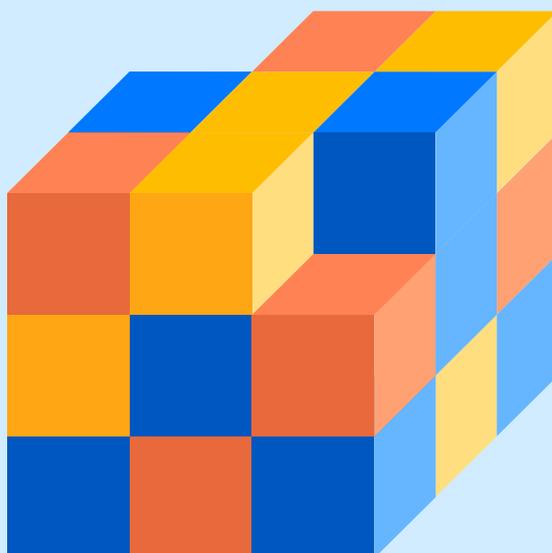


ENTERPRISE IT

The digital workplace

2021

What you need to know to futureproof your company's technology



Templafy

What's in this guide?

This guide explores how the **digital workplace** will evolve in **2021** to **empower IT professionals** with essential information to prepare for technology transitions.

Get insights on:

- **Top reasons** to invest in the digital workplace
- **Trends** to watch in 2021
- **Advice** from implementation experts
- Finding **the right systems** to support workflows

And much more.

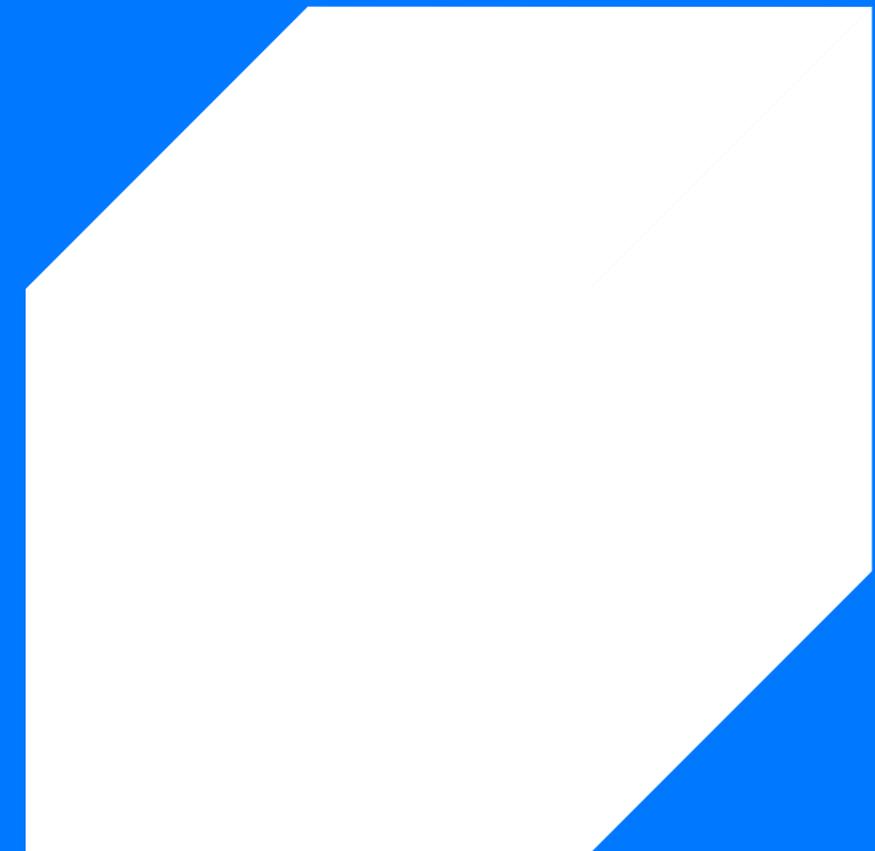


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01

Introduction to the digital workplace

Finding the right digital evolution to balance humans and technology

How workplaces are evolving

Finding the right digital evolution to balance humans and technology is key to unlocking productivity and staying competitive.

Fully digitized workplaces are more productive.

Digital workplaces can look wildly different depending on the company and industry. For some, acquiring **new digital workplace tools** and tech has been a slow, cautious or sporadic process. Their infrastructure is still mostly **reliant on on-premise solutions, legacy systems**, and traditional workflows.

For others, organizations are being completely and constantly **redesigned** to work with more advanced **digital workplace technology stacks** and agile workflows. The result is fully digitized models that make their company **more productive**, therefore, **more competitive**.

