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# Building Innovation for an Evolving Work Landscape

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# Agenda

1

How is work changing?

2

Why businesses need to act now

3

What it takes to build business value



# 1. Flexible work continues to evolve

Q. What percentage of your workforce **works in the following ways?**

## Hybrid/flexible

(Work from home, office, or any other location, depending on business needs)

20%

## Primarily in-office

(Work from office 3 or more days a week)

60%

## Primarily remote

(Work from home 3 or more days a week)

20%

Source: IDC Future Enterprise Survey, Wave 5, June 2023, n = 1,014



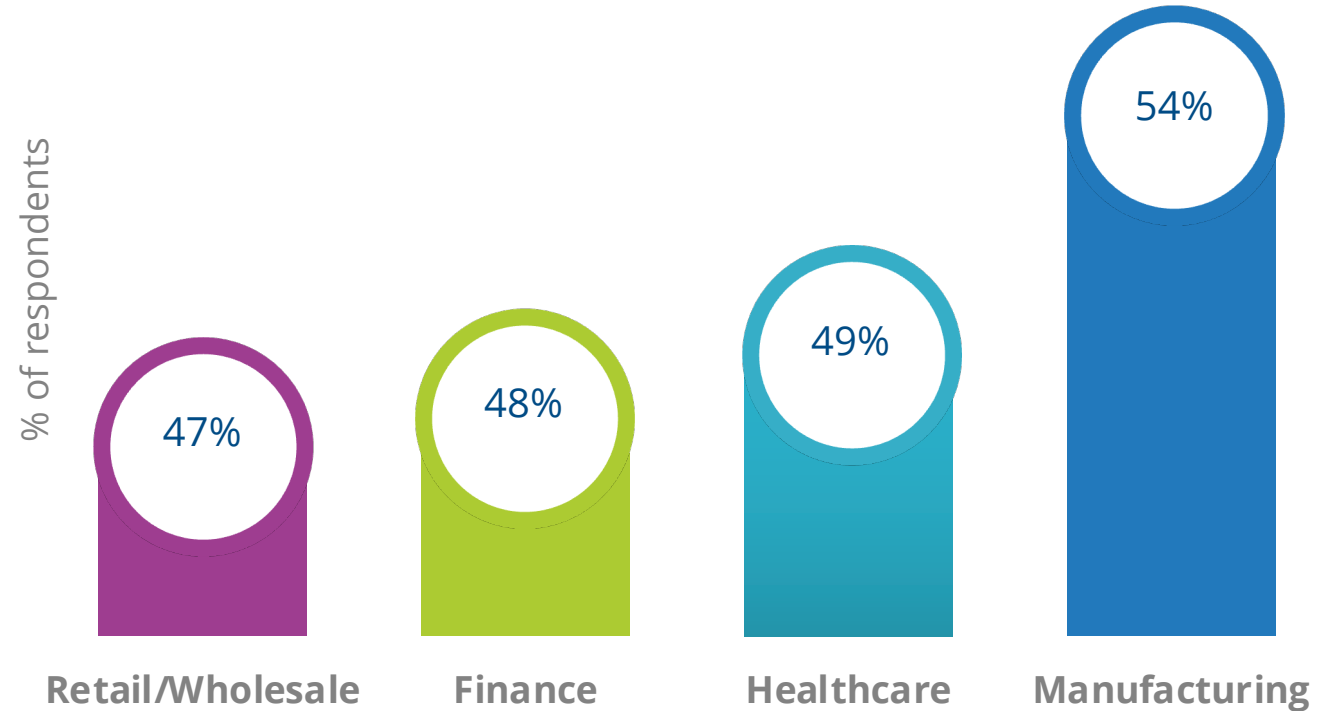
## 2. Digital access to data is a critical component of flexible work



49%

Of organizations are deploying Intelligent Digital Workspaces to foster easy access to needed resources and collaborators

