



Effective Technology Ecosystems Enable Digital Transformation for Midmarket Companies

To succeed in the digital business era, midmarket organizations must empower their workforces to operate at maximum productivity

Introduction

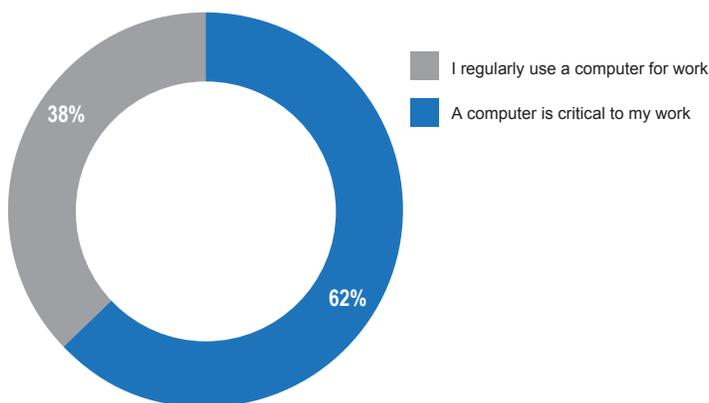
In the digital business era, innovative business models, fast-changing customer preferences and shifts in global sourcing all demand agility of companies. Midmarket businesses in particular must move quickly, both reacting to and anticipating the fluctuating trends that surround them.

To shed light on the midmarket workforce and its digital-era needs, Dell EMC commissioned a study that is the subject of this report. The survey probes the requirements of users, patterns of work, and the desires of workers in their quest to maximize their ability to contribute to their organizations. This report takes you through the survey results to help you better understand the needs of your own workforce.

Empowering the Workforce

Key to agility and competitiveness in the era of digital business is a highly productive workforce. It is the responsibility of technology decision makers to understand the needs of each employee and to meet those needs with a technology ecosystem that optimizes worker productivity. The core element of a technology ecosystem is the computer – whether laptop, desktop, 2-in-1 or other device. Indeed, all knowledge workers at midmarket organizations depend on computers, a recent survey found. Most (62%) find them critical to their work [see chart below].

Which of the following best describes your use of a PC/computer (e.g., laptop/notebook, desktop, workstation, 2-in-1, etc.) at work?



A technology ecosystem encompasses more than a PC. Equipment such as displays, docking stations, printers, digital pens, webcams, scanners, 3D printers and extra batteries are also key productivity enablers for many workers.

To best determine knowledge workers' needs, technology decision makers at midmarket businesses will benefit from analyzing their workforces in terms of four fundamental types of workers. These personas are flexible and overlap to a degree, and many companies have unique types of workers that are a hybrid of these four.



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The survey found workers fall into these categories according to the percentages below:

1. [Desk-centric workers](#) (70%) are primarily office-based at a desk.
2. [Corridor warriors](#) (12%) are primarily office-based but mobile within the office or factory floor.
3. [Remote workers](#) (8%) are not office-based but still primarily at a desk.
4. [On-the-go pros](#) (10%) are primarily mobile.



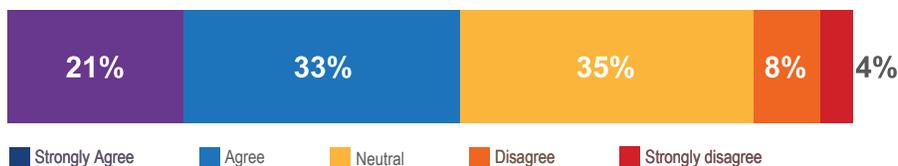
54% of workers agree mobile devices make employees more productive.

Technology ecosystems to meet different needs

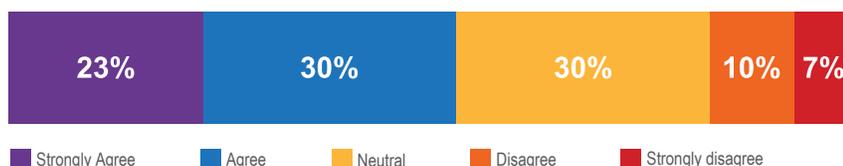
Mobility

Midmarket businesses, like their larger enterprise counterparts, embrace mobility. All types of workers, even desk-centric workers, require at least some degree of mobility. But perhaps more importantly, there is widespread acceptance of mobility – and working from home – as a productivity enabler. The fact is, when workers can open a laptop on a commuter train, in a coffee shop or at home, they can access data, do their work and collaborate with co-workers more efficiently. In doing so, they increase their own productivity and help make their companies more competitive. Most workers believe that mobile devices make employees more productive and most say that working from home helps employees get more work done [see charts below].

