

Buyer's guide:

# The new world of workplace managed services

The capabilities your partner must have  
to unlock sustainable business value

WORKPLACE  
**WX**  
EXPERIENCE



# Manage and evolve: Changing times call for a **change** in your workplace approach

If the pandemic changed almost everything you thought you knew about your workplace, you're not alone. Business leaders are wrestling with challenges they've never faced before.

The acute nature of these unprecedented challenges has transformed perspectives around the workplace. Employee experience has moved from being a tactical KPI to a core element of the business model, empowering employees to deliver business success.

Business leaders have employee experience under the microscope like never before. Following the pandemic, 64% of companies are placing a greater emphasis on employee experience (EX)<sup>1</sup>.

## The EX imperative

This in turn ratchets up the pressure on the IT department. As part of a holistic workplace approach, IT has a prominent role to play – alongside HR and line-of-business leaders – in evolving and improving the employee experience, specifically:

- Enabling sustainable hybrid remote working over the long term
- Accelerating modernization and cost reduction simultaneously
- Improving business resilience and continuity in an affordable way
- Deploying new technologies at speed to augment the human workforce and improve CX
- Ensuring security without limiting productivity

## A new managed services approach for a new world of work

In this pressure cooker environment, workplace managed services are going through a seismic shift – from a pure *manage* mindset to a *manage and evolve* model.

A linear, IT cost-reduction-centric approach is no longer sufficient. The process of stabilizing and securing the environment and then taking cost out has become table stakes. A workplace managed services partner needs to be able to deliver more than just reliability and cost efficiency. It must also help you evolve and accelerate business value too.

This guide explains how you can address the challenges outlined above with a managed services partner that has the expertise and experience to transform your workplace into a value generator.

Read on to discover the four key capabilities your workplace partner needs to achieve this feat.

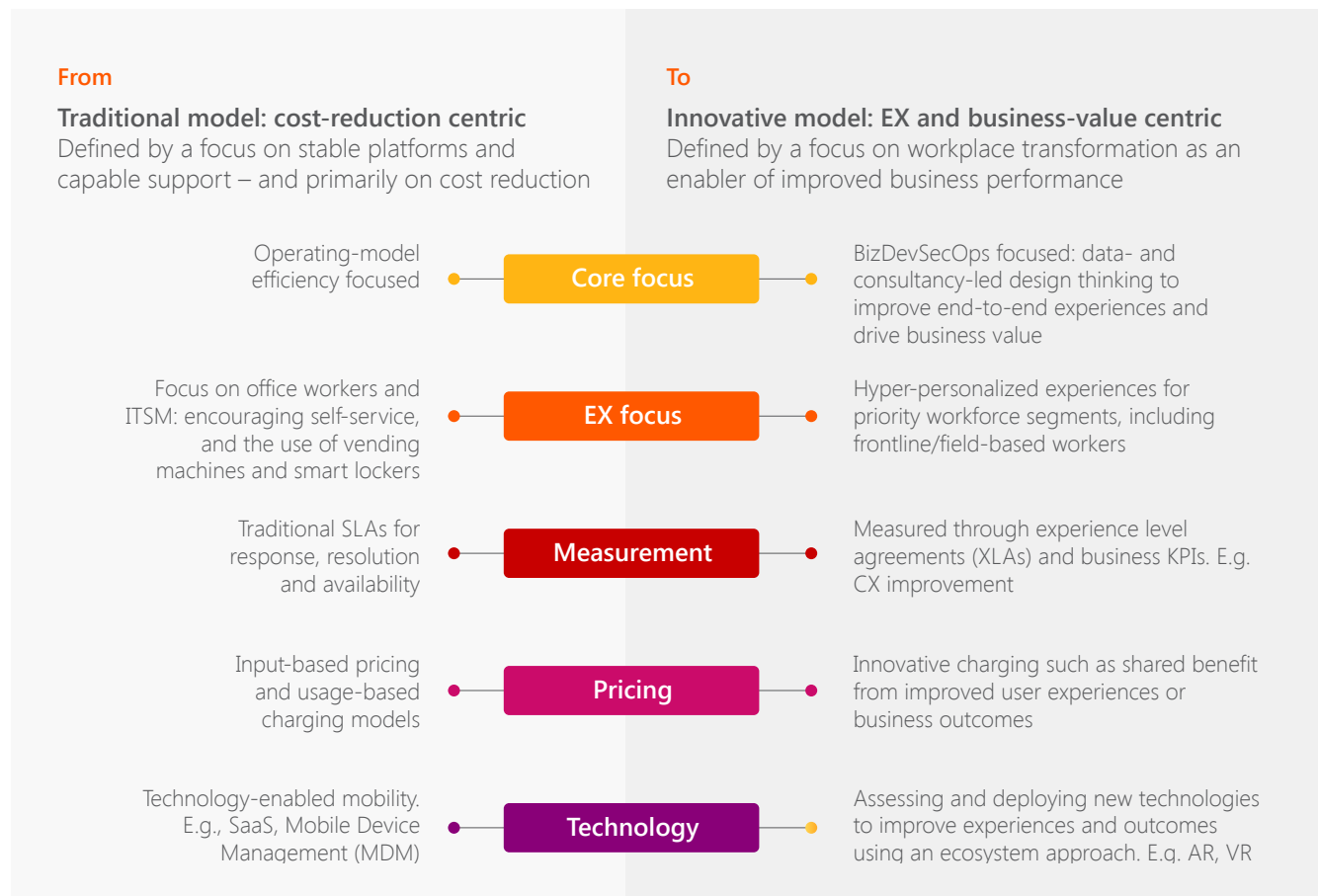
# The evolving **workplace services** landscape