“Stone Age. Bronze Age. Iron Age. We define entire epics of humanity by the technology they use.”

- Reed Hastings, Netflix CEO

The balance between humans and technology

Evolving tech and employee experience are core to productivity.

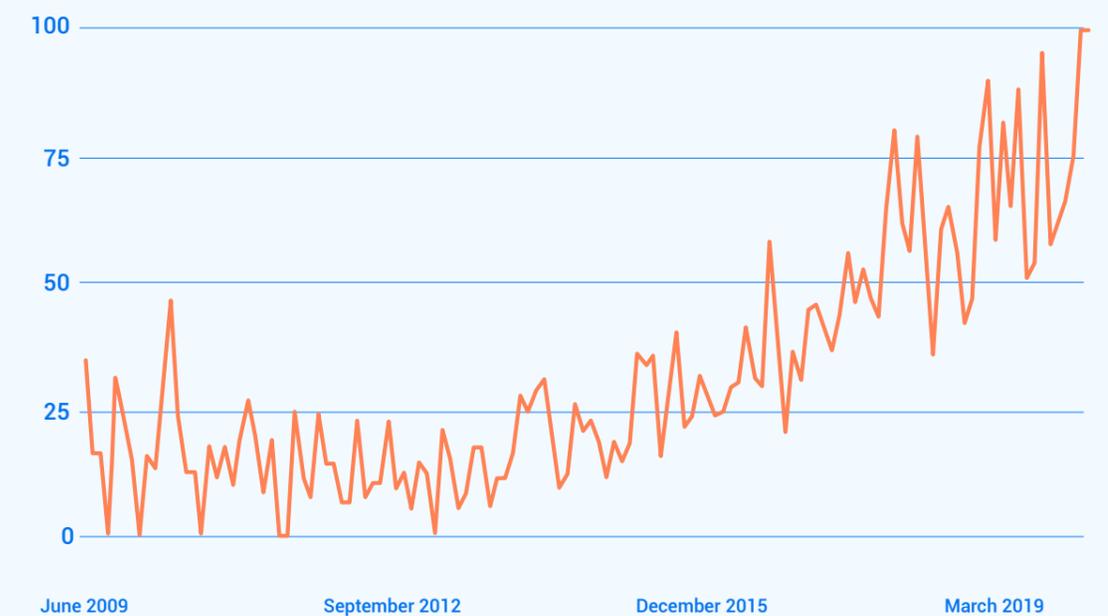
Balancing technology and humans is at the heart of digital transformation. These perspectives also hint at the **dynamic nature of the digital workplace** and the need for organizations to consider both **employee experience** and the ever-changing **tech landscape** to maximize output.

Reflected in everything from spiking Google trends to dedicated **podcasts** and **global summits**, today, the digital workplace and digital workplace solutions have now firmly **secured their place** at the very forefront of the modern **business agenda**.

Deloitte's paper - [The digital workplace](#): Think, share, do: Transform your employee experience, echoes the fundamental relationship between tech and its users, points out:

*"The digital workplace encompasses **all the technologies people use to get work done** in today's workplace – both the ones in operation and the ones yet to be implemented. It ranges from your HR applications and core business applications to email, instant messaging, and enterprise social media tools and virtual meeting tools."*

Interest of US-based Google searches for 'digital workplace' over time



Source: Google Trends, 2020

02

Evolution and impact of the digital workplace

And six reasons to invest in the future

The digital workplace now and its impact

The majority of companies are already at implementation stage.

