



WORKPLACE
WX
EXPERIENCE

Do What Matters for Your Workplace Experience

How a holistic workplace approach can help you survive and thrive

Do What Matters

Do What Matters for your Workplace Experience

COVID-19 affected employees and workplaces differently as it spread across the globe. But the one universal impact was the urgent remote working agenda forced upon virtually every organization.

Many firms responded with a technology focus alongside core cultural considerations – what we refer to as an Elastic Digital Workplace. This approach helped to ensure business continuity – protecting people and productivity while enabling organizations to dynamically and securely adapt to a changing business reality.

Mastering remote working remains high on the priority list for many, but organizations are now turning their attention to more expansive workplace transformation needs.

Surviving the enduring impact of the crisis (and thriving in a new world of work) requires you to think more broadly to address these pressing business priorities:



Talent agility: Support changes to your business strategy by promoting ways of working that maximize workforce performance. Enable employees to embrace hybrid remote working efficiently and find an optimal balance of staff, contingent labor and automation.



Cost control and optimization: Address your workplace cost base by driving efficiencies across technology, workforce and operational dimensions. Consider whether modernized platforms, workplace and workforce reconfiguration, and intelligent automation can generate savings.



Resilient core: Protect the core operations of your business with a modernized infrastructure, moving applications and workloads to the cloud to enable permanent and contingent workforces to adopt remote working. Reducing legacy, ensuring IT agility, and harnessing automation and AI can help to achieve capacity, contingency and cost reduction.



Products and services: Minimize disruption to product portfolios and services. Enable workforces to react to new buying and consumption behaviors, delivery performance patterns and supply chain responsiveness.



Customer care and operations: Review your operating model to increase responsiveness and resilience. Identify where you can harness the relationship between employee experience and customer experience by building trust while also addressing costs.

Building business resilience for an unpredictable future

As you move from surviving to thriving, you'll progress through a series of recovery phases. Here's what that looks like to organizations we work with:

Respond

The first phase many companies moved through, where the immediate focus was on business continuity – protecting customers, workforces, operations and the supply chain. In a workplace context, organizations will have concentrated on enabling remote working and providing resources to employees to mitigate the impact to the business, productivity and security posture – adapting ways of working, while protecting their health and well-being.

Reset

The stage where firms seek to survive the economic slowdown as a lighter-weight, more agile business. When it comes to the workplace, many organizations will consider how to build a more flexible and adaptable workforce, which has an appropriate balance of staff versus suppliers and increasing levels of automation with a secure core.

Renew

Finally, companies will seek to re-emerge strongly and gain share in the recovery. Looking at the workplace, a new employee value proposition will be required to meet the demands of a constantly evolving business, and organizations will need to quickly harness new skills and digital resources from the global marketplace.