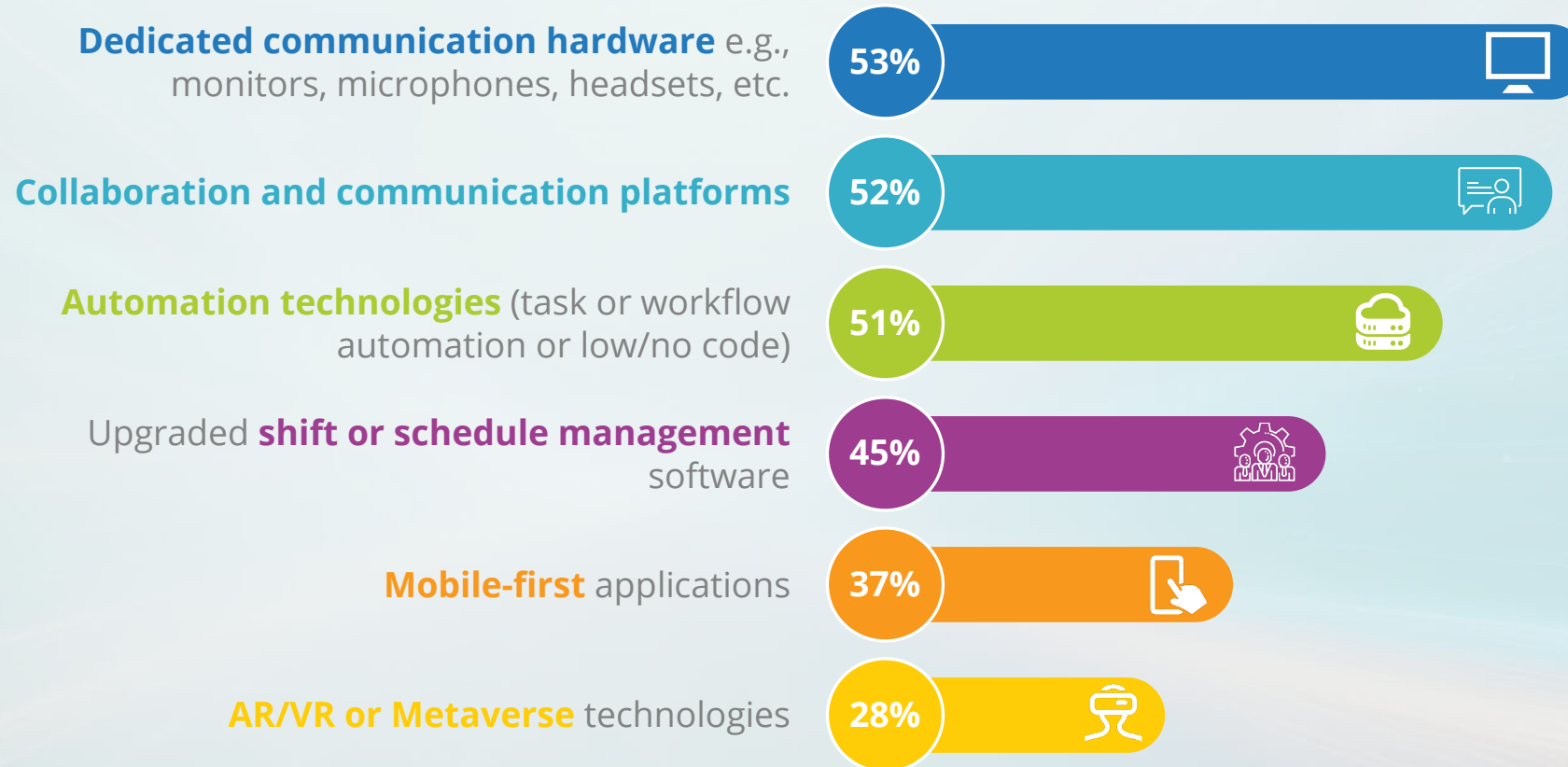
Q. What technologies is your organization deploying **to maintain company culture across remote, on-site, field and hybrid workers?**