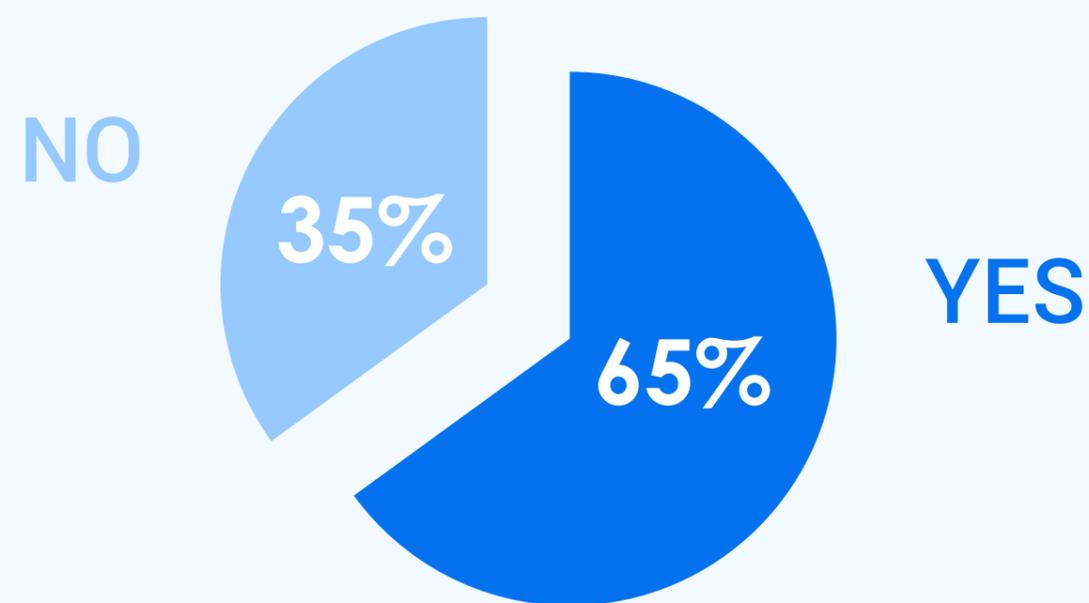
DWG's 'The State of the Digital Workplace 2019' report interviewed over 450 executives on their digital workplace scenario. It found that last year, **65% of organizations** had a digital workplace strategy in place.

That's a **19% jump in just two years**, compared to 46% of companies in 2017.

When asked about their **implementation process**, many respondents were found to be in the **advanced stages** of activating core tools, such as Office 365. Two-thirds were in or beyond the "implementation phase," and only 5% had not yet started.

Match DWG's findings with the prediction that the digital workplace market value is set to reach **\$35.7 billion by 2023**, and one thing is clear – it is not wise to be part of the 35% who are not executing an effective workplace strategy. Inaction or half-hearted commitment to **upgrading the digital ecosystem** will inevitably mean falling behind competitors.

Do you feel your organization has an established **digital workplace strategy** or program?



Source: CMS Wire, 2019

**The digital workplace
market value is set to
reach \$35.7 billion
by 2023**

Source: CMS Wire, 2019

Six excellent reasons to invest in technology now

Here's how today's digital workplace is benefitting the companies that invest.

1

Improved customer - and competitive services

Customer service: enable employees to serve customers faster with better access to the company data they need.

Stay competitive: adopt the latest research and development tools that speed up product cycles and time-to-market rates.

2

Increased employee productivity

Introduce automation: automate manual tasks and let employees focus on generating higher value for the business.

Streamline workflows: introduce ability, flexibility and cater to the 'always on' digital workforce to maximize processes and output.

3

Free up IT professionals to realize their full potential

Adopt user-friendly technologies: **A Forrester report** shows document automation can free-up IT resources by 95%.

Automate manual tasks: Adopting easy-to-use, sophisticated software can reduce IT dependence with automatic updates and simple software interfaces.

4

Reduced operational costs and hot-desking models

Cut operational costs: implementation of cloud-hosted remote working tools opens the possibility to reduce office space rent and travel costs.

Hot-desking models: recent studies have shown that hot-desking models can **save businesses up to 30%**.

5

Organizations kept secure and compliant

Keep data safe: Misconceptions around security and cloud are all but refuted, with Microsoft Azure used by **90% of Fortune 500 companies**.

Built-in digital workplace security tools: Azure Security Center, Azure Active Directory, Key Vault, and Multi-factor Authentication offer layers of protection.

6

Attracting and retaining top talent

Technology attracts talent: Over **80% of millennials** consider a company's technology before accepting a new job.

Remote possibilities: **64% of employees** would accept a lower-paying job if the organization enabled them to work remotely.

03

How to make cloud work

A look at modern IT infrastructures, intranet and cloud migration

Where does the intranet fit in today?

It may be an old technology, but it's making a comeback.

Despite recent statistics claiming that **90% of intranets fail**, interest in the **intranet** has seen a resurgence in recent years. The technology is heralded as one of the **all-important digital workplace tools** to foster better employee experience, connect global teams, and distribute vital company information.

In 2019, **Gartner** reported *"modern intranets have evolved to be a key ingredient in digital workplace strategies. If your intranet is in disuse, it's high time you evolved it into a modern one."*

Historically intranets have been **built on-premise** and **customized for the individual** organization. Intranets of the 90s tended to be simple, static sites. In contrast, in the 00s, influenced by social media's rise, businesses started to try to mimic these forms of communication to **encourage engagement** with these internal platforms.

Rather than optimizing engagement, the 90s or 00s style models have produced several significant problems, including **unclear governance and purpose, lack of engagement** and **poor user experience**.