Surviving and thriving in an uncertain world demands greater business resilience and agility than ever before.

Recent disruption has amplified and accelerated a trend that has been playing out in the market for some time – workplace managed services need to deliver more than just operational savings. They must manage and evolve – to unleash broader business value too.

A modern workplace managed services partner must be able to provide a solution that continually evolves – featuring assets and accelerators to transform your organization, maintain a focus on optimal business value and offer relevant experience and responsiveness.

## The shift in managed services momentum

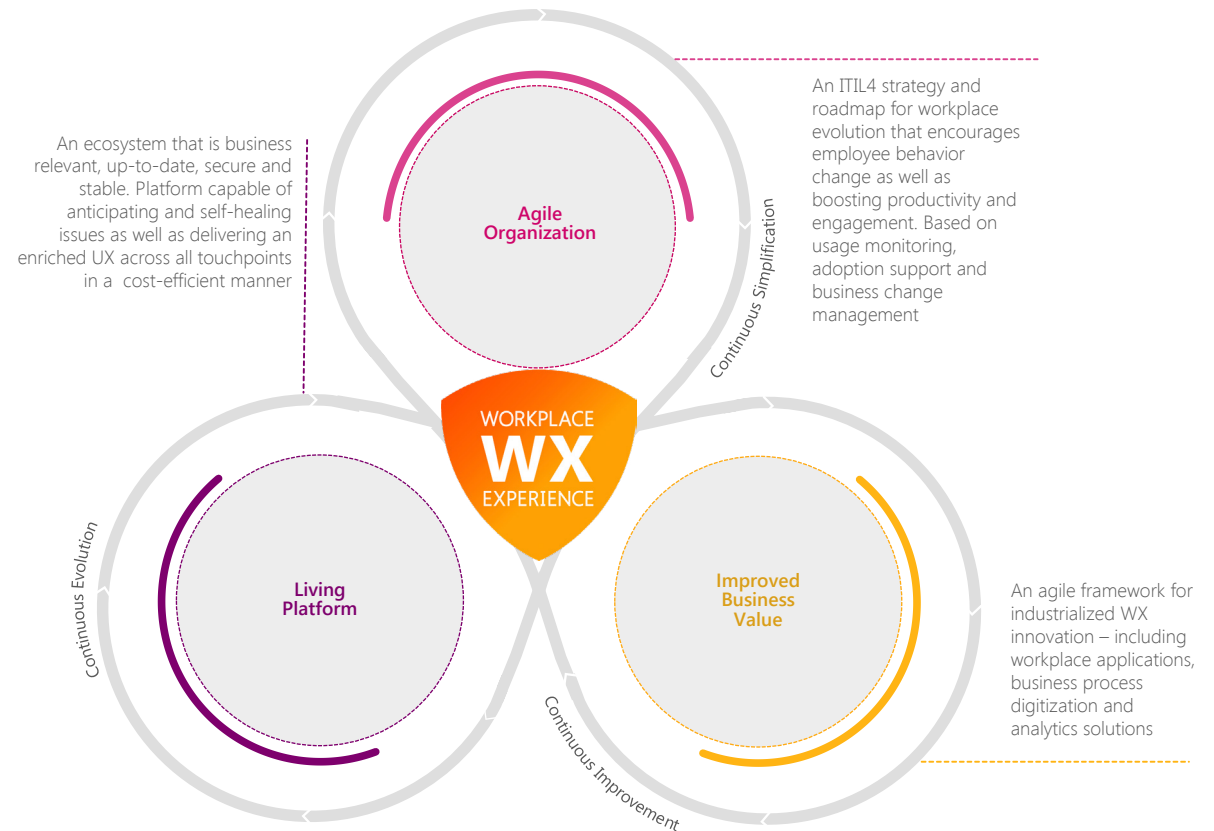


# WX redefines the workplace value equation

Unlocking sustainable business value from the workplace demands a holistic approach, bringing together business leaders and IT, HR and line-of-business stakeholders.

We refer to this framework as Workplace Experience (WX) – embracing the entire workplace ecosystem to drive business value.

In a managed services context, WX augments core management principles with an evolution mindset – enabling organizations to embed an ongoing transformation in a service framework that's designed to maximize business value. WX ultimately helps you manage and evolve the core workplace drivers: the technology ecosystem, employee experience and business operations.



# Capabilities of **high-performing workplace service** vendors

A modern managed services offering demands a multi-dimensional approach. Read on to discover the four foundational components you must demand from your workplace partner.



# 1. Continuous service evolution to stay current

It's no longer enough to build and deploy workplace support that remains static for three or five years. In a world of evergreen technologies, analytics and automation, services must be continually improved, simplified and developed to ensure you always have the most current and optimal solution for your workplace.

This isn't a toolkit or a deliverable. It's a fundamental approach and a mindset that must steer the delivery of services throughout the entire engagement. Because current is only "current" in the moment. Within a week, a platform, solution or service could become outdated.

There's a common complaint from organizations when it comes to workplace managed services – that they receive the same service today as they did five years ago. Much can change through a three- or five-year services contract. Services need to evolve with the market and your business requirements. With an evergreen (or living systems) service, you can better prepare for and respond to changes coming down the line.

