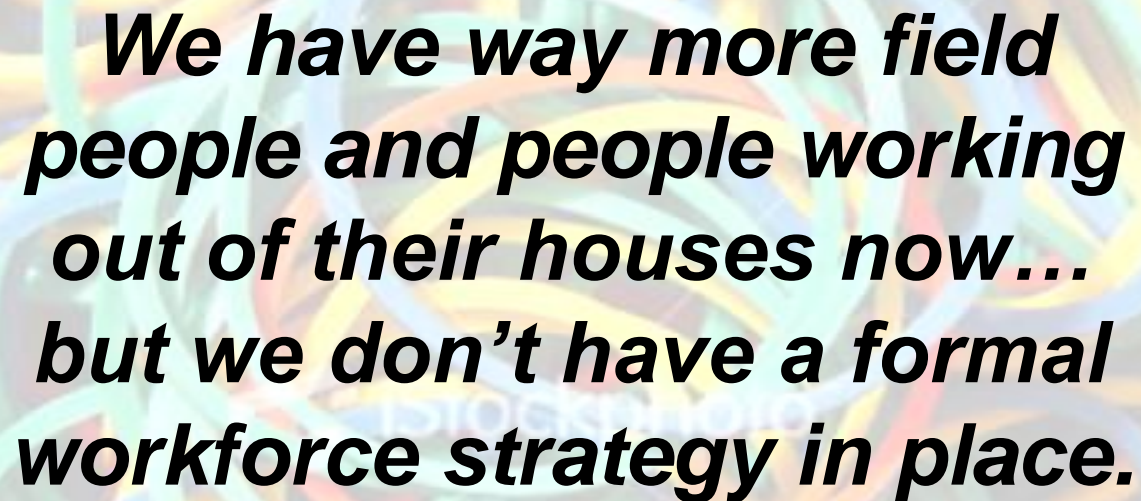
*Forward thinkers' best practices for enhanced productivity, innovation and cost savings*





***We used to be able to  
dictate the technology  
and how it was used.  
We are no longer in that  
situation.***

Respondent, IBM flexible workplace research



***We have way more field people and people working out of their houses now... but we don't have a formal workforce strategy in place.***

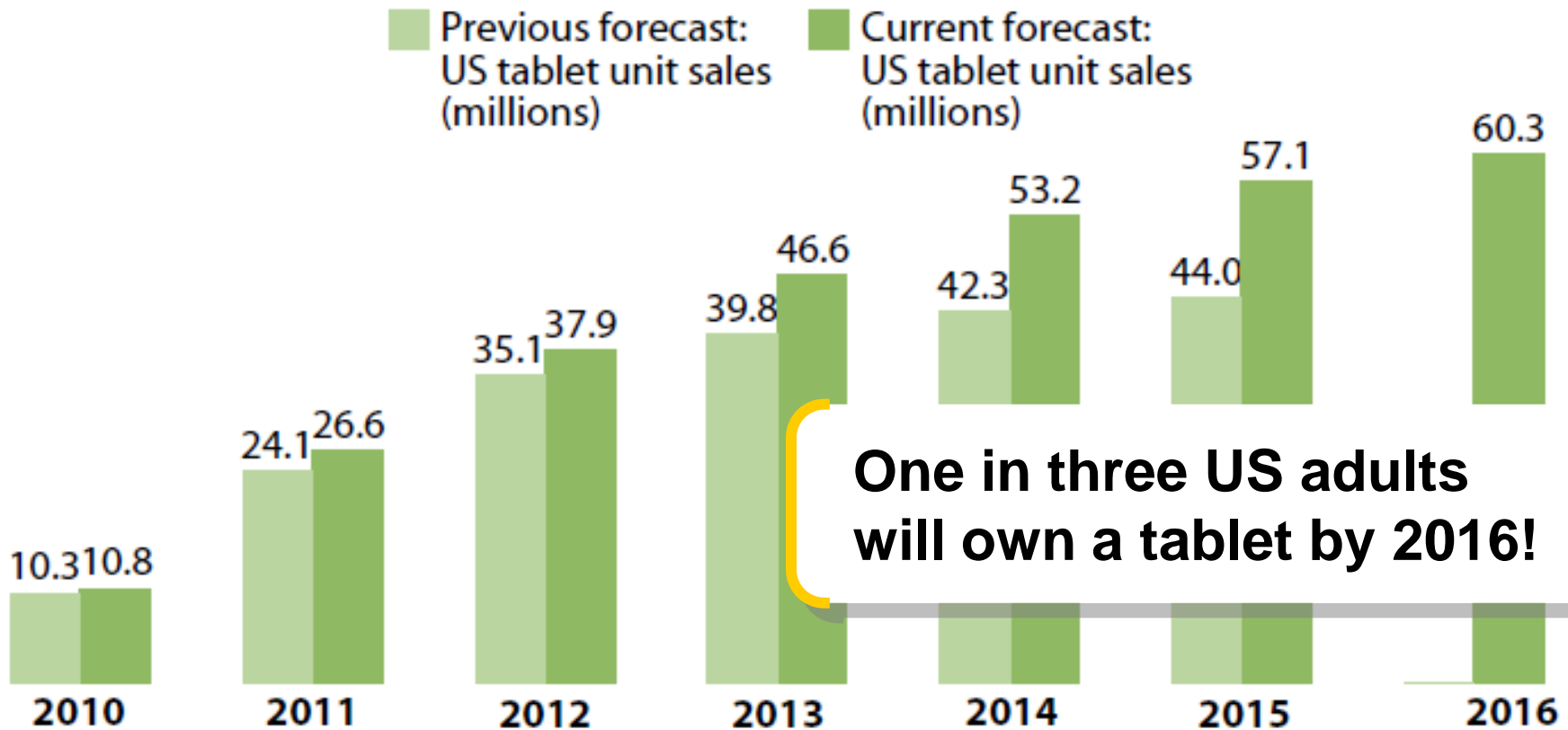
Respondent, IBM flexible workplace research



