

Executive Summary

The Workers' Experience

Survey reveals the importance of technology to spark motivation, enhance productivity and strengthen security



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In the digital era, a skilled and effective workforce is essential and the technology to support them is equally vital. It's the task of technology decision makers to provide every worker with an ecosystem of hardware, software and additional equipment that maximizes each worker's ability to contribute to the organization.

In the search to uncover the facts about worker experience across a broad range of global regions and industries, a survey commissioned by Dell points the way to greater worker effectiveness and organizational competitiveness. The survey found that motivation and engagement are keys to optimizing the performance of every workforce member. And motivation and engagement, in turn, are fueled by technology that meets user needs for power, durability and convenience.

The survey examines the workers' experience across three vectors:

- **Productivity.** With the need to perform regardless of location or time of day, workers seek to deliver value to their organizations in new ways. Productivity is no longer measured merely by the ability of workers to complete assigned tasks, but by how creatively, how enthusiastically and how effectively employees accomplish their work.
- **Collaboration.** Employees must be able to interact with co-workers, customers and partners regardless of time or location. Built on the seamless and secure flow of data, collaboration has a multiplier effect on productivity across the enterprise, increasing both the quantity and quality of work accomplished.
- **Security.** As attacks proliferate and grow more sophisticated, security measures must improve, but must not impede the productivity of workers or their ability to collaborate. The challenge of providing tight security is complicated by the intensifying overlap of personal and corporate technology. Unwieldy corporate security measures will lead employees to use insecure personal devices and applications.

Key findings

Personal productivity is paramount. The organizations that are the most competitive will be the ones that focus most closely on the needs of every employee. By studying user needs and providing the most appropriate technology, decision makers can enable the highest levels of productivity for their organizations' workers. The survey found that workers place great value on the ability to work anywhere, at any time. For example:

- 65% prefer to work for an organization that offers mobility and flexibility.
- 64% say technology plays a role in good work-life balance, resulting in higher motivation and engagement.



65% of all workers prefer to work for an organization that offers mobility and flexibility.



64% of all workers say technology plays a role in good work-life balance, resulting in higher motivation and engagement.



Please indicate if you agree or strongly agree with the following statements about technology and your employment.



60% of all workers report that glitches, freezes and bugs negatively affect their motivation and engagement.

Some survey respondents (44% overall) would even leave a company if substandard technology is provided. The percentage is notably higher in the Finance (56%) and Technology and R&D (59%) industries. Organizations should therefore weigh the importance of technology in talent acquisition and retention. Lack of attention to personal technology, providing technology that does not fit a user's unique needs, and lengthening the refresh cycle for personal technology can engender negative feelings among workers toward their organization, leading some – perhaps the most productive and demanding – to leave.

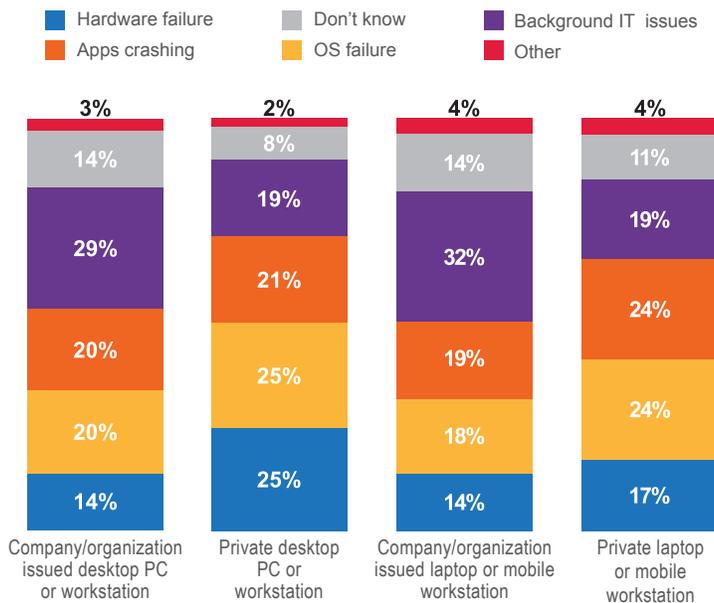
Reliable tools build morale. Users are acutely sensitive to the performance of their personal systems. As data quantities increase and applications become more powerful, processor, storage and network technology must keep pace. Slow response, downtime and unreliability have a significant impact on work and morale. As shown in the chart above, 60% of survey respondents say freezes, bugs and glitches negatively affect motivation and engagement. The survey drilled down into the many causes of these difficulties and found that background IT issues are a significant source of problems for users of company/organization-issued laptops or mobile workstations. This finding shows that corporate IT has room for improvement when it comes to providing users with problem-free technology.



44% of workers would leave a company if substandard technology is provided.



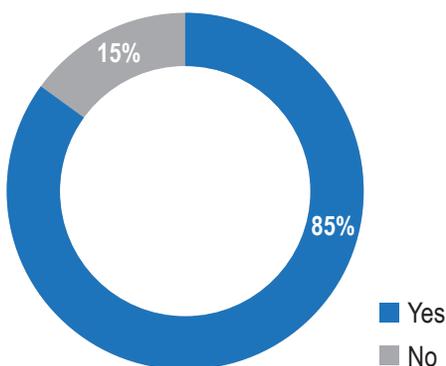
When you experience issues with these devices, which area causes the most problems?