Mobile devices make employees more productive.



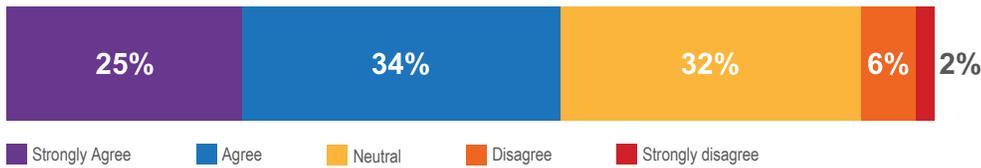
Being able to work from home helps employees get more done.



53% of workers agree being able to work from home helps employees get more done.

Not only that, 59% say they prefer to work for an organization that offers mobility and flexibility. A surprising number would even prefer their organization offered mobility and flexibility rather than a raise.

I prefer to work for an organization that offers mobility and flexibility.



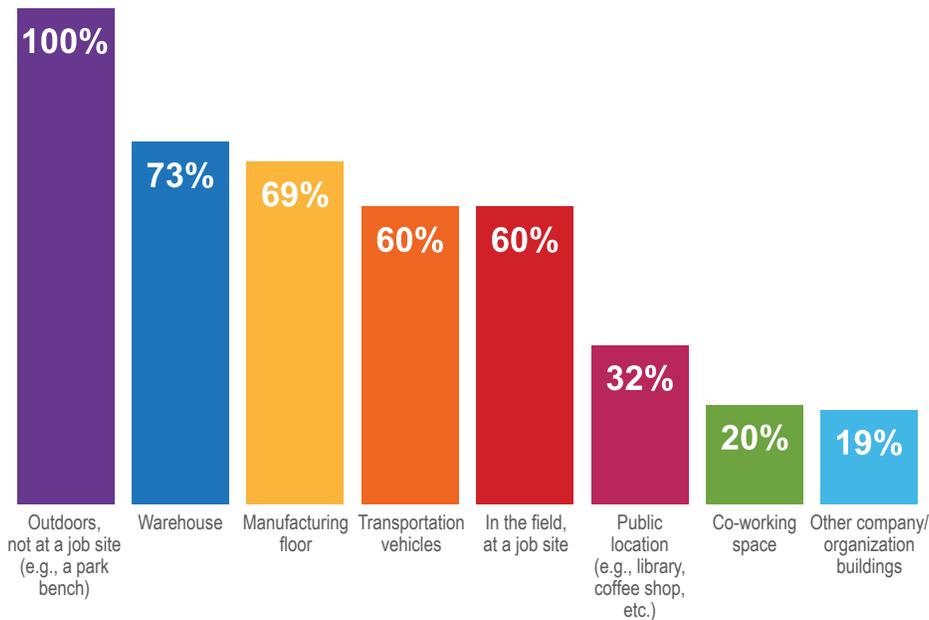
Tech-hostile environments

The prevalence of work outside a traditional office brings workers and the systems they use into contact with environments that expose their equipment to hostile conditions. It might be a factory floor where heat or dust might be present, a loading dock where cold or dampness might prevail, or a hospital where unwieldy equipment might threaten to damage computing devices. Workers in the Manufacturing Logistics and Retail (37%) and Healthcare (21%) verticals most often report their primary location is subject to harsh conditions.

Are you exposed to any of the following at your primary work location: freezing temperatures, extreme heat, dust, chemicals or explosive atmosphere (gas, detergents, oil)?