Mapping the road ahead with WX

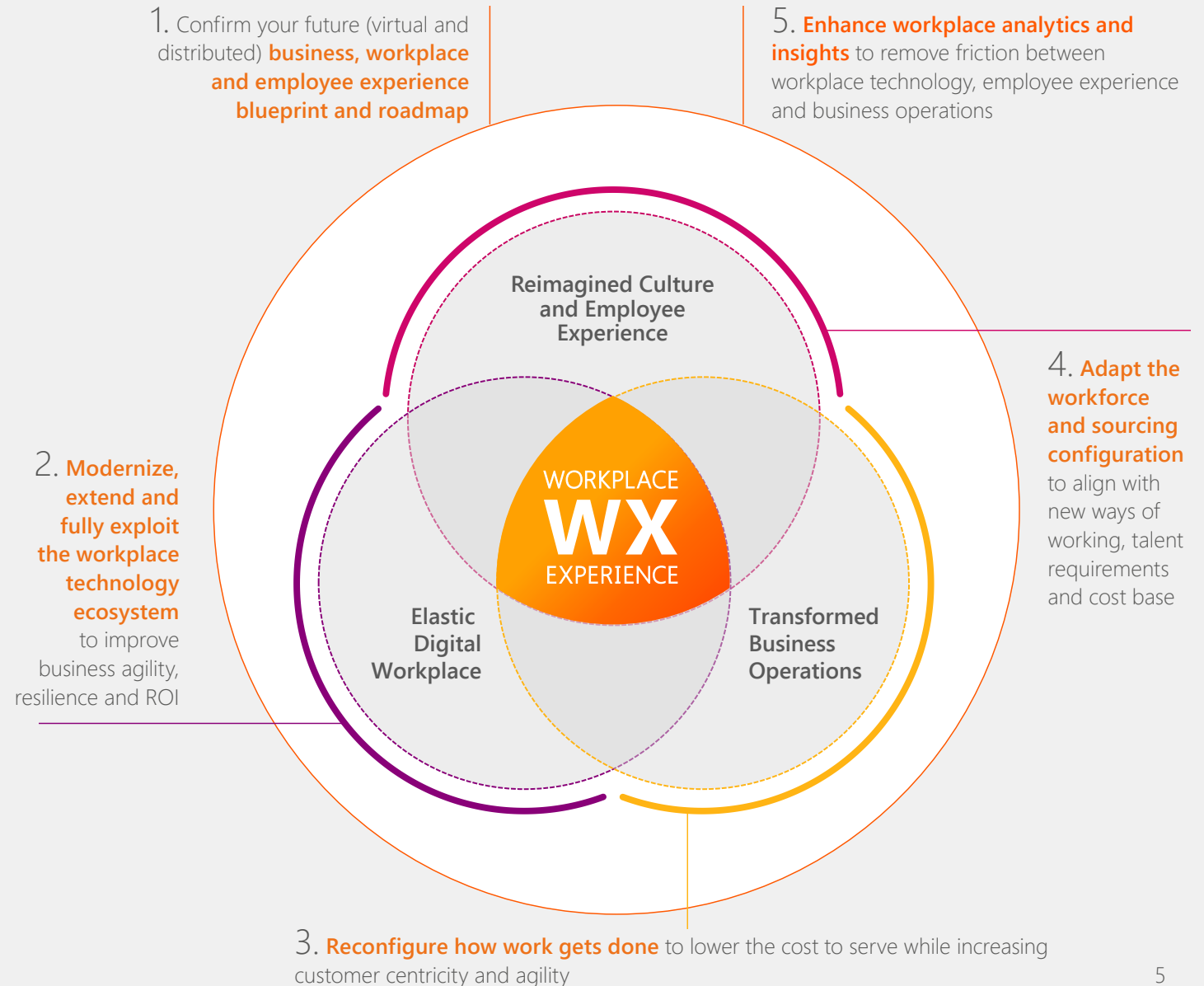
Tackling these business priorities demands technology, HR and line-of-business leaders embrace a holistic workplace approach and partner cohesively. And that's precisely what our Workplace Experience (WX) framework can help you achieve.

WX embraces the entire workplace to drive sustainable value – which matters more than ever right now. Because by combining technology, operations, culture and employee experience, you can unlock cost efficiency, empower a more effective recovery and ultimately drive growth.

WX – moving you from surviving to thriving

While it may be impossible to predict or prevent more-frequent, high-impact events, WX makes it possible to prepare for them and outperform your competitors during the recovery.

We've outlined five steps IT, HR and business leaders can work through to embrace a holistic workplace approach and drive their WX evolution.



#1. Workplace strategy

Confirm your business and workplace roadmap

COVID-19 has exposed gaps and weaknesses in existing business and workplace strategies. Even organizations that have prospered during the crisis have faced challenges. It's time to rethink your business model and workplace strategy to accelerate recovery and growth.

