



How to Unlock Innovation



Fueled by a wave of digital startups, fast-moving global competition is making one thing clear to companies in all industries: Business as usual is a blueprint for failure. Continuous innovation is essential not only for success, but for survival.

The good news is that business leaders recognize the peril they face—and the need to do something about it. In a recent survey, 45% say they fear becoming obsolete in three to five years; 73% agree on the business need to prioritize technology, and 66% are planning to invest in IT infrastructure and digital skills leadership.¹ But investment without a strategy is unlikely to succeed. Because innovation comes from people, investment must foster human creativity. Investment in technology that enables workers to address new challenges in new ways will give rise to new business initiatives, happier customers, and superior corporate financial performance.

Among today's technologies geared to innovation, Microsoft Windows 10 has emerged as a multifaceted enabler of creativity in the workforce. As companies turn to Windows 10 and the technology capabilities it unleashes, they must give up old ways of providing end-user technology and embrace a new approach.

Why provisioning technology doesn't work

Most organizations recognize the importance of information technology in the workplace. Traditionally, IT leaders have selected hardware and software that serves the average user reasonably well, at low cost, and then issued it to the workforce. Too often, however, the investment in workforce gear is seen as a cost of business that must be borne, and the more economically, the better.

That attitude of provisioning equipment is fundamentally flawed because it inevitably leads to the narrowing, if not the outright elimination, of user choices. The result: constrained creativity and productivity.

It should not come as a surprise that employees recognize that this approach places a low priority on their needs to achieve their full potential, to be creative, and to innovate. In a recent survey conducted by Forrester Research, 41% of employees felt their technology requests are not a priority for IT. And 36% of employees feel that IT does not understand their needs well enough to provide the devices they need to be productive.²

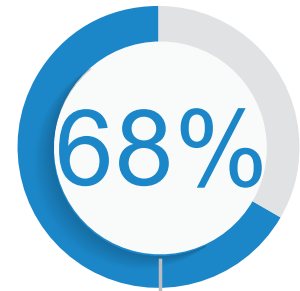
These stark numbers give rise to two possibilities: either employees, especially the most creative ones in the Millennial generation, will circumvent IT to acquire on their own the technology they need, or they will leave the company. The result is at best inefficiency, and at worst, a steady, downward talent spiral for the company, as it is unable to keep the very workers most likely to bring about innovation.

Enabling the innovating workforce: Empowering choice

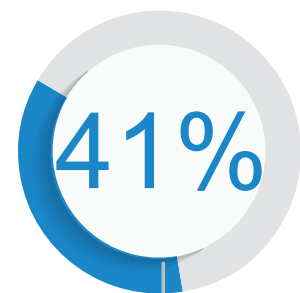
What's needed is a completely different approach to technology in the workplace—an approach that is designed to unlock innovation, rather than merely automating pre-existing patterns of work. The first step is to put employees first by empowering them with technology choice. In doing so, business and IT leaders may be in for some surprises as they learn about different preferred work styles. For example:

- Many employees may choose to work standing up. For these employees, a tablet or convertible computer is probably the ideal choice.
- While many people who choose a traditional desktop computer work well with a keyboard and pointing device, they may greatly benefit from two monitors, instead of just one. Opening up additional workspace on a second monitor can reduce the amount of time spent accessing files and can increase productivity and job satisfaction.

Confidence in IT ought to be re-established



say the business must push IT to keep technology current to meet the rising expectations of younger workers



say their technology-related requests and requirements are not a priority for IT

A \$300 monitor expense can yield an 18% productivity gain, achieving ROI in less than two months.³

- Mobile employees, increasingly prevalent in the age of global business, need a complete work ecosystem to be productive when working anywhere, at any time. A full-featured laptop or tablet is the best choice. Imagine a sales rep who visits customers—she needs to connect to any projector or printer, and sign electronic documents using a digital pen.
- Most employees would likely choose to enlarge their work area with an ultra-thin monitor, and to eliminate the distracting and potentially dangerous clutter of wires on and around their desks and in shared workspaces with wireless charging and wireless docking capabilities.

Enabling the innovating workforce: Windows 10

As business and IT leaders encourage an employee-centric approach to workplace creativity, productivity, and innovation, Windows 10 should be foremost among the enabling technologies they deploy. Windows 10 not only supports a spectrum of different work styles, but also includes a number of welcome features that eliminate friction between workers and the technology they use. For example:

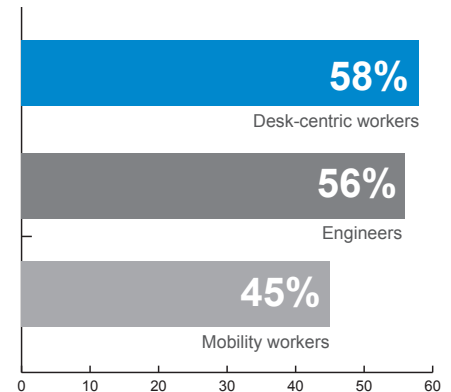
- **Cortana.** While previous voice-activated assistants have gained a foothold in smartphones, Cortana brings enhanced

personal assistant technology to desktop, laptop, and tablet users, enabling users to interact with their systems hands-free. It's a significant time savings and productivity benefit.

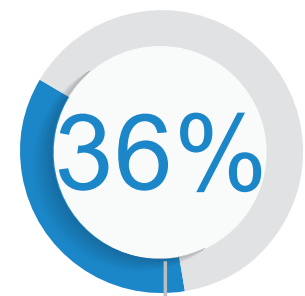
- **Virtual reality.** For many organizations, virtual reality (VR) has moved beyond the realm of novelty and into the realm of mainstream productivity. The number of businesses that rely on VR is increasing dramatically. Architectural and interior design firms are obvious examples, but many others, including companies that design industrial equipment, companies that send field service technicians to remote locations, and medical students and physicians learning new surgical procedures, can benefit greatly from VR. Windows 10 includes VR and holographic capabilities that work with a \$299 VR headset.