Source: WW Future of Work (FoW), IDC, April 2023, n = 1,197

# Frontline work practices are becoming more digital, automated and data driven

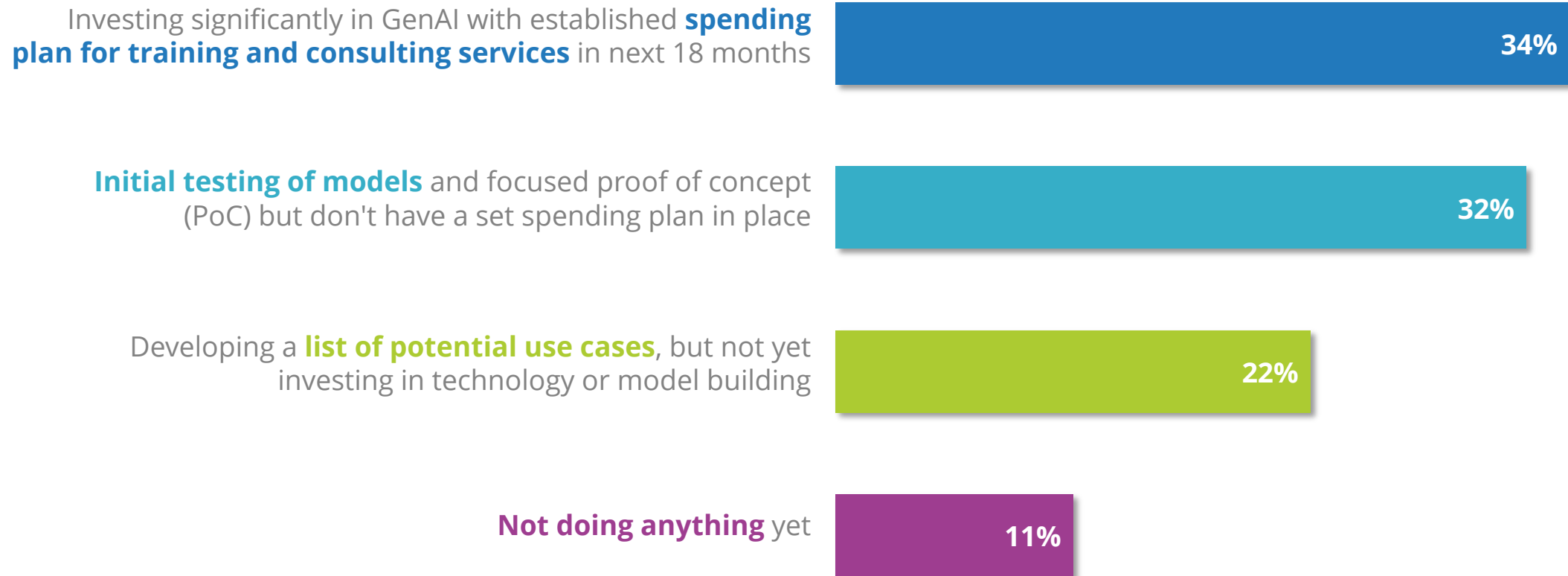
Q. What technologies are you investing in to **support and engage frontline workers**?



Only  
**3%**  
are **not** currently investing in frontline worker engagement

### 3. Many organizations are exploring GenAI as part of business strategies for growth

Q. What's your organization's current approach to Generative AI (GenAI)?



(% of respondents)



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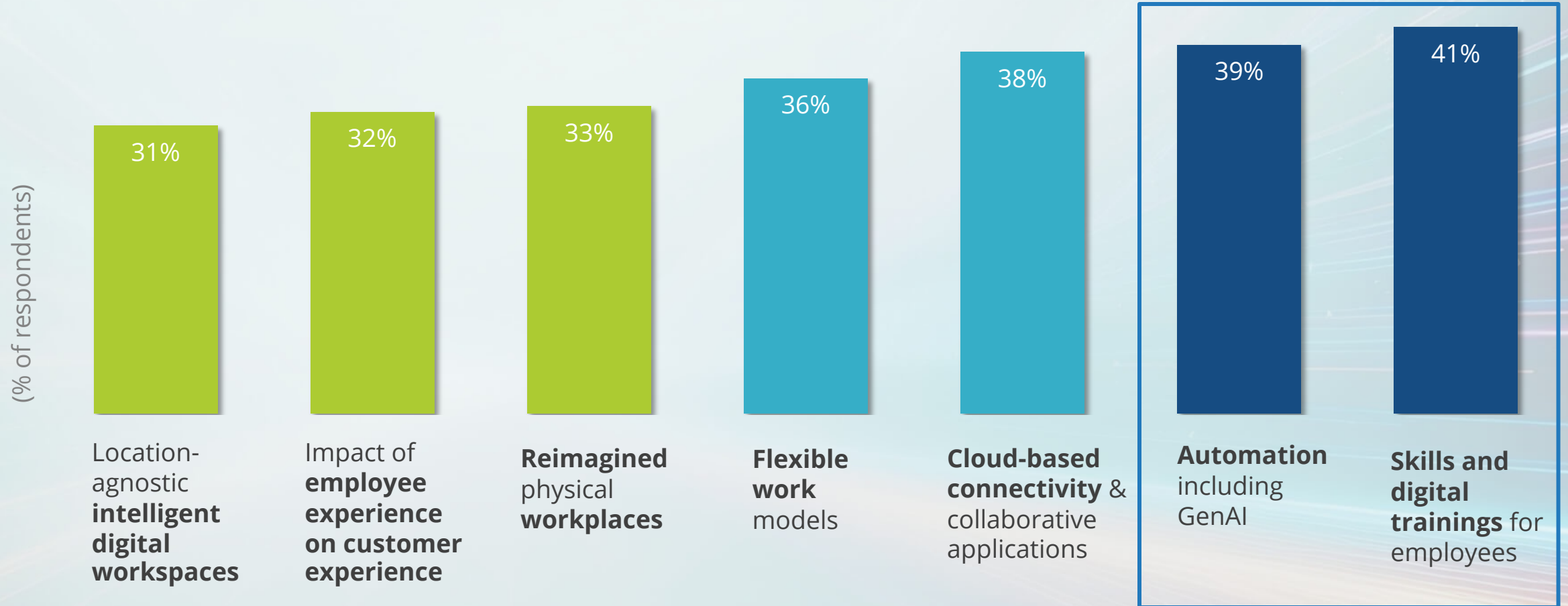
Why businesses need to act now