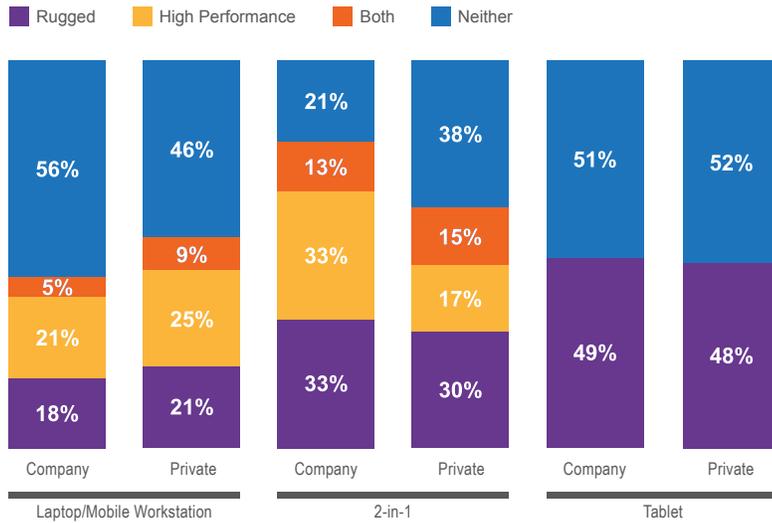


59% of workers prefer to work for an organization that offers mobility and flexibility.



Employees who must work in such tech-hostile environments, even if only part-time, would benefit from ruggedized systems – devices that are built to withstand environmental extremes and rough treatment. Among devices that are used in challenging environments, tablets are the most likely to be ruggedized. That’s not surprising, since tablets are often the device of choice for workers on the manufacturing floor.

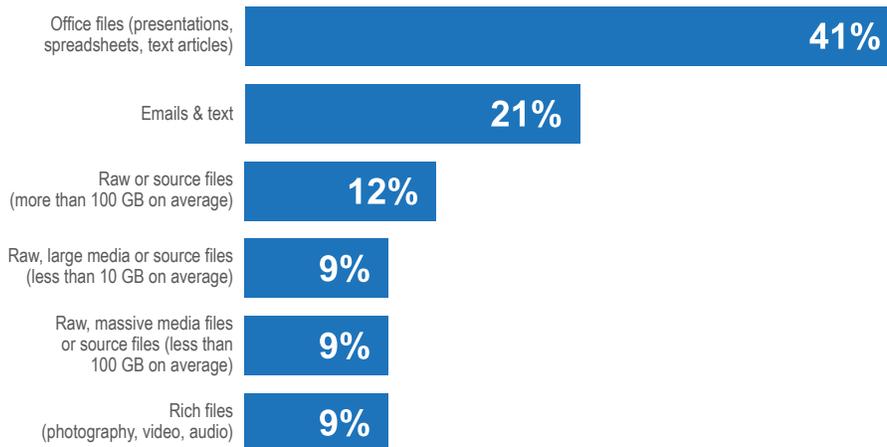
Which of the following private devices do you use to conduct work-related activities or tasks?



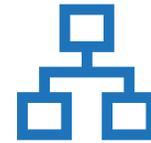
Types of work

While workers at midmarket companies primarily use email, presentations, spreadsheets and text in their work, many use large files of varying kinds [see chart below].

Which of the following describes the types of files you primarily work with?



Indeed, 39% work with very large media or source files – an indication that they require systems with powerful processors, graphics capabilities and significant storage, either locally on their devices or accessible via the network.

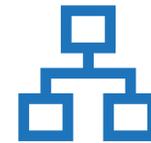
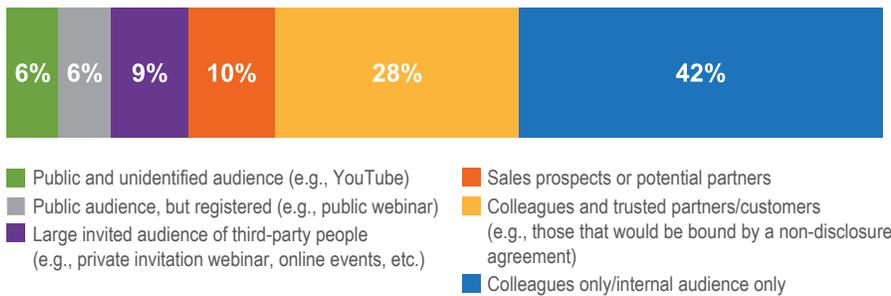


39% of workers primarily work with very large media or source files – an indication that they require systems with powerful processors, graphics capabilities and significant storage, either locally on their devices or accessible via the network.

