



# Step into the future of the modern workforce with DaaS

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The office of the future is coming fast, and our modern workforce is rapidly adapting to what it brings—it's already here in some organizations.

This isn't news to most IT staff, as they've likely been dealing with an uptick in both the complexity of the business's technological needs and the frequency of user demands. While it's easy to look at this shift in the workforce as **a step into the future**, it's also useful to focus on what's been left behind in the traditional workforce and how any new opportunities that emerge should be addressed. You'll find these opportunities scattered across the IT domain, but they're most prominent in three distinct areas: the workforce, work style, and where we work.

As the IT department continues its evolution from cost center into innovation center, identifying and responding to these opportunities will define IT leaders and their decisions. As the workplace becomes increasingly device-centered, Device as a Service (DaaS) solutions are uniquely positioned to be powerful tools in taking advantage of what emerges in those three spaces.

## Prepare for—and seamlessly join—the modern workforce

Yesterday's workforce was simple—at least in comparison to the generational diversity IT managers face today. People used to live shorter lives, retire more quickly, and change

less rapidly within generations. Now, according to an **Entrepreneur** article published by Marian Salzman, CEO of Havas PR North America, organizations are dealing with up to five generations at one time, leaving IT managers with the task of meeting their diverse needs, responding to their habits, and understanding their varying relationships with technology.

Users across generations range from younger tech natives to more experienced workers engaging their devices in a completely different manner. That adds up to a complex IT environment that broadens the outlook of uniformity in favor of diversity in everything from device type to operating system. IT decision-makers will require flexible service-level agreements (SLAs) to address these challenges—and the right DaaS provider can offer this flexibility from the ground up.

**HP's DaaS solution**, for instance, allows IT to build a high-level understanding of what's needed when it comes to managing devices across their lifecycle through the use of powerful proactive analytics and consulting that helps predict whether an organization needs different or better devices, as well as why an upgrade or change might need to be made. The flexibility inherent in a DaaS relationship like this also allows for adjustment around the volatility of a shifting workforce that's previously only been available to the leanest of organizations.

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The relationship-centered focus of HP DaaS enables IT leadership to not only build strategic insight, but also provides them with the tools needed to get ahead of the fast-changing demographics of today's workforce.

## Say hello to the work style of the future

Even within generations, people work differently. This is a hard truth many organizations are just starting to realize. In years past, leadership would decide on a work style that fit corporate values and, even if only informally, expect workers across the board to bend and fit into that mold.

As insight into employee work style individuality is emerging, leaders are beginning to understand that innovation, productivity, and sustainability require accommodating work style diversity. More decision-makers are stepping away from top-down management orientations; in its place, a method of recognizing the way individuals organize, structure, and complete tasks is emerging—and the IT environment will need to respond in kind. This is where **HP DaaS** holds particular potential.

Leadership across the board will find value in understanding small details, like those provided by device health analytics. This application will allow IT staff to better understand how their users' devices are performing and predict alerting conditions before they happen. In addition, unified endpoint management services offered by HP Service Agents will take much of the weight of device management off your shoulders, as they can monitor your device fleets for you, freeing IT to focus on ways the overall business can adapt to the work style of the future.

HP DaaS also allows IT to avoid firefighting and troubleshooting IT issues reactively by providing the insight needed to prevent problems before they occur, allowing employees to work the way they want—seamlessly. Lifecycle productivity tools play an important role here in helping to keep discerning and demanding users up and running on well-tuned, optimized devices.

## Celebrate the newfound freedom of location independence

The reign of location dependence is over, and while many aspects of organizational strategy (such as hiring and communications) have adapted relatively well, much of the hardware side of IT is still adjusting.

In the modern workplace, it's not enough to envision remote employees orbiting around and through a central hub. Now, the workplace must be acknowledged as being **everywhere and anywhere** all at once. This creates challenges for IT decision-makers who are now tasked with navigating IT challenges around a mix of physically dependent and remote employees, on top of remote locations and continuously mobile workers. A quick look at the new headquarters of modern companies reveals that even the "centralized" workplace has moved away from cubes and stationary work areas and has become fertile ground for new device and mobility challenges.

This results in a demand for more mobile and up-to-date devices. Moving away from the stationary workspace means workers of all generations will prioritize devices that best suit where they work. If company-provided devices lag on connectivity or fail to provide necessary features to get the job done, then employees will be tempted to slide over to personal devices—introducing a whole new security risk. Even company-owned devices can be compromised when users access unsecured networks in a search for convenience.

Under traditional SLAs, identifying these types of issues would have been time-consuming, a drain on resources, and prohibitively expensive, leaving IT staff to dedicate already limited time to navigating security and interoperability issues. HP's DaaS solution provides a simplified plan that you can adjust with the exact lifecycle services your business needs. These lifecycle services include installation, workplace services for users, and secure disposal and recycling at end of use. With the optimal combination, you won't have to worry about lagging behind in any of the previously mentioned areas. Moving forward, these factors will be key players in the modern workforce and in IT success.

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