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What it takes to build business value

# Reason 1: How we derive business value is evolving

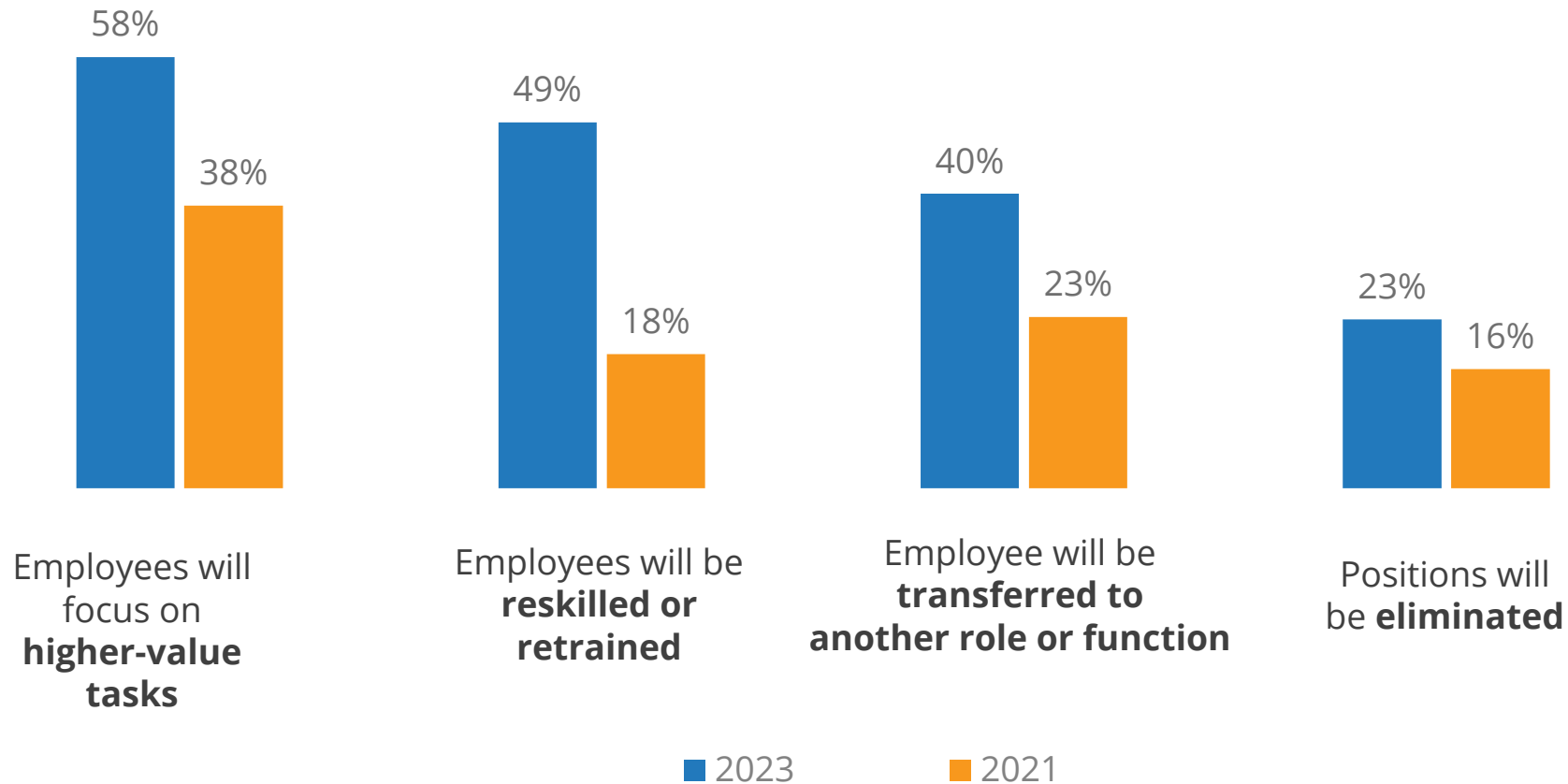
Q. Which work practices and technology investments are **most relevant to business growth in the next 18 months** ?