Top 10 reasons intranets fail



Source: CMS Wire, 2019

"90% of intranets fail."
- Simpplr, 2020

Cloud-enabled intranet

New intranets are cloud-enabled and factor in employee experience.

One of the biggest takeaways from traditional intranets' failings is their inability to put **employee experience** at the center of their design.

Fortunately, **newer cloud applications** have come to market with all the solutions that dated intranet platforms failed to deliver. This new wave of intranet providers has addressed their predecessors' mistakes to include **advanced search, design, communication, governance, metrics, and accessibility**.

Core capabilities for the modern intranet

SEARCH

Content and metadata search, filters and facets, summarization, smarter recommendations

MOBILE USER INTERFACES

Responsive design, native apps, branding and template design tools, user preferences, multilanguage support

COMMUNICATION

News feeds, live town halls, video streaming

COLLABORATIVE CONTENT SERVICES

Repository services for documents, integration with common office productivity tools, page and site editors, comments and feedback, team or departmental workspaces

GOVERNANCE

Review workflows, expiration and update triggers, archiving

ANALYTICS

Consumption and usage dashboards

CLOUD ARCHITECTURE

Subscription pricing models, continuous innovation and security patching, reduced infrastructure burden

Source: Forrester, 2019

What modern intranets bring.

Unlike their predecessors, **modern intranets** are **easy-to-use, enable users to co-create** (and not just consume content), company information is kept **monitored and secure**, and employees can **access** information on-the-go, from **any location**.

New intranet providers tend to deliver their services as **seamless add-ons** within suites your teams are already using, minimizing disruption. For example, Microsoft enables its subscribers to build **intelligent intranet products** combining SharePoint, Yammer, and Teams. They've also unveiled highly anticipated plans to offer next-level intranet services with their upcoming **SharePoint plus Teams** integration.

What does a modern IT infrastructure look like?

Evergreen and connectedness are at the core of ideal infrastructures.

One of the critical elements of a modern IT infrastructure today is that **it's connected**. It has never been more important to **control what data you own, where it's stored, and how it's used**.

A lot of this control relies on **systems' ability to integrate** into each other and thereby **use data stored** in other connected systems. If your IT infrastructure cannot properly connect, share, and use data from other systems, it's a clear sign that it's **time for an update** of the IT infrastructure.

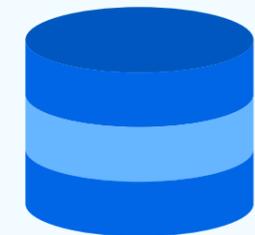
Another trait of a modern IT infrastructure is that you **don't have to maintain it yourself**. Advanced IT systems are **evergreen**. They undergo **continuous development** by companies **specialized** in creating their specific service. If you, as a company, have to maintain or even develop systems for your own IT infrastructure, then it's for sure outdated.

Key traits of a modern IT infrastructure

Connectivity: systems need to speak to each other through **strong integrations** that allow them to **share data** effectively.

Evergreen: continuous **development and updates** by companies specialized in specific services mean modern IT systems should **not require maintenance**.

Breaking the silos of on-premise and migrating to the cloud affords **connectivity** and **evergreen** solutions