Ensure your partner is committed to this approach by having them build change management capacity into your managed services engagement. This ensures change is an ongoing conversation, rather than a quarterly workshop, which could delay the adoption of new platforms or solutions. This can become part of a broader evolution in your workplace strategy, enabling the move from a capex to an opex model.

# Where we've done this

## Keeping services current

- We shaped an innovative solution for a German energy provider comprising advisory, change enablement services and a new Governance as a Service (GaaS) model.
- This resulted in cost efficiencies through a living systems approach which harmonized processes and optimized operations.
- And it improved customer satisfaction through consistent new service functionalities and digital readiness, with IT now able to operate digital services.



## 2. Delivery of a **secure innovation ecosystem**

Connections and collaborations drive productivity in the digital workplace. Establishing the right ecosystem – combined with a strong focus on usage and adoption, underpinned by confidence in the security and a focus on continual learning – sets your employees up for success.

The trouble is, many organizations don't lay solid foundations to build on. They deploy tools to employees and simply assume they'll be embraced. Users are left to figure out how to collaborate (and with whom). Training might not be mandatory, and while a new solution might make sense broadly, the specific use cases are not made clear.

You need a workplace managed services partner that can help you unlock the full innovation potential of your collaboration ecosystem.

This is much more than a deployment exercise – it's a holistic program comprising comms, adoption strategies, best practices and broader governance, which can help you realize the path to ROI from your investment in a platform. And, with a partner that can help you drive and manage secure ecosystems, you'll be able to address compliance concerns by developing device, data and identity management policies. This will enable powerful collaboration possibilities both inside and outside your organization.



# Where we've done this

## Unlocking collaboration potential

- [Productivity Studio](#), a partnership between Microsoft and Avanade, empowers productivity at every level of the organization.
- That inspiration to solve for what's next has so far translated into hundreds of Productivity Studio projects for teams across Microsoft.
- The studio team has been deployed to solve issues from how to better run complex meetings to creating a Microsoft Teams Command Center, which replaced the manual process of managing individual Microsoft Teams with a Microsoft SharePoint Framework (SPFx), which enables management at scale and encourages adoption.