# Automation has driven new ways of learning to work and working to learn

Q. What is the impact of automation technologies on employee experience?



Source: IDC's 2023 Worldwide Future of Work Survey, n = 1,197  
IDC's 2021 Worldwide Future of Work Survey, n = 1,116



## Reason 2: Human development is inextricably linked with technology development

Q. In next 18 months what technologies dedicated to supporting employee engagement will your organization deploy?

**Intelligent digital workspace** supports access to the people, tools and data

45%

Investing in **training and skills development**

43%

Improved **communication and collaboration** tools

37%

**Automation technologies** to simplify repetitive tasks

36%

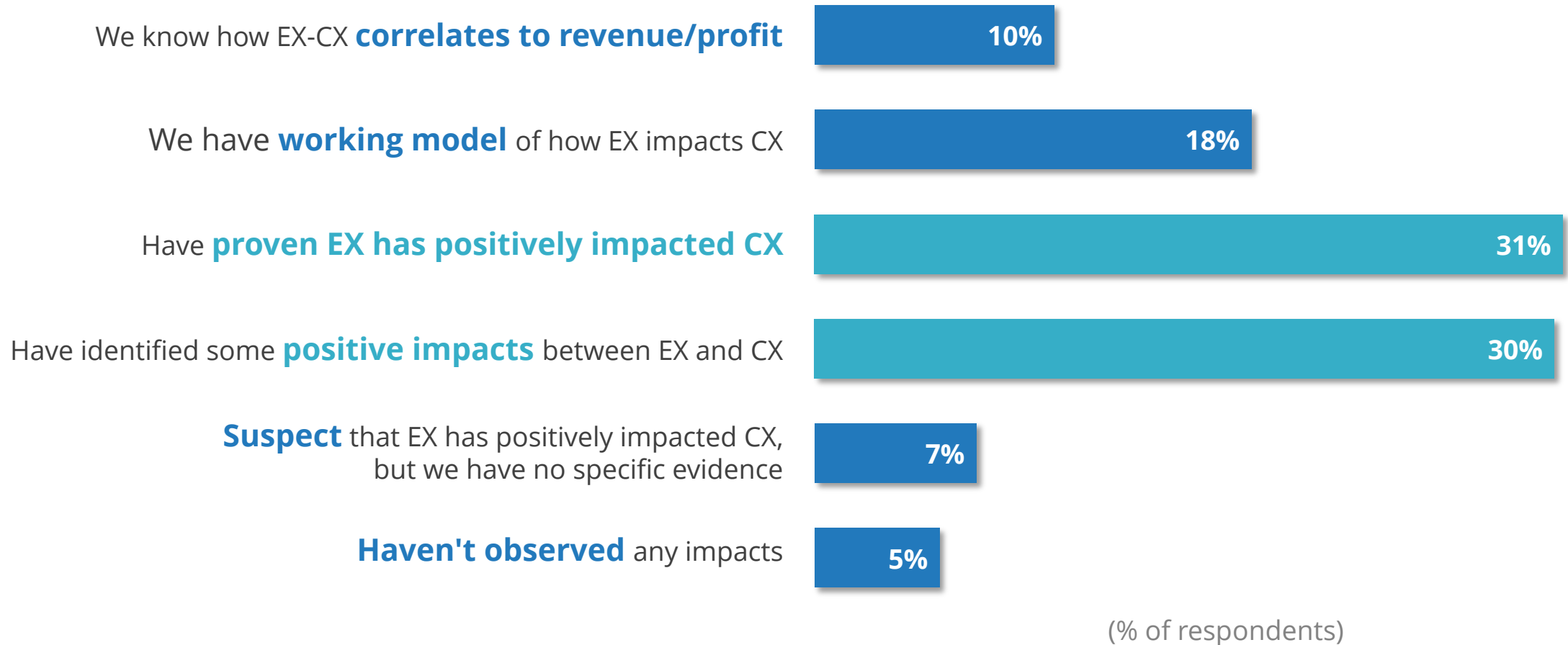
**Investment in hardware and peripheral** devices to support on-site and remote work