Collaboration

Workers at midmarket businesses generally interact with colleagues and others internal to their organizations, or with trusted partners and customers [see chart below]. While sending and receiving files among these constituencies tends to open up fewer security vulnerabilities than sending and receiving data with third parties or the public, the widespread use of large files indicates that collaboration is intensive, reinforcing the idea that powerful systems and plenty of storage are needed by many members of a given workforce.

When you share/collaborate over the organization's network, which best describes your typical audience?

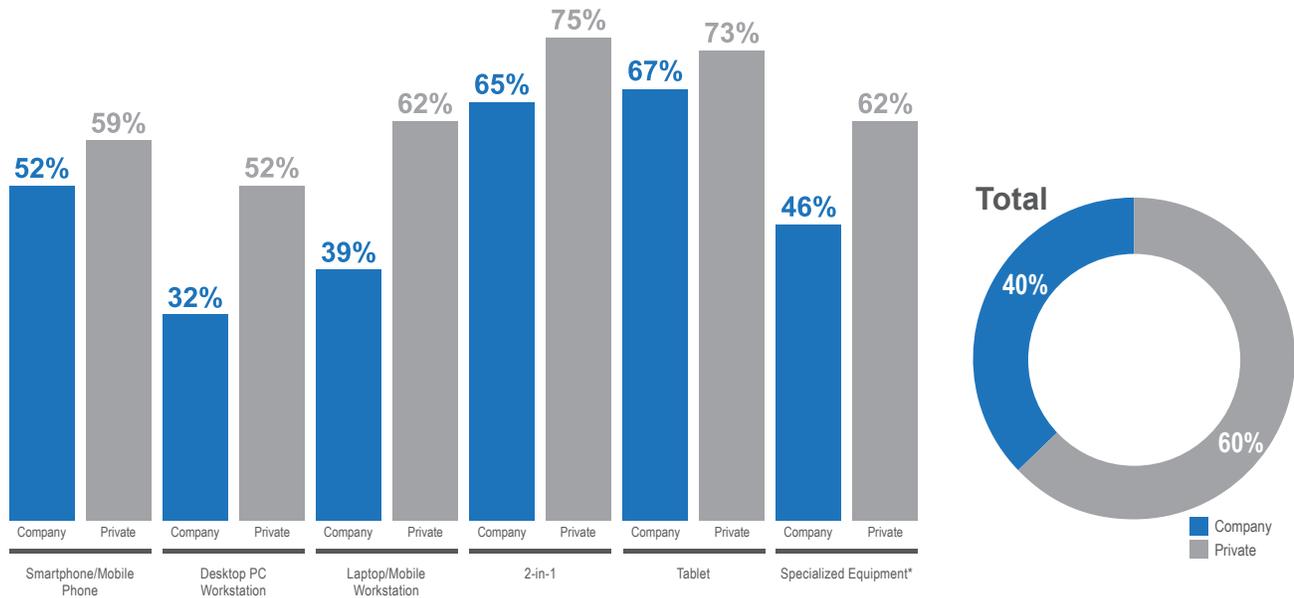


70% of workers collaborate with colleagues and trusted partners/customers.

Private and corporate devices

The technology ecosystem of many workers includes private devices that are frequently used for business purposes. Because workers have purchased these devices themselves, they are invested in their features and capabilities. They understand how they work, like to use them and would recommend them to others. In contrast, they are less likely to recommend corporate-issued devices. This might be because the company has issued one-size-fits-all devices to its workers, but for too many workers, these devices just don't fit well enough. They might contain trailing-edge features that would be adequate for 51% of employees, but inadequate for the remaining 49%. Workers want to be productive and they gravitate to devices of their own choosing because they have greater capabilities or are easier to use.

Likelihood to recommend device



* Computer controlled or computer controlled equipment that operates a specialized task, such as robots, CNC, 3D printing, medical scanners, computer operated appliances, automation PCs and so on.

However, the use of private devices for work purposes raises security issues. When a worker who is normally desk-centric sends him-herself an email with a job-related file to be worked on later at home, that file might be exposed to viruses and malware from which it would normally be protected. [For a complete look at security issues as they impact the workplace experience for midmarket companies, please see the companion paper “Securing User Devices and Data in the Age of Digital Business.”]