***Compliance and security  
are a big challenge.  
I keep saying my client is  
really the compliance  
department.***

Respondent, IBM flexible workplace research

## US consumer tablet sales forecast, 2011 to 2016 (updated December 2011):



Source: Forrester Research Consumer PC And Tablet Forecast, 2011 To 2016 (US)

Note: Updated forecast includes iPad, Barnes & Noble Nook Color and Nook Tablet, Kindle Fire, other Android tablets, BlackBerry PlayBook, and future Windows 8 and Windows on ARM tablets.

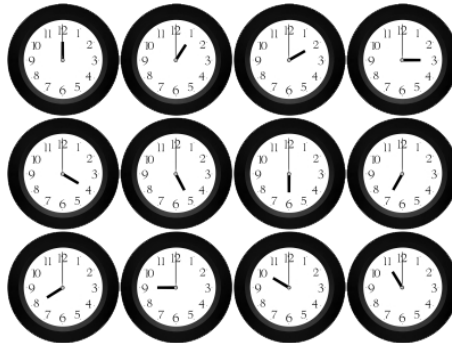


## Data and applications access

**Anywhere**



**Any time**



**Any device**



# The next major evolution of computing is here

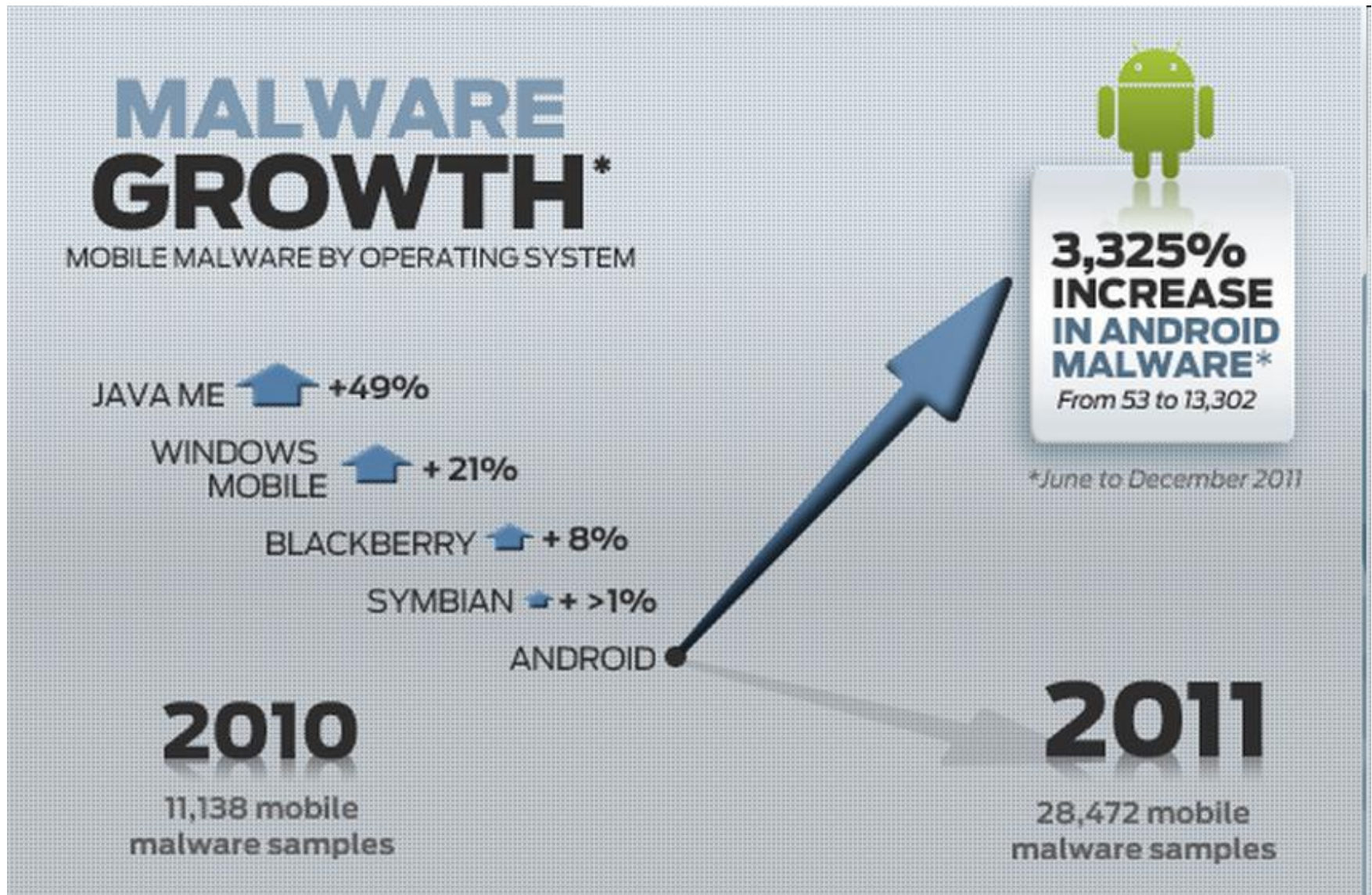


## Juniper Networks Trusted Mobility Study, March 2012

4037 world wide mobile device users  
and IT decision-makers

**41% use personal devices for  
work without permission  
from their company**

**30% of all IT leaders experienced  
a security threat as a result of  
personal mobile devices  
accessing company data.**



Source: Juniper Networks

# IBM Survey – 4Q 2011



**675**

CIOs and IT managers



**6**

countries across 4 continents

- Australia
- China
- India
- Japan
- United Kingdom
- United States

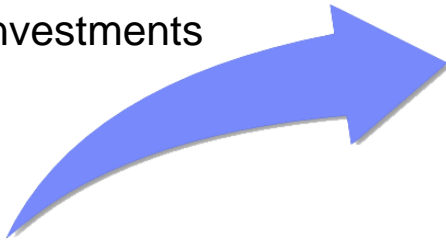


**Multiple**

industries

# 74%

are placing greater  
priority on the flexible  
workplace vs. other  
investments