What you can do:

- **Review** your business strategy and performance during the crisis period. Examine critical issues, underlying causes and interim resolutions. Confirm your gains and how to protect or further harness these as part of your future business strategy.
- **Define** your return to work, balancing safety, demand, pace, feasibility and cost.
- **Focus** your business strategy on product and service portfolios, customer care and operations, talent agility, building a resilient core and cost control.
- **Harness** data and insights to identify the right future business operating models, workforce journeys and configuration, technology ecosystems and physical workplace environments.
- **Establish** a WX Center of Excellence to guide your strategy reset, innovation, portfolio management, experiences, services, governance and value management.
- **Measure** value while you design, test, implement and scale your WX approaches.



#2. Elastic Digital Workplace

Modernize your workplace technology ecosystem to improve business agility and resilience

The crisis has put technology strategies, capabilities and performance under pressure as businesses have been rapidly reconfigured to maintain continuity. You now need to rethink your strategy for workplace technology to balance future business plans against cost rationalization.

What you can do:

- **Optimize** your workplace technology strategy and cost base. Complement tactical activities with a plan to accelerate the modernization of cloud platforms, applications, devices and analytics. Use analytics to measure the value achieved.
- **Move** to a living service operating model with an automated approach to device, application and service management. Optimize end-user support, benefit from security updates, reduce costs and improve the employee experience.
- **Address** security with a focus on four pillars: digital identity, information protection, application security and cyber defense. Ensure the ecosystem you implement supports your compliance requirements.
- **Standardize** wherever possible with a workplace solution that uses proven services, has a track record of R&D and clear connectivity to other workplace technologies.
- **Automate** your business processes by adopting collaboration platforms (e.g., Microsoft Teams, Microsoft Power Platform) and automation/AI to support common workflow processes.
- **Adopt** sensors, augmented reality, AI and analytics to enhance physical workplace planning, safety, workforce reconfiguration and business operations.



#3. Transformed business operations

Reconfigure how work gets done to lower costs to serve while increasing customer centricity

As leaders assess the impact of COVID-19, many will focus on reducing costs, protecting cashflow and resetting parts of the business. You need to consider whether to make tactical adjustments or if a transformational change will deliver significant competitive advantage and protection against future disruption.

What you can do:

- **Review** your operating model in light of product and service changes, new customer buying patterns, delivery performance and supply chain responsiveness for opportunities to reduce costs and improve CX/EX.
- **Reset** your business operating model to:
 - Incorporate and scale the gains from the crisis period
 - Enhance customer and employee trust and real-time experiences
 - Increase operational responsiveness and resilience
 - Evaluate your real estate (re)configuration options
 - Help your permanent and contingent workforces shift to hybrid remote working
 - Fully embrace automation and AI to achieve capacity, contingency and cost reduction
- **Capitalize** on data insights to test, pilot and refine proposed operating model changes.



#4. Reimagined culture and employee experience

Adapt the workforce configuration to align with new ways of working

Inform your future workforce and sourcing configuration, talent requirements and cost base by identifying the lessons you'll act on in order to support growth throughout the recovery. Consider the longer-term implications – from the way work is done to the very nature of the work itself.

What you can do:

- **Evolve** your culture to support changes to your business strategy. Consider which ways of working, rewards and totems facilitate the behaviors required to maximize workforce performance.
- **Redesign** the organization from the bottom up using a [zero-based organization approach](#). Identify top talent and align employees to work activities that will fuel business. Implement a more agile design, using tribes and chapters, and focus teams on the most-pressing issues and opportunities.
- **Rethink** the definition of a workforce. Consider new talent categories comprising contingent workers, crowdsourcing and bots for critical business processes to reduce your “on balance sheet” headcount cost while increasing flexibility.
- **Redirect** behaviors to drive the most benefit from workplace technologies for knowledge, factory and front-line workers. Provide learning opportunities to improve individual performance and use data analysis to shape norms.
- **Re-evaluate** your employee value proposition and align it with your values and the expectations of your top talent. Understand that the pandemic has changed employee priorities.



#5. Workplace insights

Harness workplace analytics to remove friction throughout the business

The current crisis has left some organizations struggling to understand where the opportunities and challenges are, especially with a distributed and remote workforce. Measuring productivity, resilience and employee well-being will become a critical capability, as changes occur across all workplace dimensions.

