

Defining your Digital Workplace

Post COVID-19



COVID cybercrime: Did You know

THE NUMBER OF UNSECURED REMOTE DESKTOP MACHINES ROSE BY MORE THAN 40%

EMAIL SCAMS RELATED TO COVID-19 SURGED 667% IN MARCH ALONE

USERS ARE NOW THREE TIMES MORE LIKELY TO CLICK ON PANDEMIC-RELATED PHISHING SCAMS

90% OF NEWLY CREATED CORONAVIRUS DOMAINS ARE SCAMMY

COVID-19 DRIVES 72% TO 105% RANSOMWARE SPIKE



Define the right user personas



TOO FEW

Over-resourcing,
inefficient capabilities

TOO MANY


Too difficult
to manage


JUST RIGHT


Simplify configurations,
reduce management costs

Different workers need different solutions


 Desk Centric

 Corridor Warrior

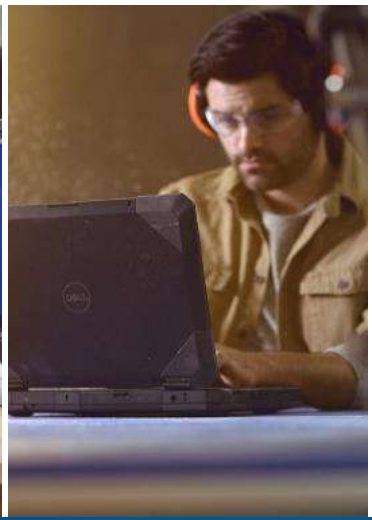
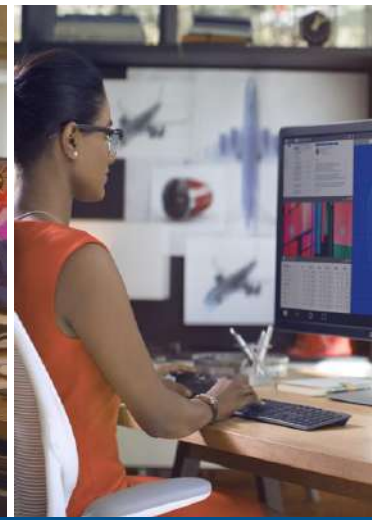
 On-the-go Pro