Users often find their personal technology superior to corporate technology.

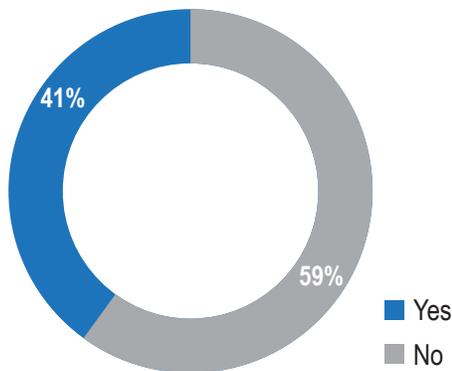
Users have high standards. The explosion of highly functional personal technology means many workers have grown accustomed to powerful and easy-to-use home computer systems, with large displays, plenty of storage, powerful applications and advanced accessories and peripherals. Users often find this technology superior to corporate technology. Companies that provide less robust workplace technology risk alienating an ever-larger pool of workers. Users would like the organizations they work for to do better. A significant majority would prefer a corporate-issued technology ecosystem that meets their needs: 85% would prefer their organizations provide them with an ecosystem of tested and supported devices and accessories, rather than providing that ecosystem themselves.

Would you prefer that your organization provide you with a tested and supported ecosystem (devices and accessories) rather than seeking out devices yourself?



Security: Effective but not intrusive. In their quest to get work done, employees are often led to bypass security measures that create obstacles to collaboration and productivity. According to the survey, 41% of respondents work outside security protocols at their organizations. Because of the increasing overlap between personal and corporate technology and their desire to be more productive, workers may access critical data on their home systems. If corporate security protocols are not implemented on that home PC, sensitive data may be put at risk of loss or theft.

Do you sometimes find it necessary to work outside your organization's security protocol?



Technology investment pays off. When technology buyers indiscriminately procure identical technology for every worker, regardless of their distinct workstyles, they miss the opportunity to achieve competitive advantage by increasing worker productivity and job satisfaction. Such an approach is a costly compromise. Instead of spending a small amount – perhaps less than .5% of a worker's salary – on the right equipment, technology buyers succumb to the illusion of cost savings, forfeit an investment opportunity and prevent workers from reaching their full on-the-job potential.

Location is most important. Of all the factors influencing the needs of each worker, location is the most important. Although their work may frequently be office-centric, few workers are office-bound 100% of the time. While it might be assumed that a remote worker or mobile professional would regularly work from multiple locations, even desk-centric workers might frequently work from a secondary office. According to the survey, 76% of respondents work in two locations and 52% work in three places weekly.

Remember the supporting equipment. In providing the right technology ecosystem for each worker, technology decision makers should not overlook the importance of additional equipment. Some typical user needs for secondary and tertiary locations include displays, docking stations, printers, digital pens, webcams, scanners, 3D modeling accessories and AR/VR headsets. Strategically minded decision makers will strive to match these devices to individual user needs in order to maximize user productivity in each location in which work is done.

Different regions and industries have different requirements. Different lifestyles and workstyles in different parts of the world call for different technology ecosystems. The survey found striking differences among these regions. For example, Western Europeans are the least office-bound workers, followed closely by North Americans. Workers in Japan, in contrast, are highly



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focused on the corporate office as a workspace. Where travel and remote work are highly prevalent – in India, for example – the need for highly durable systems is greatest. Technology buyers at global organizations should take these differences into account when making technology ecosystem decisions.

The workers' experience also varies significantly across different vertical industries. For example, professionals in the Finance and Technology and R&D segments tend to require more powerful systems than those in other vertical industries. Also important: 59% of Finance professionals and 60% of Technology and R&D workers consider an organization's technology when applying for a position. In some industries, therefore, the technology ecosystem can play a highly important role in attracting and retaining talented individuals.

The right partner makes a big difference. This report emphasizes the importance of understanding the unique needs of every user and meeting those needs with the most appropriate technology. IT buyers have many options in how they do this. The right technology partner, with a complete portfolio of devices – including desktops, laptops, 2-in-1 devices, as well as additional equipment such as displays, printers, scanners, digital pens, AR/VR headsets and more – can go far to streamline hardware procurement, enabling the organization to efficiently meet its users' needs and thereby achieve its larger competitive goals.

Take the first step to better understanding the needs of your digital-era workforce today.

[Download the complete "Workers' Experience" report now.](#)

About the survey

To better understand the enterprise workforce and its technology needs, Dell commissioned Research Now to conduct a survey of 6,809 respondents. The survey covered five major global areas: North America, Western Europe, Japan, India and Latin America. The survey also covered seven major vertical industries: Education, Healthcare, Media & Entertainment, Technology and R&D, Finance, Manufacturing Logistics & Retail, and Energy. The survey was fielded during the summer of 2018.



Workers in technology and finance are most likely to consider an organization's technology when applying for a position.

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