## % of respondents expecting significant improvements from the flexible workplace

### Productivity



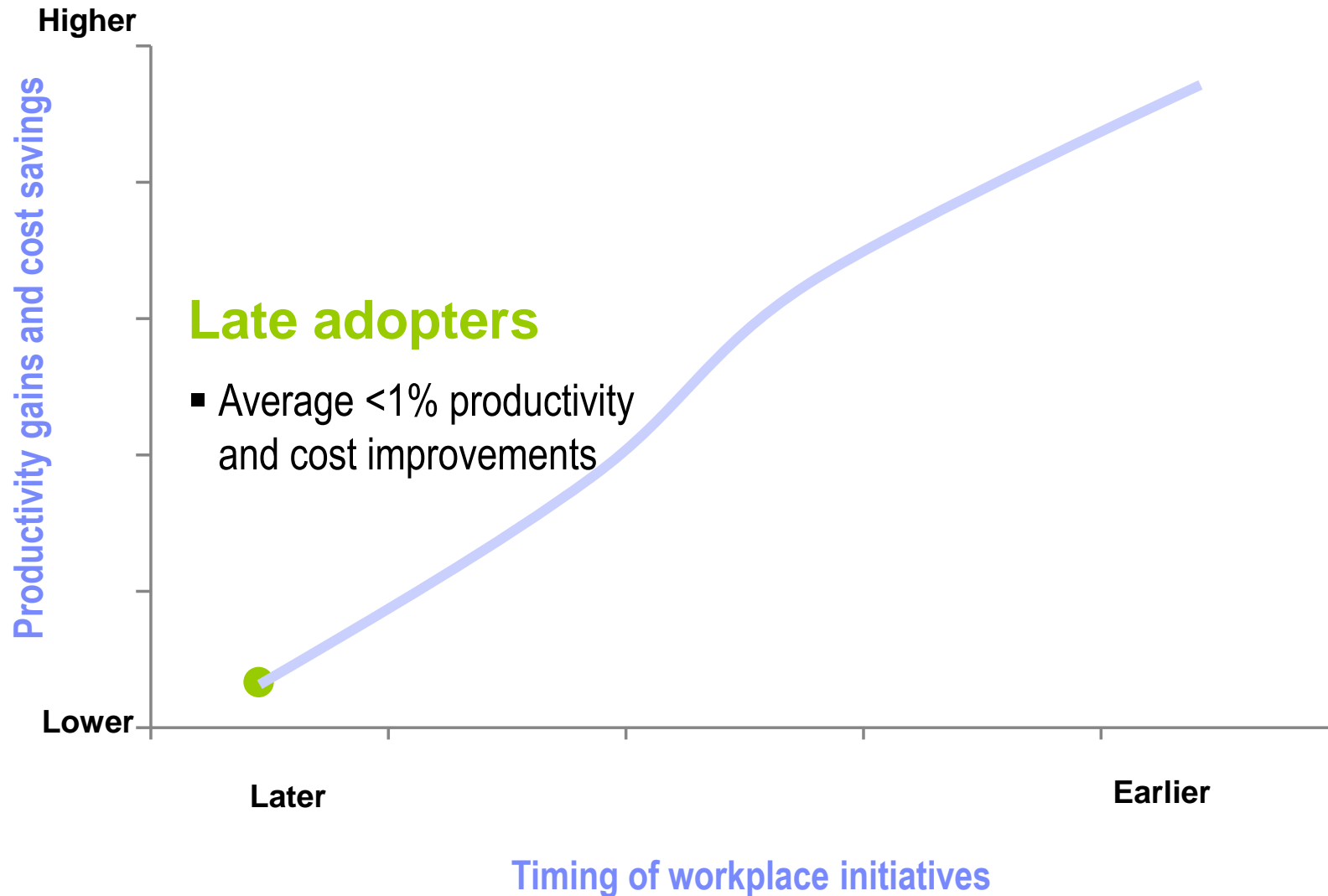
### Security

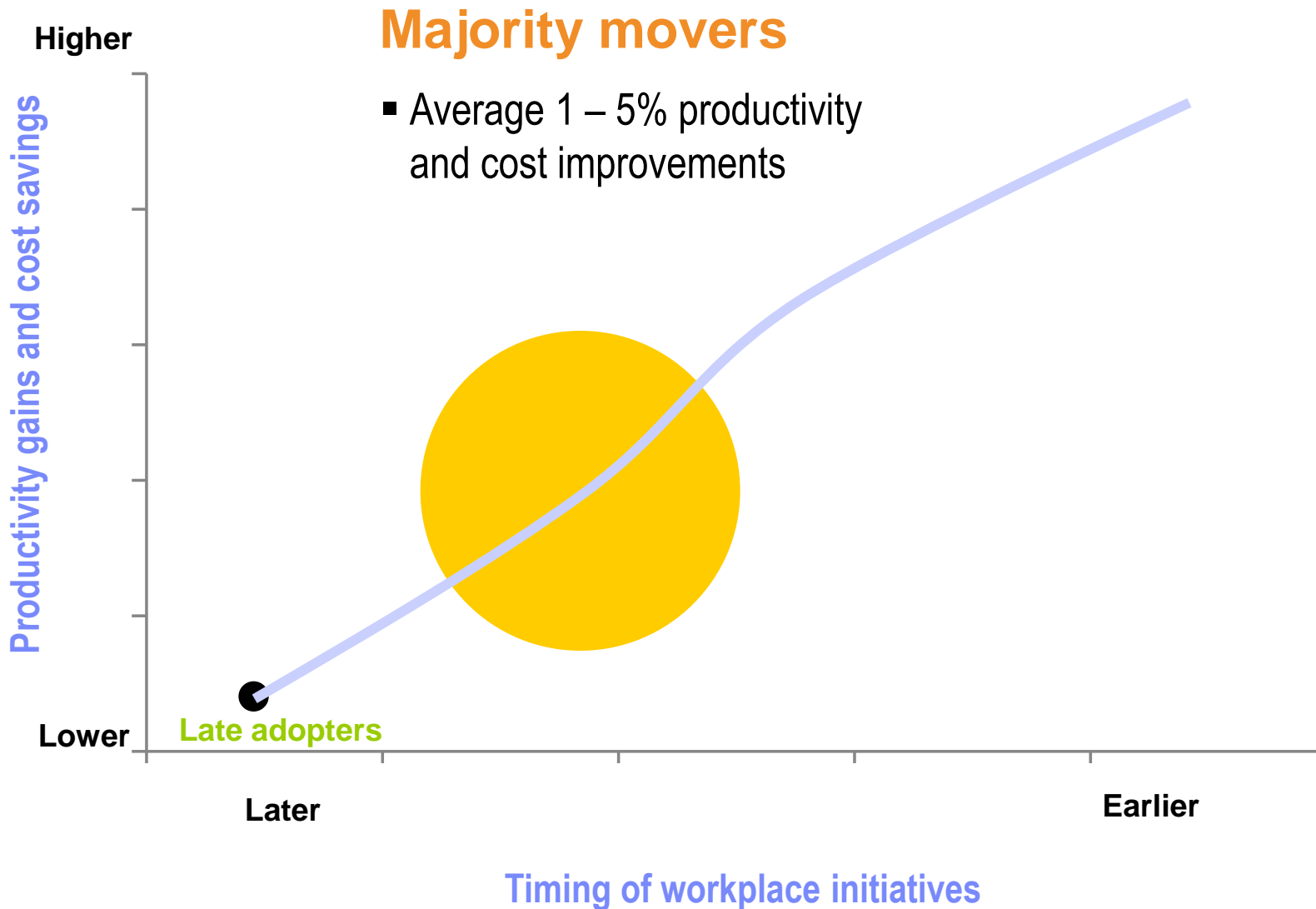
Improved security