### 3. Creation of **compelling employee experiences**

Experiences that start out as novel quickly become ordinary. And aspects of the workplace that once motivated employees soon become hygiene factors. COVID-19 has accelerated the demand for ongoing improvement across both user and employee experiences in order to make work anywhere a sustainable proposition.

In a fast-evolving EX environment, you need a managed services partner that can help you build an employee-centric workplace – using data-driven insights and user input to monitor and address satisfaction levels. This includes the core user experience and the evolving overall employee experience.

By refreshing the design of employee workstyles as part of an evergreen approach, you'll be able to serve up more compelling experiences.

And, in doing so, that'll help you to generate tangible business outcomes ranging from productivity and talent retention, through to improved employee well-being.

Use this framework to position workplace managed services at the heart of a dynamic and motivational EX:

- Build a baseline with a living platform for work that is reliable, up to date, secure and stable, able to anticipate issues and self-heal, while delivering a frictionless user experience across all touchpoints from devices to comms and collaboration.
- Create a single pane of glass for users to access services. Commit to a zero-touch approach with analytics and user experience monitoring that underpin support. Enrich user experiences with persona-based, personalized support and services.
- Evolve your UX and EX by embracing data-driven insights, holistic workplace services monitoring, adoption support, nudges in the flow of work and business change management to evolve employee behavior, boost productivity and drive engagement.
- Unlock innovation from workstyles by using applications, digitizing business processes and adopting workplace analytics solutions.

# Where we've done this

## Enabling an effective EX

- When the COVID-19 crisis placed significant demands on operational service delivery, our client – a major healthcare provider – had to find a way to keep care teams connected from remote locations.
- By implementing a large-scale remote working solution, for over 1 million users in an extremely short timeframe, the organization was able to securely host audio and video calls and practitioner consultations were able to take place virtually.
- This ultimately accelerated the channel shift of patient services, resulting in increased safety, business continuity, an improved EX and the creation of capacity in the healthcare system.



## 4. Agility and innovation to unlock real business value

Today, more than ever before, your workplace needs to be able to flex according to changing business priorities and objectives. But the type of workplace evolution that returns business value doesn't happen by chance. It happens when you call upon insight and intelligence to inform your strategic roadmap.

That's why you need a workplace service partner that not only bakes agility into its operating model but also brings the necessary insight, innovation and depth of skills to reshape and redirect solutions seamlessly, as new or changing business priorities emerge.

Ask your workplace managed services partner how they'll use data and insight to steer their approach around challenges such as:

- The role automation should play in helping you reconfigure your workforce to build business resilience and agility
- How you should direct your workplace and employee experience investments to achieve the greatest return according to your specific business objectives
- What working practice, productivity or collaboration trends are emerging, and how you can capitalize on them

Critically, any workplace evolution program must be relevant for your business. You may be on an M&A drive. You might be under pressure to support flexible ways of working. Or perhaps you're seeking to foster greater employee centricity for frontline workers.

Whatever direction you need to go in, ensure your managed services partner can prove how their roadmap is going to help you achieve your business goals.

# Where we've done this

## Generating value through innovation

- This subsea engineering, construction and services company serves the offshore energy industry. It had to perform critical maintenance on vessels stationed in one country, but the engineers with the necessary expertise were trapped abroad during a COVID-19 lockdown.
- Thanks to quick onboarding and ongoing support through a new managed services structure, we rapidly responded by setting up a mixed-reality solution that enabled remote engineers to provide expertise through a hands-free device.
- The team can now complete remote maintenance successfully, meeting the firm's contractual obligations to its customers as well as its health and safety obligations to the workforce.





# Start your journey towards the new world of work today

Discover how a workplace managed services approach with a manage and evolve stance can maximize value, minimize cost and reduce technical debt. Begin by taking a simple first step:

**Explore:** a two-hour conversation around the role workplace managed services can play in building a Workplace Experience that generates sustainable business value.

**Envision:** a four-hour workshop with your team where our experts evaluate your current Workplace Experience and business goals to understand how your workplace service operations should be structured.

**Engage:** Work with our team to define your workplace managed services approach, from DevSecOps, smart operations and adaptive security through to employee experience Living Systems and business innovation.

Find out more about how you can unlock sustainable business value from Avanade Workplace Managed Services – arrange an initial discussion with our WX team today: [www.avanade.com/contact](http://www.avanade.com/contact).





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#### About Avanade

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