35%

(% of respondents)

# Reason 3: The connection between employee experience and customer experience is a key competitive differentiator

Q. What impact on customer experience (CX) have you observed by improving your employee experience (EX)?







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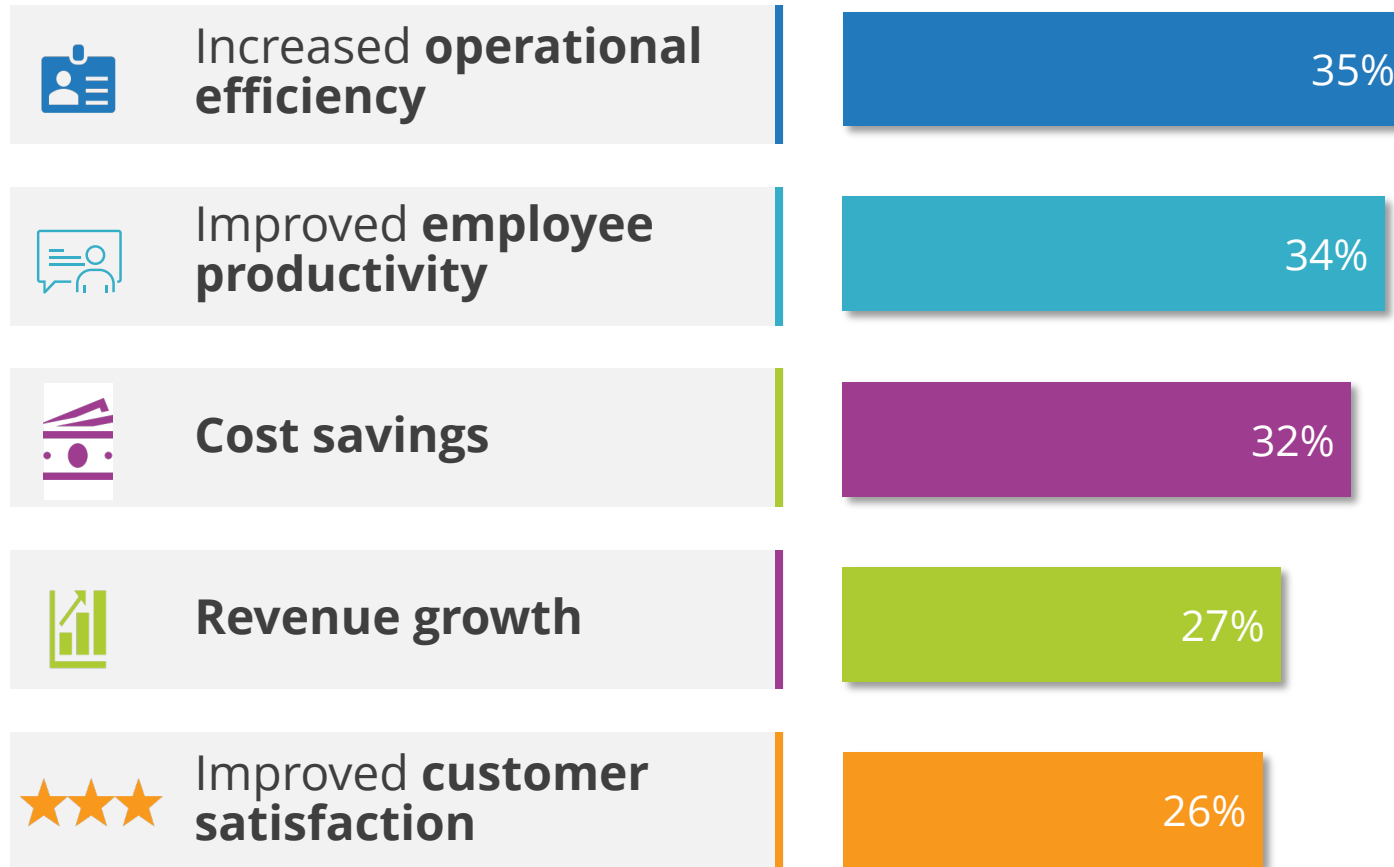
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How to build business value

# Desired Business Outcomes Haven't Changed

**Three most important business outcomes** organizations were trying to achieve in the past 12 months





80-90% of data that organizations generate is unstructured . . .