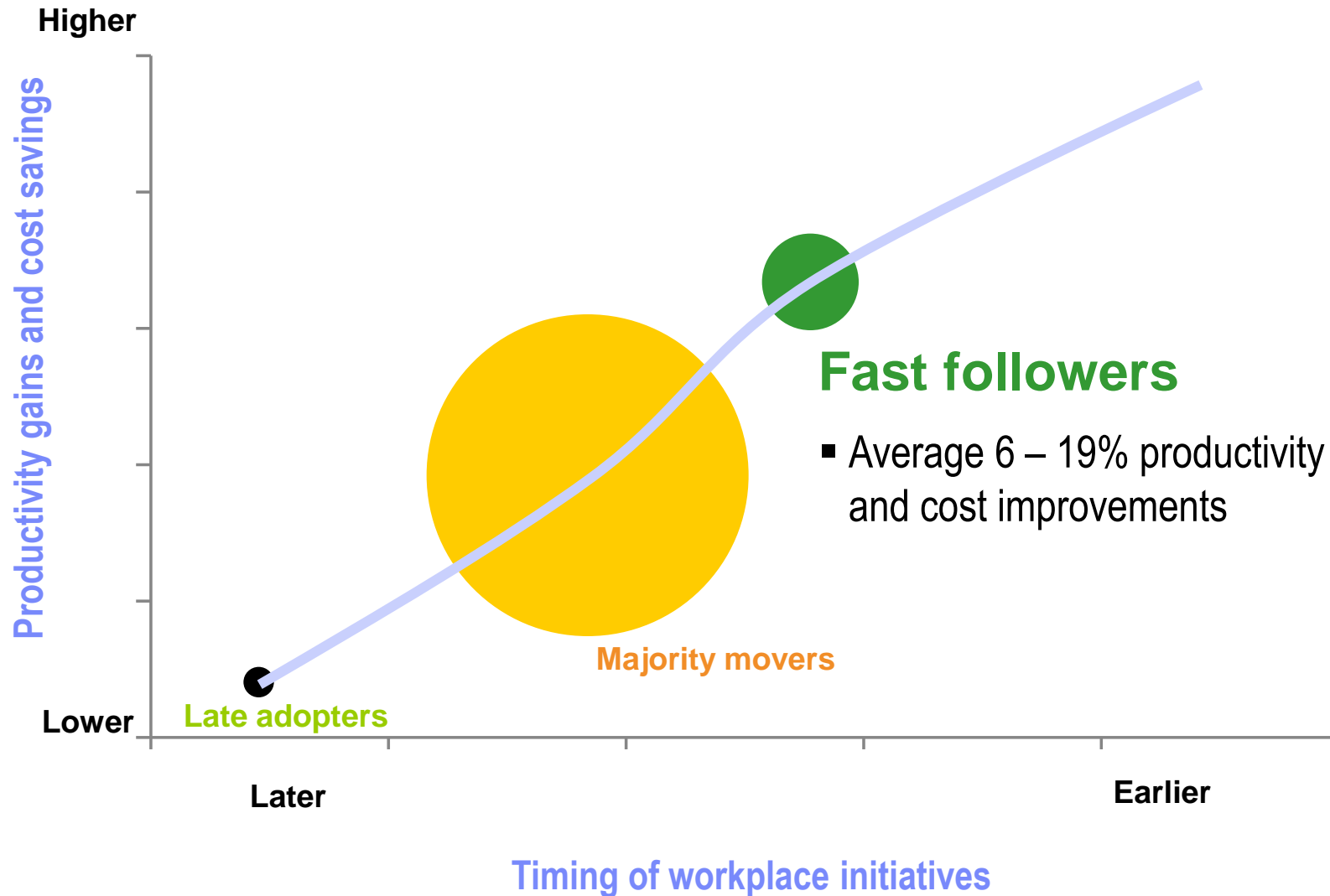
### Financial

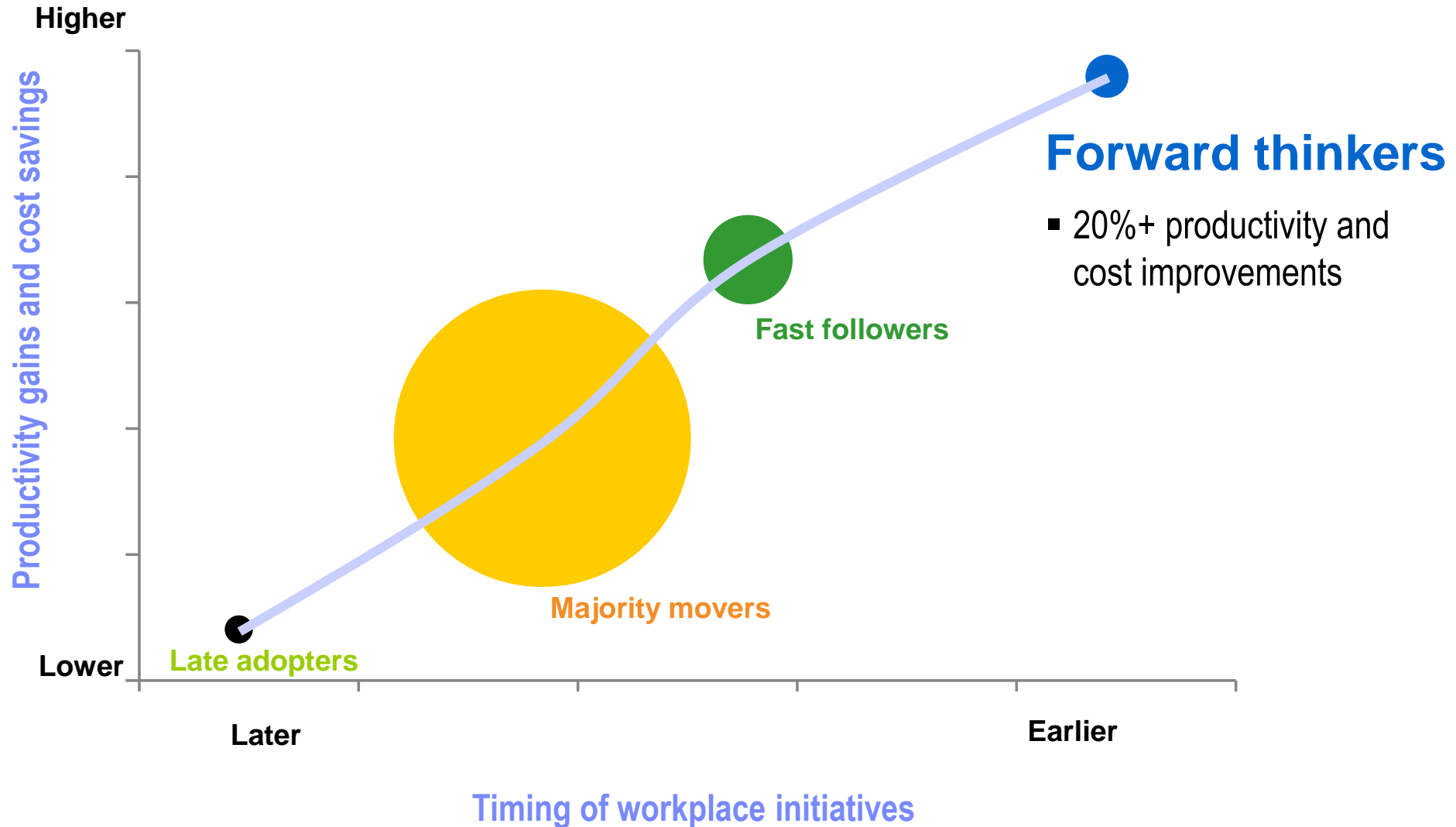
Cost savings

Increased sales/revenue









# What forward thinkers are doing...



**Increasing productivity**



**Securing the flexible