 Remote Worker

 Creative

 Engineer

 Field Worker



Optiplex



Latitude



XPS



Precision



Wyse



Displays



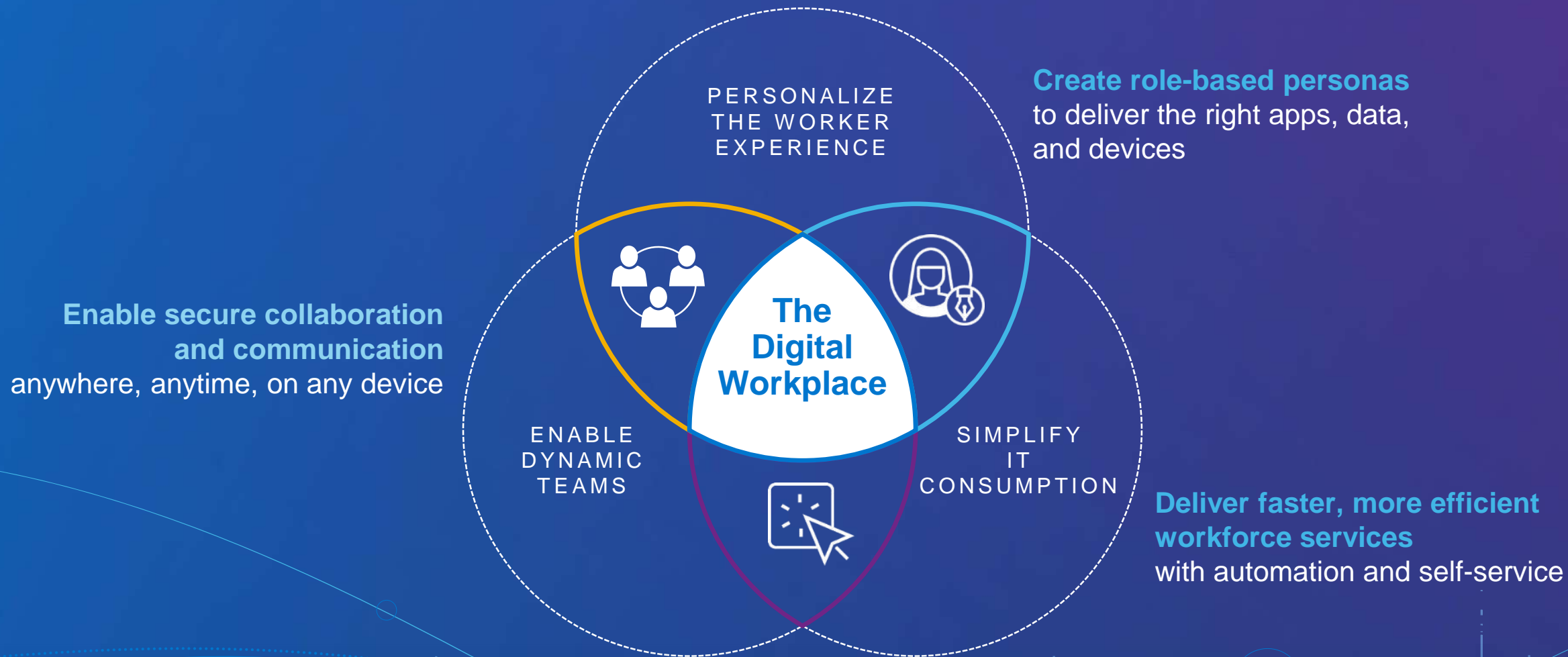
Accessories







Rugged



Create a cohesive plan



4 Remote Personas have emerged

	1  Knowledge Worker		2  Educators & Students		3  Phone-Based	Specialized Personas 	
Examples	a Single location <ul style="list-style-type: none"> • Lawyers, gov't clerks, admins, business ops. • Doctors, nurses 	b On-the-go <ul style="list-style-type: none"> • Consultants, accountants • Outside sales, executives • Gov't social workers 	a Educators <ul style="list-style-type: none"> • K-12 • University 	b Students <ul style="list-style-type: none"> • K-12 	<ul style="list-style-type: none"> • Customer service • Inside sales • Loan officers • Government agencies (E.g. social security, unemployment call ctrs.) 	High performance <ul style="list-style-type: none"> • Engineers • Data scientists • Video editors 	Limited Internet <ul style="list-style-type: none"> • Developing geographies • Rural areas
Persona Outcomes	<ul style="list-style-type: none"> • Productivity apps; create content • Collaborate with peers, managers, etc. • Ergonomic setup 	<ul style="list-style-type: none"> • Consistent connectivity • Mobility and adaptability 	<ul style="list-style-type: none"> • Online course creation • Conduct collaborative/engaging classes • Secure remote student testing 	<ul style="list-style-type: none"> • Simultaneously take digital notes while taking an online class • Peer-to-peer collaboration both during and outside of class • Low cost internet 	<ul style="list-style-type: none"> • Secure access to customer data • View multiple apps and internet simultaneously • Multi-level collaboration (e.g. peer-to-peer, service worker to manager, manager call shadowing processes) • Ergonomic setup 	<ul style="list-style-type: none"> • Develop and analyze complex financial, engineering, and data models • Create and edit high-quality, data intense films 	<ul style="list-style-type: none"> • Ability to work with business applications and company data in an offline mode

IT Outcomes	Zero-touch deployments	Remote management	Predictive & proactive support	Secure PCs, networks and data
	Flexible financing and aaS consumption			