

# WHY PUTTING EMPLOYEES FIRST IS BEST FOR BUSINESS

Boost individual employee access to the business apps they need, when they need them, and you'll increase your organization's overall performance—according to a new survey of more than 2,000 executives and frontline employees conducted by Forbes Insights in partnership with VMware.

## 3 TYPES OF COMPANIES ARE EMERGING (based on the opinions of their end users)

### The Traditional Workspace

Companies that do not provide employees with the technology they need to do their jobs effectively.



### The Transitioning Workspace

Companies that provide the apps workers want and need, but don't yet make them easily accessible.



### The Digital Workspace

Companies that provide the apps workers want and need, and make them readily accessible anywhere, anytime and on any device.



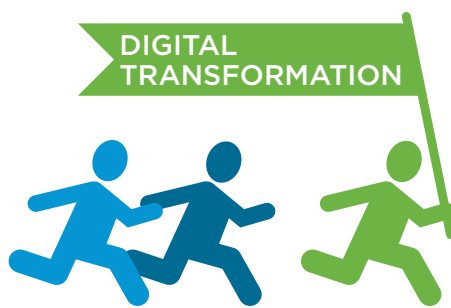
## 5 KEY FINDINGS

### 1 Digital transformation is driving a shift to a new management environment and culture.

Nearly **3x** more likely

that a company is rated as a Digital Transformation Leader\* when fully empowering employees

\*Pioneers plus leaders



#### THE DATA REFLECTS:

- Greater access to wanted and needed apps creates a **new equilibrium between IT & users**.
- Rebalancing** from command & control to a **culture of employee initiative & management trust** gives employees tools needed to innovate and execute.
- Investment in a **digital platform** and **new mindset** ultimately becomes a **competitive differentiator**.

### 2 As employees become more empowered, they become more productive.

**EMPOWERED EMPLOYEES**—where firms make apps available and highly accessible—report

**17%** less time spent on manual processes

**16%** increase in team collaboration

**16%** faster decision making

#### RESPONDENTS SAY:

- Business apps & productivity solutions are **fundamentally transforming their workdays**.
- They're reducing mundane tasks, making **individuals feel more productive** and leading to **higher morale and retention**.

### 3 Making business apps highly accessible—easily from any device—powers the real difference in performance.

**EMPOWERED EMPLOYEES**—compared to traditional employees—are more likely by nearly

**5x** to report gains in personal productivity

**4x** to report their company is a more desirable place to work

**2x** to report that apps are very important in accelerating decision-making in the company

#### RESULTS REVEAL:

- Companies that make apps available to employees outperform those that don't.
- Companies that **make apps available**, and **highly accessible**, **significantly outperform** those that don't.

### 4 Empowered employees expect greater success at the enterprise level.

**EMPOWERED EMPLOYEES**—compared to traditional employees—project for their firms

**34%** greater increase in efficiency

almost **2x** the increase in service quality

**HR efficiencies** for recruiting (69%) and onboarding of new employees (59%)

**87%** of all CIOs surveyed believe that digitally empowering their employees can drive at least 5% additional revenue growth over 3 years

### 5 There is misalignment between employees and CIOs.

CIOs	End Users	Strongly Agree...
<b>72%</b>	<b>40%</b>	their company is a pioneer and leader in providing cutting-edge technologies to employees
<b>47%</b>	<b>24%</b>	they are providing employees with the apps they want
<b>38%</b>	<b>16%</b>	their company gives employees ready access to apps
<b>28%</b>	<b>10%</b>	employees are free to choose business apps outside the company

#### CIOs AND EMPLOYEES SHARE VERY DIFFERENT VIEWS ABOUT:

- Where their **companies are versus peers** in providing technology to employees.
- About the **availability, utility, and freedom** to use employee technologies at work.

#### THIS INDICATES:

- A degree of disappointment by employees, and a **complacency in CIOs**.
- This **dangerous disconnect** can impact a firm's performance.

## LOOKING AHEAD

**81%**

Respondents agreeing employee business apps will increase in importance over the coming years, creating even more competitive advantage

### Employees First

Learn more: [vmware.com/radius/employeesfirst](http://vmware.com/radius/employeesfirst)