- **Touchscreen.** Pioneered in Windows 8, touchscreen capability has been refined in Windows 10 to meet the needs of a larger number of users. While a keyboard has its place, the ability to simply and directly point and touch a screen, whether on a desktop, laptop, or tablet, is speeding up work in new and previously unimagined ways.
- **Virtual desktop.** The ability to switch back and forth between different desktops on the same system is like giving a user more than one personal computer, offering significantly

Employees avoid IT to solve problems themselves



IT lacks an understanding of worker needs



say IT does not understand employees' needs



greater functionality at no greater cost.

The advances provided by Windows 10 are arriving at a time when users are eager for change. Sixty-seven percent say they would be willing to use augmented reality/virtual reality products in their professional lives.⁴

“VR has a huge impact on our clients and the way we work. VR lets us engage with a client in a very early stage and take VR from empty shell to final presentation. VR is a natural extension of our workflow. We want all our machines to be capable of VR,” says Dan Callegari, design director, Area Sq, workplace design and fit-out specialists based in the United Kingdom.

Enabling the innovating workforce: Dell Canvas

Over the years, monitors have gotten larger and flatter, and have added touchscreen capabilities. At every step, workers have benefited incrementally, as they have been able to do things more easily by using more and larger windows. In addition, flat panels have opened up useful desktop workspace.

The Dell Canvas 27-inch touchscreen monitor takes these incremental advances and consolidates them in a quantum leap that surpasses previous monitors. Canvas works very much like a painter’s canvas. It is large—and supports a highly precise pen for sketching. Canvas also supports two totems, circular knobs positioned on the touch screen

that can be pressed, rotated, and moved as needed to interact with an application.

Canvas can also be used in multiple ways. For example, it can be used as a very large tablet, either by itself or in conjunction with a conventional flat panel monitor. Area Square’s designers have incorporated Canvas into their workstation environments. “We just love the Dell Canvas. We think it’s definitely the next big thing in terms of collaborating with clients and showing them something new,” says Gary Hunt, head of visualisations, Area Sq.

The result is that visual knowledge workers have a powerful new tool with which to explore new ways of working. The barrier between imagination and work is reduced to virtually nothing, and creativity is released through spontaneous interaction.

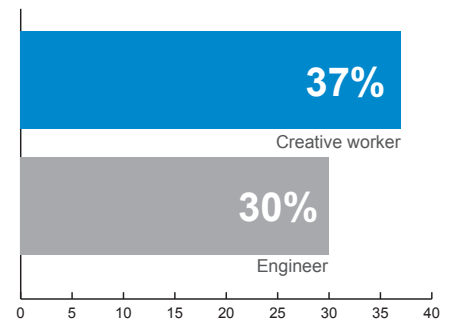
Get an innovation edge

As digital business strategies emerge to transform industries, no company whether new or old, can afford to stand still. Innovation in products, services, and business models is of the utmost importance. A company’s workers are the most vital source of innovation, but without the correct technology, they will be unable to realize their full creative potential.

The traditional practice of provisioning standard-issue hardware and applications not only yields lackluster results in creativity and productivity, but also erodes the confidence of employees in

IT is too slow to respond to worker requirements

When employees make device-related requests to IT, they take too long to procure the device specific to a role such as:



Forrester Consulting: IT Must Do More

Millennials, who are now the largest generation in the workforce and have never known a world without personal computers and the Internet, are “reshaping the world of work through their knowledge of new technologies, work habits, and attitudes,” according to a report by Forrester Consulting.

While IT departments understand that flexibility is needed to accommodate the workplace needs of Millennials, the report found that IT is often falling short and must instead offer “an overall workplace ecosystem that is secure and innovative.”

In the report, “Redefine Your Workforce Enablement Through Productivity,” Forrester Consulting queried 560 information workers in the US, UK, India and Australia to discover how their technology needs are being met by corporate IT.

Forrester recommends that business and IT leaders arm their businesses with the right tools to support workforce habits. Specifically:

- **Companies must identify employee roles and profiles and support their needs.** Not every employee requires the same devices to get their jobs done efficiently and effectively. It is paramount for organizations to seek out specific devices to enable different worker personas.
- **IT must become a trusted partner to keep security top of mind.** Employees showed a lack of trust toward IT when facing an issue with their device or ecosystem. It is imperative for IT to become part of the solution and not part of the problem; otherwise workers will fix problems on their own.
- **Employees require a more complete ecosystem.** Employees need not only devices to get their jobs done effectively, but an entire ecosystem of technology solutions as well. Without this, businesses will fall further behind in a fiercely competitive market and lose employees to businesses that will enable and empower them.

their company’s willingness to invest in them and their organization’s future. Faced with unsatisfactory response from IT, many employees will simply acquire the equipment they need on their own—if they do not leave the company first.

To avoid employee turnover and corporate decline, business and IT leaders must empower their employees with choice over the technologies that

will enable them to reach their full potential. When employees can choose technologies such as Windows 10 and Dell desktops, laptops, tablets, and Canvas touchscreens, innovation is likely to follow, along with greater productivity, happier employees, more satisfied customers, and superior corporate performance.

Learn more at:
futurereadyworkforce.dell.com.

(1) Dell Technologies, Digital Transformation Index

(2) “Redefine Your Workforce Enablement Through Productivity,” Forrester Consulting, Sept. 2016.

(3) “Improving Employee Productivity with Dual Monitors,” IDC InfoBrief, Dec. 2015.

(4) “Future-Ready Workforce Study,” Dell and Intel

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