DATA



ON-PREMISE



DATA



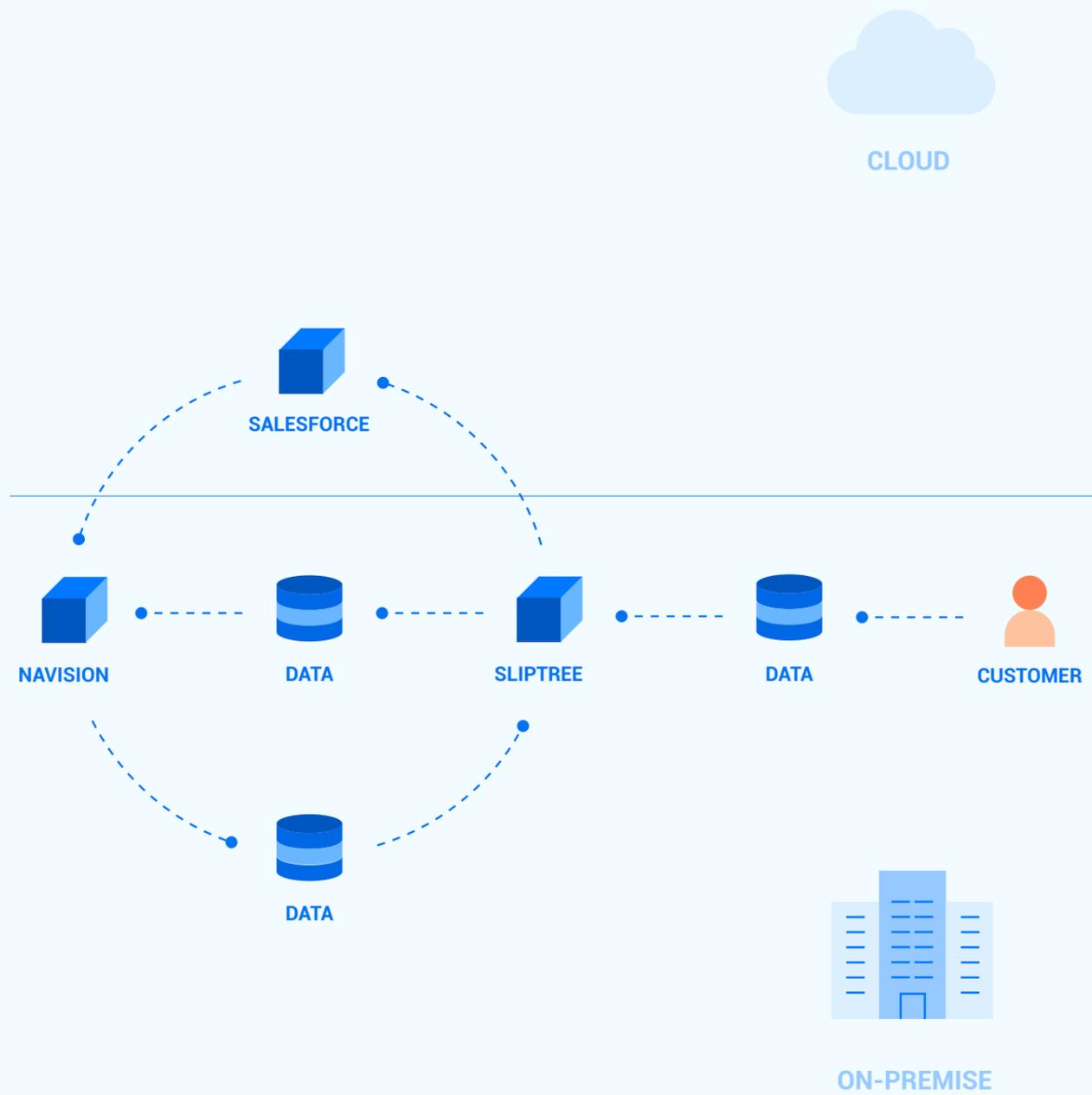
DATA



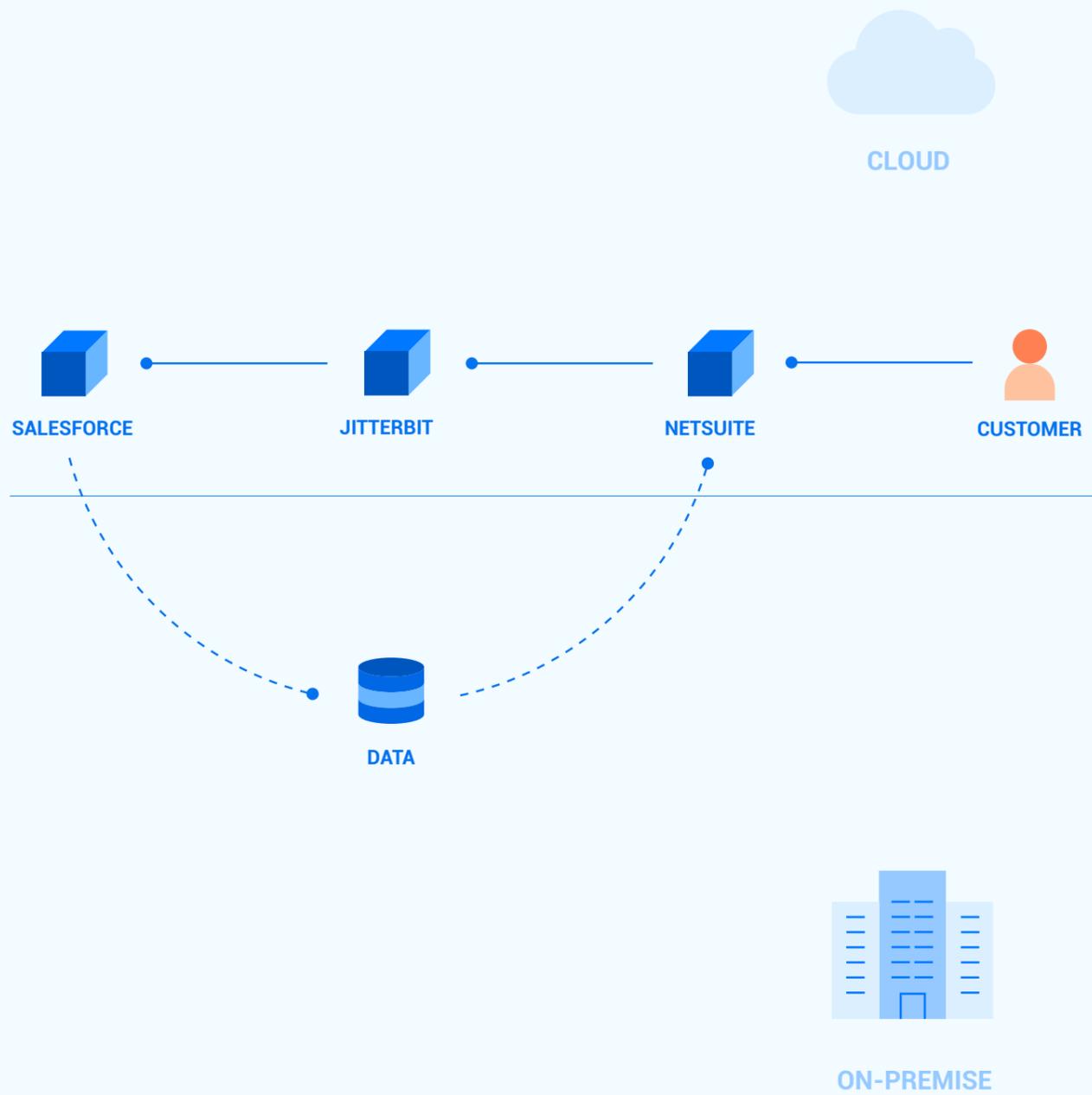
DATA

Illustration of how a finance department automates handling of customer data using connectivity to reduce data handling steps.

BEFORE: 0% AUTOMATED



AFTER: HIGHLY AUTOMATED



What cloud enables

The benefits of moving to cloud are compelling most businesses to transition.

1

Cutting cost and a compelling return on investment

Most cloud providers offer **pay-as-you-go** services, so companies are paying only for what they need. And with easy access to company data, **time and money are saved** in project startups. The result is lower costs and higher returns.

2

Less maintenance, more innovation for IT teams

With less time spent chained to old intranet platforms, your IT team can **switch from maintenance to innovation** mode. By cutting out a lot of the manual work, IT teams are freed up to focus on a digital workplace strategy.

3

Security improvements after switching to cloud

94% of businesses saw an improvement in security after switching to the cloud, and 91% said the cloud makes it **easier to meet government compliance requirements**. The key to this amped-up security is the encryption of data being transmitted over networks and stored in databases.

4

Damage control

Cloud-based services provide **quick data recovery** for emergency scenarios, from natural disasters to power outages. While **20% of cloud users claim disaster recovery in four hours or less**, only 9% of non-cloud users could claim the same.

5

Higher business value

