

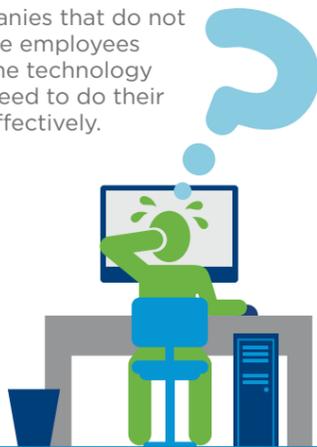
WHY PUTTING EMPLOYEES FIRST IS BEST FOR BUSINESS

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% ↑ **5%** ↑

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... |
|------------|------------|---|
| 72% | 40% | their company is a pioneer and leader in providing cutting-edge technologies to employees |
| 47% | 24% | they are providing employees with the apps they want |
| 38% | 16% | their company gives employees ready access to apps |
| 28% | 10% | 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