workplace**



**Delivering cost efficiencies**

## Mobility initiatives contributing to a flexible workplace (% of respondents)



## Communications and collaboration initiatives contributing to a flexible workplace (% of respondents)



Unified communications

Reducing dependence on email

Enterprise social  
business/networking

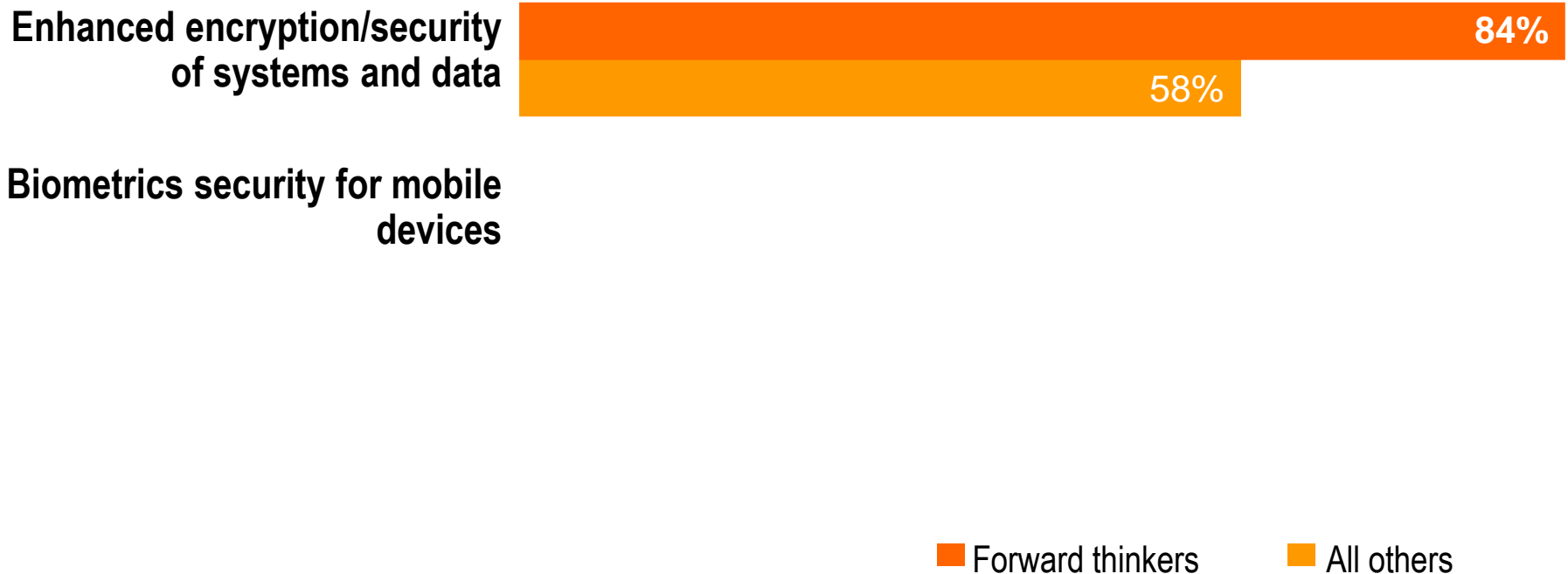
## User support initiatives contributing to a flexible workplace (% of respondents)