Cloud migration is an **essential step** to building a futureproof digital workplace. From modernizing cloud-ready data to choosing the right provider, it **positions the IT team to demonstrate far more value** in the company.

Expert opinion: Oskar Konstantyner

Remember that the business outcome should be the same after the transition. But the processes will likely change.

How do you manage a smooth migration to the cloud?

*"It's important to carefully examine **how your current on-premise setup works** and how a **similar setup** will look like in the cloud if you want to transition from **on-premise to cloud smoothly**. Many on-premise solutions have some custom or homegrown components. And it's vital that when migrating to the cloud, you **don't break your business's key workflows**.*

*However, while the work that should be done stays the same, the **way it's carried out probably should be changed**. Cloud migration is an excellent opportunity to **evaluate the workflows** in your business. A clear understanding will prepare you to change them to **fit the modern cloud-based workflow** that you're about to adopt."*



Oskar Konstantyner, Head of Product, Templafy

04

Microsoft's smart digital workplace

The principles and initiatives of a best-practice digital workplace

Microsoft's intelligent work environment

Designed with three main priorities: Get here. Be here. Work here.

Following the release of Azure Digital Twins and having spent the past few years actively **redesigning every office** into a smart digital workplace, Microsoft is one of the **best digital workplace company examples** of how to create intelligent work environments.