What you can do:

- **Create** a [digital ethics framework](#) to assess the implications of [contact-tracing technologies](#) – protecting the right to privacy while addressing urgent public health and safety needs.
- **Maximize** big data to understand physical workplace status, resilience, business continuity, productivity, service delivery and employee well-being.
- **Prioritize** initiatives using AI to analyze existing activities and direct opex spend towards those that drive the highest competitive advantage.
- **Measure** EX at an employee journey level to understand the new “moments that matter.” Discover how you can influence employees in real time to minimize cost and maximize impact.
- **Implement** behavioral science techniques like the [nudge theory](#) to positively impact the performance of the organization, delivered through existing workplace technology.
- **Drive** maximum value from existing investments through digital adoption insights, built directly into devices where possible.



WX – why now, why Avanade?

Forward-thinking technology, HR and business leaders are seizing the opportunity to work together and rethink how work gets done.

By progressing through these five steps – from confirming the WX strategy, to technology, employee experience and operational dimensions, and finally through to workplace insights – leaders can formulate and execute growth strategies to gain market share during the downturn and recovery periods.

With WX, we can help you do the same.

Why now?

WX gives you the power to elevate your business operations and become ready to adapt and thrive during both business-as-usual and uncertain times. Our research¹ shows that companies in the top 20% of WX scores have outperformed their peers during the COVID-19 crisis, achieving an improved median stock price difference of 112.29%.

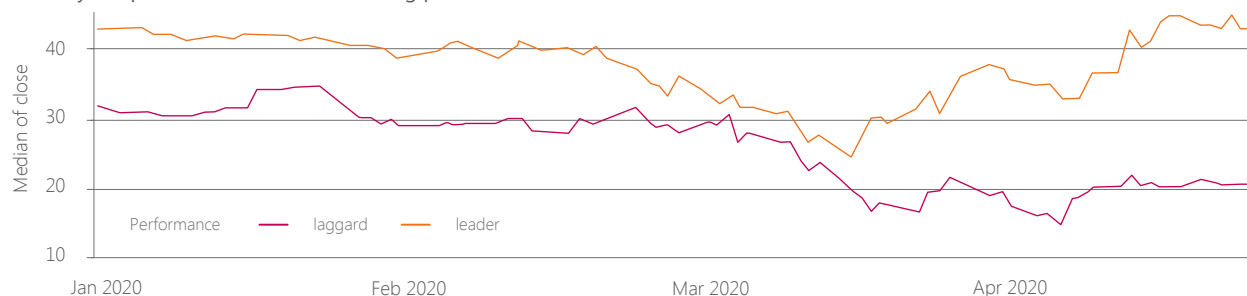
Why Avanade?

Organizations across the world choose us to solve their WX challenges because:

- Alongside Accenture, we've been named the #1 Digital Workplace Design Services Provider by research firm HFS. IDC also labeled us a leader in its IDC MarketScape: European Future of Digital Workspace Services report.

- We've delivered more than 1,800 digital workplace projects and implemented more than 10 million Microsoft Office 365 seats.
- We're a 15-time winner of the Microsoft Global Alliance SI Partner of the Year Award, with [seven further category wins in 2020](#) – including the Modern Workplace for Firstline Workers award.
- We invest heavily to develop our own IP and capitalize on the full potential of the Microsoft platform. Examples include our front-line worker solutions, innovative managed services model and specialist implementation approaches like the [Avanade Teams Rapid Deployment Program](#).

January 1–April 25, 2020 – Median closing price





The **business** **resilience** multiplier

Begin your journey to unlock the WX opportunity today:

- **Explore** – with a two-hour conversation about how a great Workplace Experience has helped some of our clients in your industry.
- **Envision** – with a four-hour workshop where our experts will discuss Workplace Experience and your business goals so we can help you determine what your journey could look like.
- **Establish** – with our advisory services, which can get you started on your Workplace Experience vision, solution design, roadmap, business case and proof of value.

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About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 56,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com.

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