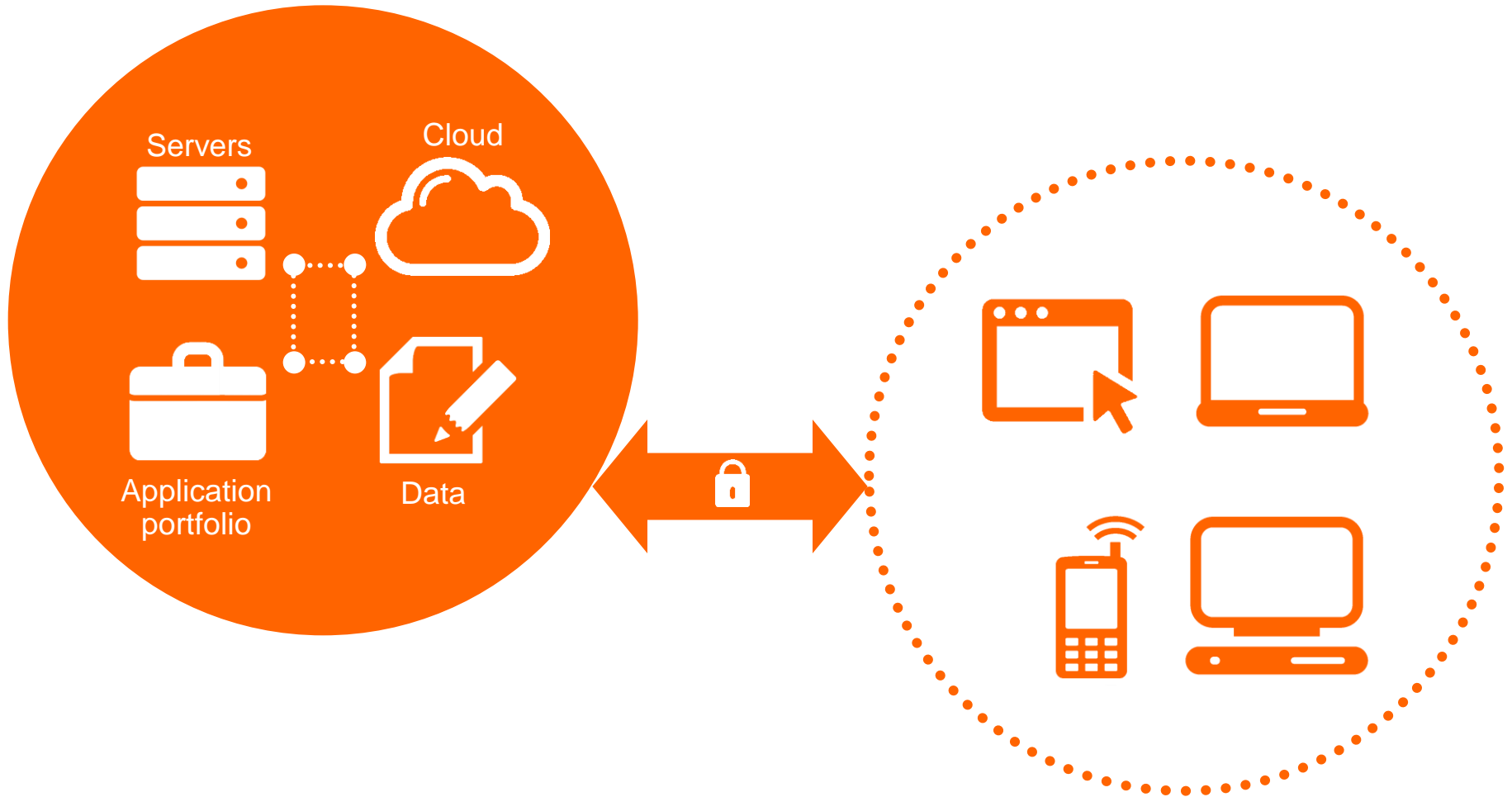
Virtualized desktop solution

■ Forward thinkers ■ All others

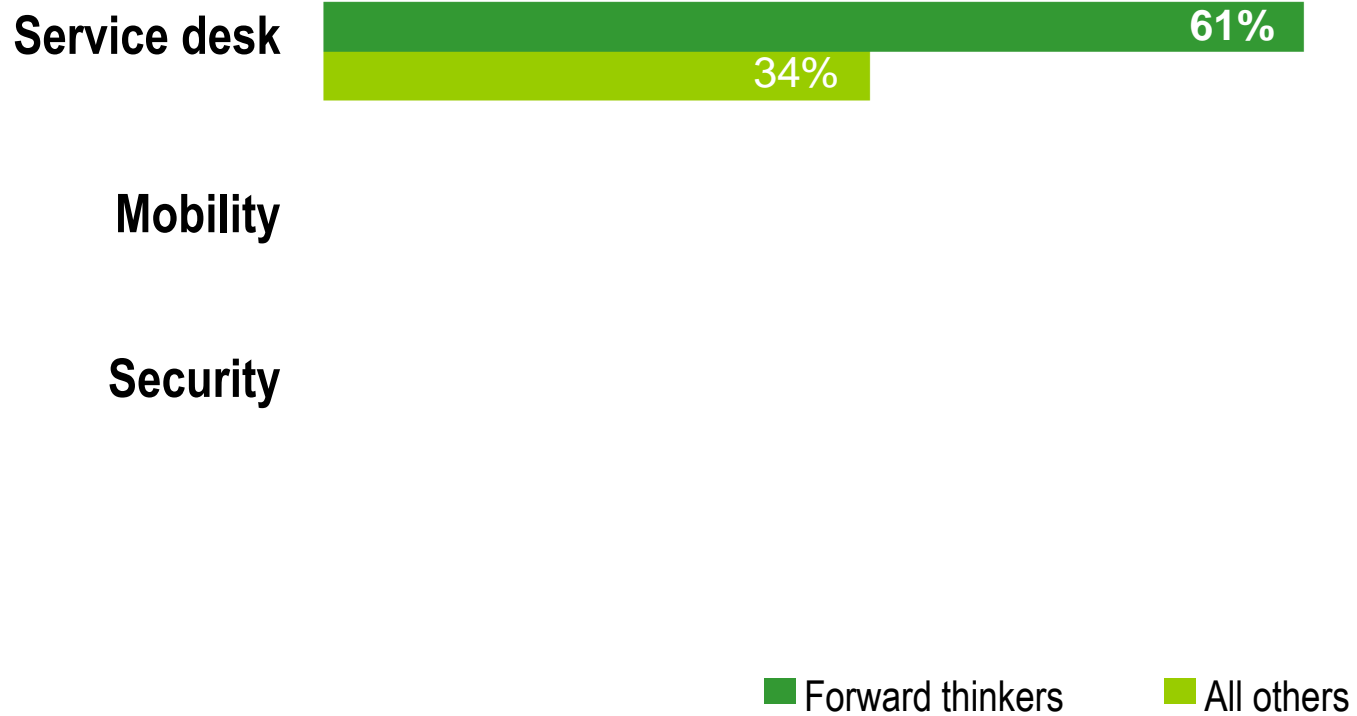
## Security initiatives contributing to a flexible workplace (% of respondents)



# Desktop virtualization



## Respondents who outsource (% of respondents)

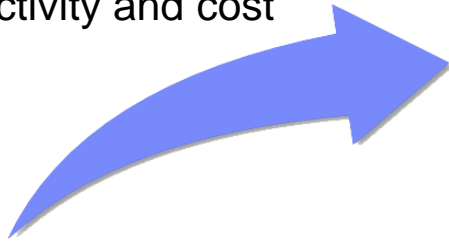


## Best Practices

Forward thinkers are reporting

**20%+**

improvements in  
productivity and cost



- ✓ **Develop a workplace strategy and roadmap**
- ✓ Enable secure anytime, anywhere access instead of restricting usage
- ✓ Support collaboration and mobile workers with communication tools
- ✓ Address security proactively
- ✓ Employ self-service where possible
- ✓ Implement desktop virtualization
- ✓ Leverage outsourcing as an option for skills and tools

## Case study: Bank (United States)



### Situation

Increasingly mobile workforce



### Challenge

Maintain required levels of security and compliance  
Leverage existing infrastructure investments



### Solution

#### Step 1: planning

- Conduct analysis of current environment
- Map existing environment to flexible workplace

#### Step 2: implementation

- Virtualized application solution
- Integrated Windows 7 migration
- New mobility support



### Results

- IT configuration streamlined by 60%
- Enhanced mobile access and security

# For more information



## **Read the white paper on this topic**

*Achieving success with a flexible workplace:  
Forward thinkers' best practices for enhanced  
productivity, innovation and cost savings*



## **Explore IBM solutions**

[ibm.com/services/workplace](http://ibm.com/services/workplace)

[ibm.com/mobile-enterprise](http://ibm.com/mobile-enterprise)

[ibm.com/mobile-security](http://ibm.com/mobile-security)



Learn more at [ibm.com](http://ibm.com)

# Legal information

© Copyright IBM Corporation 2012

IBM Global Services  
Route 100  
Somers, NY 10589 U.S.A.

Produced in the United States of America  
May 2012

IBM, the IBM logo and [ibm.com](http://ibm.com) are trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. Other product, company or service names may be trademarks or service marks of others. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Windows is a trademark of Microsoft Corporation in the United States, other countries, or both.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

The performance data discussed herein is presented as derived under specific operating conditions. Actual results may vary. It is the user's responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.