“Our vision of a digital workplace that empowers employees and visitors to achieve more will transform the everyday reality of hundreds of thousands of employees, vendors, partners, visitors, and guests. We want the digital workplace at Microsoft to serve as a model of workplace productivity and an inspiration to our customers around the world.”

- Microsoft Corporation, 2020

Today, 58 percent of CEOs rank business growth as their number-one priority. *This focus on strategic growth powered by digital transformation means that rather than managing hardware and software, IT must consider how to provide tools and services in a way that most enables employees to innovate.

1. **Support multiple device platforms** and enable employees to access cloud-based business apps either from their personal or corporate-issued devices in a secure way.
2. **Automate processes** such as pre-configuring new devices, enrolling devices in MDM services, or configuring device groups based on user roles. Create more **self-service solutions** such as self-service enrollment of mobile devices to enable employees to access the apps they need and work the way they want.
3. **Customize cloud-based solutions** to business needs using APIs and developing analytics to identify opportunities to improve IT operational effectiveness.
4. **Implement a simplified user experience** by enabling single sign-on (SSO) and creating user profiles that provide all the tools employees need to be productive at their jobs.
5. **Ensure anytime, anyplace access** to information and tools to support flexible work styles and provide the right level of service for the proper context.
6. **Increase operational effectiveness** by using data analytics to uncover inefficiencies across the organization, determine gaps in security and compliance, or anticipate device issues.

05

What to expect in 2021

Global trends in digital transformation

Six digital transformation trends to watch in 2021

1 COVID impact on the digital workplace

2020's global pandemic forced workers around the world to **work from home**. Those who previously felt the digital workplace wouldn't work for their organization had to **adjust to working remotely** and **commit to a complete digital workplace transformation**.

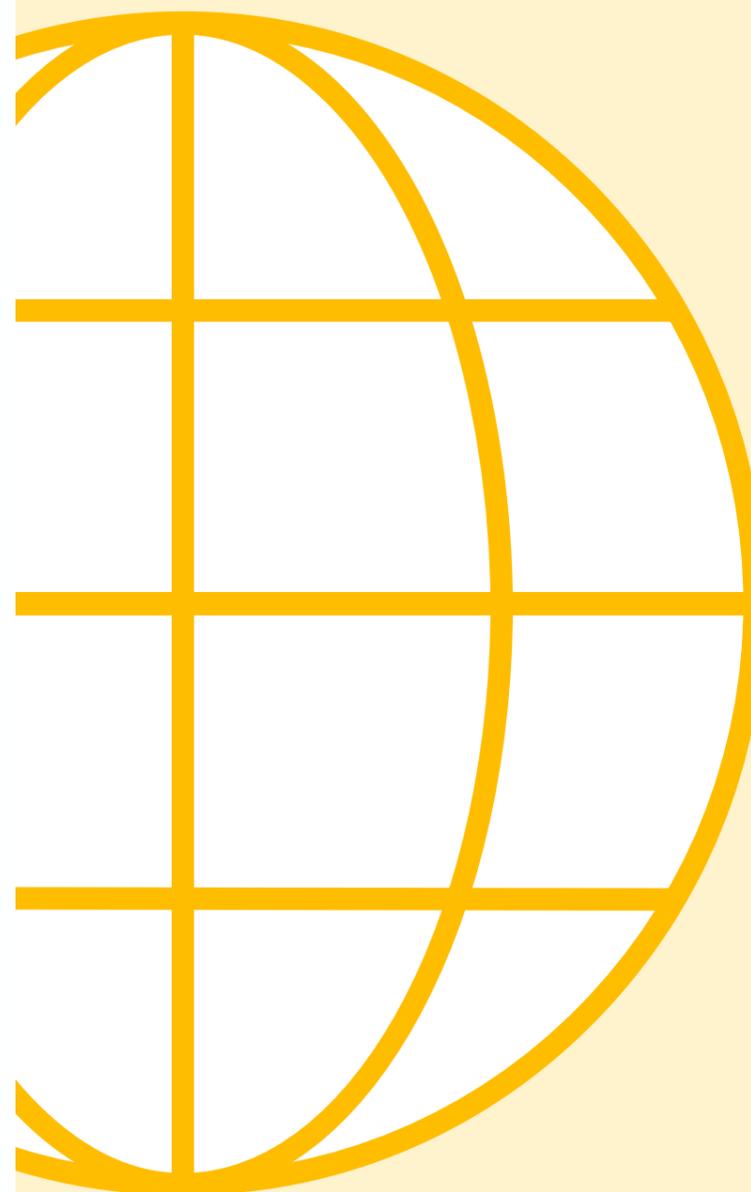
This year has catalyzed a growing trend of **remote working** into **the new norm** and will inevitably unlock **long-term cultural changes** and **budget shifts** to futureproofing the digital workplace.