But how we harvest,  
and harness data has  
changed thanks to  
GenAI



# There are new ways to capture, create and collaborate



## Content Creation

- Text generation
- Image creation
- Audio creation



## Automation

- Planning, scheduling
- Search
- In-app learning



## Data Optimization

- Data augmentation
- Personalized recommendation
- Predictive maintenance

## The key to value

- ✓ Data sources
- ✓ Data privacy
- ✓ Business intel
- ✓ Context
- ✓ Meta-data
- ✓ Secure access

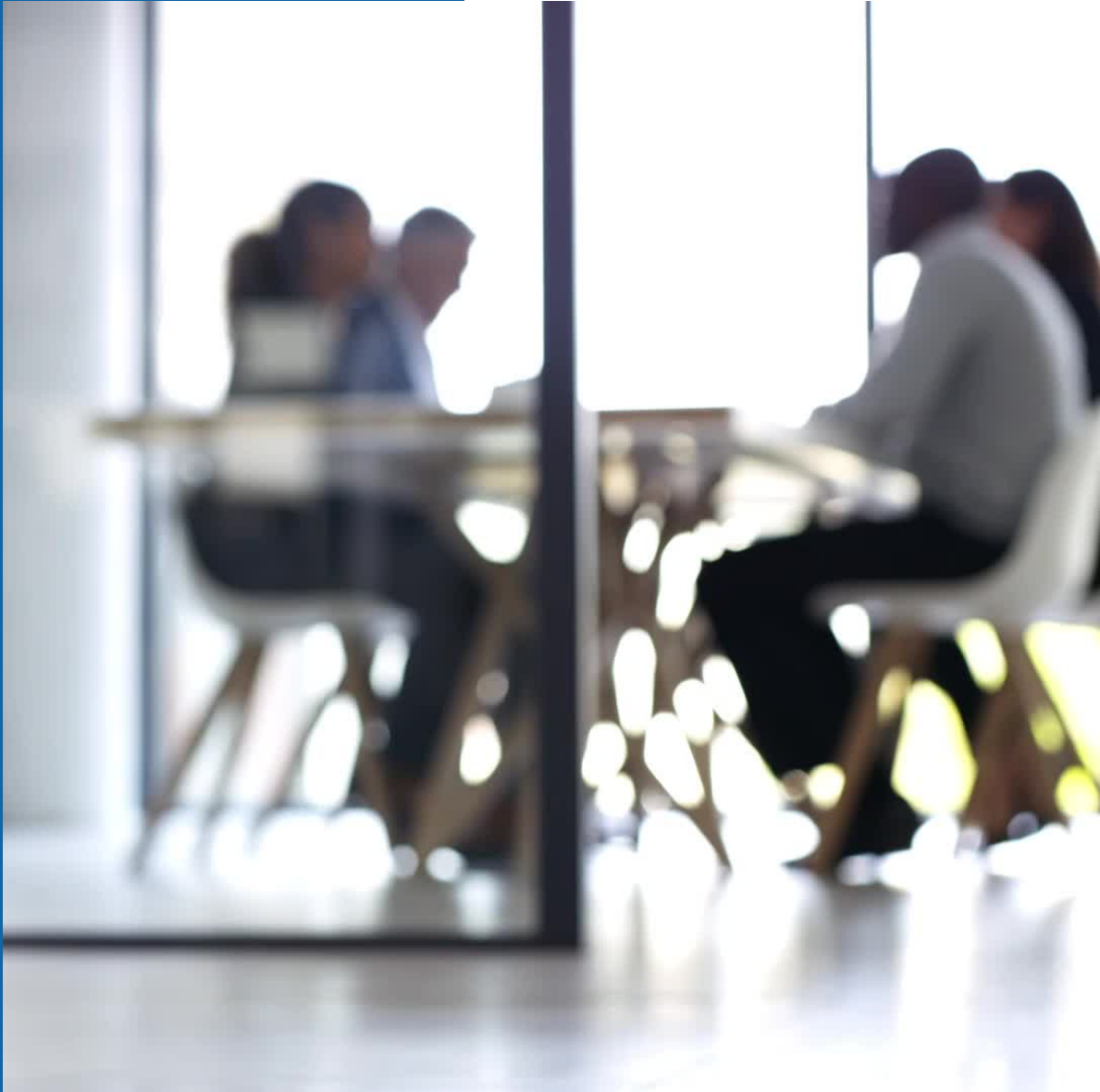
... is **trust**

# GenAI-enabled work drives business benefits across the organization

## Greatest impact of GenAI on work transformation



Only  
**4%**  
**don't** foresee GenAI having any impact on work transformation

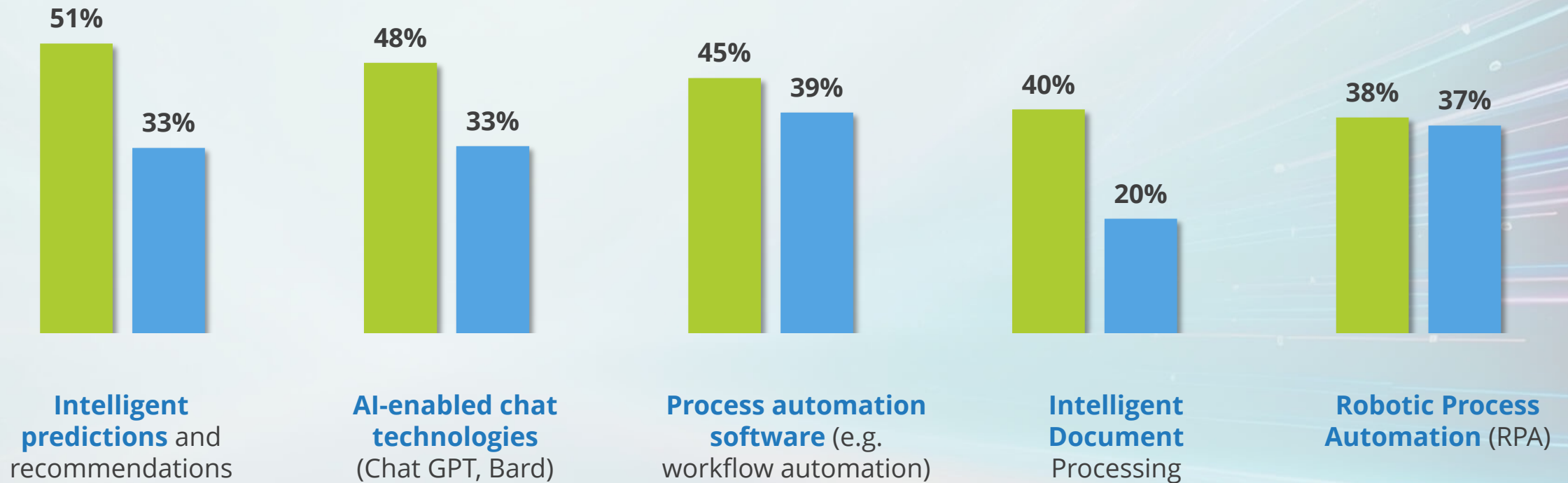


Holistic and integrated analytics within an intelligent digital workspace (IDW) ecosystem will drive a 70% increase in differentiated business outcomes for adopters by 2026



# Digitally mature businesses will have a distinct advantage in deploying automation technologies to drive growth

Q: Is your organization currently deploying or planning to deploy any of the following **automation technologies** in the next 18 months?



■ Digital native business ■ Not digital business

# How to Build Business Value

## 1. Prepare to capitalize on new ways of working

Consider how you will capture data across digital and physical work environments as work becomes increasingly instrumented, interconnected and intelligent

## 2. Consider what new skills and jobs roles will be key

Integrate skills development and data analytics into resource plans – without skilled workers with both human and technical acumen, you will miss out on harvesting business insights

## 3. Continuously adapt and innovate

Invest in AI-enabled technologies and secure ways of working that build confidence in data and leadership alike; build an ecosystem of people, systems, and information in the spirit of innovation





## Thank You

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