Conclusion

To succeed in the digital business era, midmarket organizations must empower their workforces to operate at a level of maximum productivity. Technology decision makers must assess the needs of their workers as they access data, run applications and collaborate from a variety of locations. A top consideration must be the total experience of each worker, beginning with the computer or computers used by each worker – and encompassing each worker’s technology ecosystem.

As technology decision makers ponder how to provide those ecosystems, they should consider each worker as an example of one of the four types: desk-centric workers, corridor warriors, remote workers and on-the-go pros. Many organizations have employees that manifest hybrid work profiles with unique blends of traits and corresponding technology needs. Technology decision makers at midmarket businesses should look to a hardware provider such as Dell EMC that offers a comprehensive range of equipment for all user ecosystems to be their best choice among technology partners.



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Dell PC Solutions

Dell offers a comprehensive hardware lineup to fit the broad range of worker needs across midmarket businesses, and an array of accessories that complement each hardware solution as well as dedicated support and financing tailored to the midmarket IT lifecycle and purchasing needs.

Choose from the latest Dell monitors, business docks, power adapters, wireless headsets and more to round out a productivity-boosting ecosystem. Protect systems with security software from the start. Select the support level that's best for the business. Take advantage of Dell Financial Services offerings to stay within IT budgets.

Recommended ecosystems include:

Dell Latitude 5400

Ideal for desk-centric and remote workers who need high performance. It features faster-performing and higher-core processors, more memory, discrete graphics and long-lasting batteries.

Ecosystem

- Dell UltraSharp 24 Monitor (U2419H)
- Dell Business Dock (WD15 or WD19)
- Dell Notebook Power Bank Plus
- Dell Pro Stereo Wireless Headset (UC350)

Dell Latitude 7400 2-in-1

Designed with on-the-go pros and corridor warriors in mind, these convertible PCs travel well. They feature lighter, slimmer styles, enhanced wireless capabilities and energy-conserving displays.

Ecosystem

- Dell UltraSharp 27 Monitor (U2719D)
- Dell Thunderbolt Dock (TB16/WD19TB)
- Dell Notebook Power Bank Plus
- Dell Premium Active Pen (PN579X)
- Dell USB-C Mobile Adapter
- Dell Pro Stereo Wireless Headset (UC350)
- Dell Premier Wireless Mouse (WM527)

Dell Latitude 5420 Rugged

A thinner and lighter semi-rugged notebook designed to help field workers thrive in harsh environments.

- Dell Latitude Rugged Display Port Desk Dock
- Dell Pro Stereo Wireless Headset (UC350)

Dell OptiPlex 7060 Micro

Built on 25 years of OptiPlex innovation, it features a space-saving form to maximize the desk-centric working environment.

Ecosystem

- Dell 24 Monitor (P2419H)
- Dell Wireless Keyboard and Mouse (KM636)
- Dell Pro Stereo Wireless Headset (UC350)
- Dell OptiPlex Micro All-in-One Stand (MFS18)
- Dell OptiPlex Micro Cable Cover

Dell OptiPlex 7760 All-in-One

Dell's first 27" InfinityEdge All-in-One, built for ultimate performance and collaboration.

Ecosystem

- Dell 27 Monitor (P2719H)
- Dell Pro Stereo Wireless Headset (UC350)
- Dell All-in-One Port Cover
- Dell Premier Wireless Keyboard and Mouse (KM717)
- Dell Wired Mouse with Fingerprint Reader (MS819)

To learn more about how Dell EMC can help midmarket businesses with their technology needs, please visit our dedicated website [midmarket solutions](#).

For a more detailed study, read the full research report, "[The Workers' Experience: Survey reveals the importance of technology to spark motivation, enhance productivity and strengthen security.](#)"

Additional resources

[Dell Endpoint Security](#)

[Dell ProSupport](#)

[Dell Financial Services](#)

About the survey

Dell EMC sponsored a survey of 1,327 workers at midmarket companies (100-499 employees). The survey covered the regions of North America, Western Europe, Japan, Latin America and India. Vertical industries included Education, Energy, Finance, Manufacturing Logistics and Retail, Healthcare, Media & Entertainment, and Technology and R&D. Survey respondents were polled in the summer of 2018.

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