2 Digital workplaces and a lack of buy-in

In DWG's [State of the Digital Workplace 2019 report](#), respondents were asked about **key challenges** digital workplace teams faced:

- Budget constraints (37.5%)**
- Competing initiatives or departments (26.5%)**
- Lack of strategic direction (25.4%)**
- Organizational culture (22.7%)**
- Lack of cross-departmental collaboration (18.6%).**

A trend of stifling attitudes from leadership prior to COVID-19 saw **budget constraints** and a **lack of shared vision and strategy** among the challenges to realizing full potential of the digital workplace.

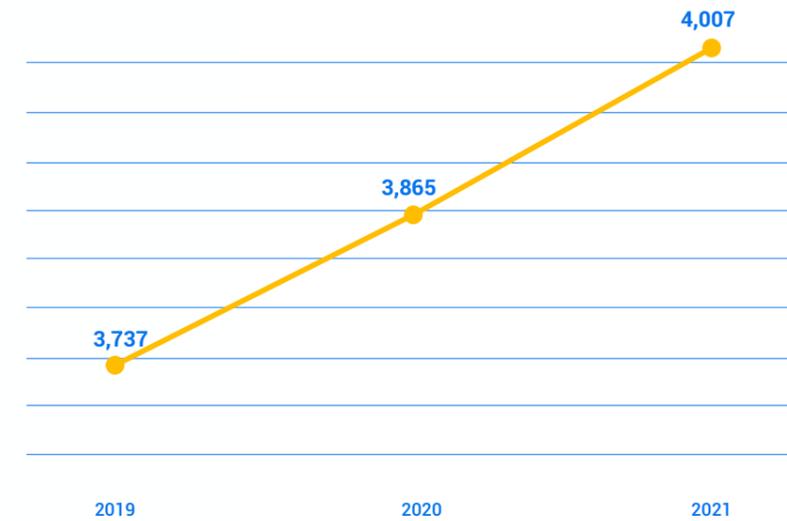




3 Global IT spending continues to surge

Global IT spending in 2019 continued its **3.4% year-on-year** increase and is on track to surpass **\$4 trillion in 2021**.

Worldwide IT spending forecast (billions USD)



Gartner's latest projections identified **enterprise software** to be the **fastest-growing major market**, growing at a rate of **10.5%**, while traditional non-cloud IT purchases, such as hardware and devices, saw a decrease in spending, indicating **cloud is becoming the new norm**.

4 Companies opting for 'soft' rather than emerging technologies

Document management software was rated the **most important digital workplace technology** according to **DWG's 2019 study**, with **73.1%** describing it as 'very important', followed by enterprise search (66.3%), group chat (64.4%) and knowledge management (63.5%).

Comparatively, emerging technologies such as AI and microservices received the least amount of interest.

5 Interest and efficiency in technologies have yet to match up

According to a [DWG study](#), a major factor in the disparity between interest and efficacy was the nature of an organization's digital workplace strategy or plan.

Companies with **well-developed strategies** reported tools were **"working well."** Those with plans **in progress or no program** at all were much **more likely to struggle** in maximizing the potential of their workplace technologies.

6 Customer service became a top workplace priority

Customer service has become a **digital workplace transformation driver** in the past year.

Studies have found a link between **improved employee experience** and customer experience (CX). [Temkin Group](#), for example, suggests that companies **leading in the CX space** have up to **60% more engaged** employees.



GLOBAL TRENDS

"The honeymoon phase of cloud systems is over, and the challenge is no longer to find and implement cloud systems. It's rather to find the right systems that make sense for the workflows in your specific company."

- Oskar Konstantyner, Templafy

06

The digital workplace and documents

How cloud template management fits into digitally transforming IT infrastructures

Template management cloud solutions

Given the time spent and numbers of documents created daily, template management systems are a central part of IT infrastructures everywhere.

Document templates are central.

Most office workers spend large portions of their workdays creating and sending documents, presentations and emails.

Recent global statistics place annual workplace output at approximately **500 billion Microsoft Office documents**, while **306.4 billion emails are sent and received daily**. These numbers alone place cloud-based template management as a crucial player in the modern digital workplace.

What template management does.

A cloud template management system can **pull in data** from other connected IT systems and **automate** parts of the document creation process.

It **affects the workflow** of nearly every office employee, from the consultant creating pitch decks to the legal department creating contracts.

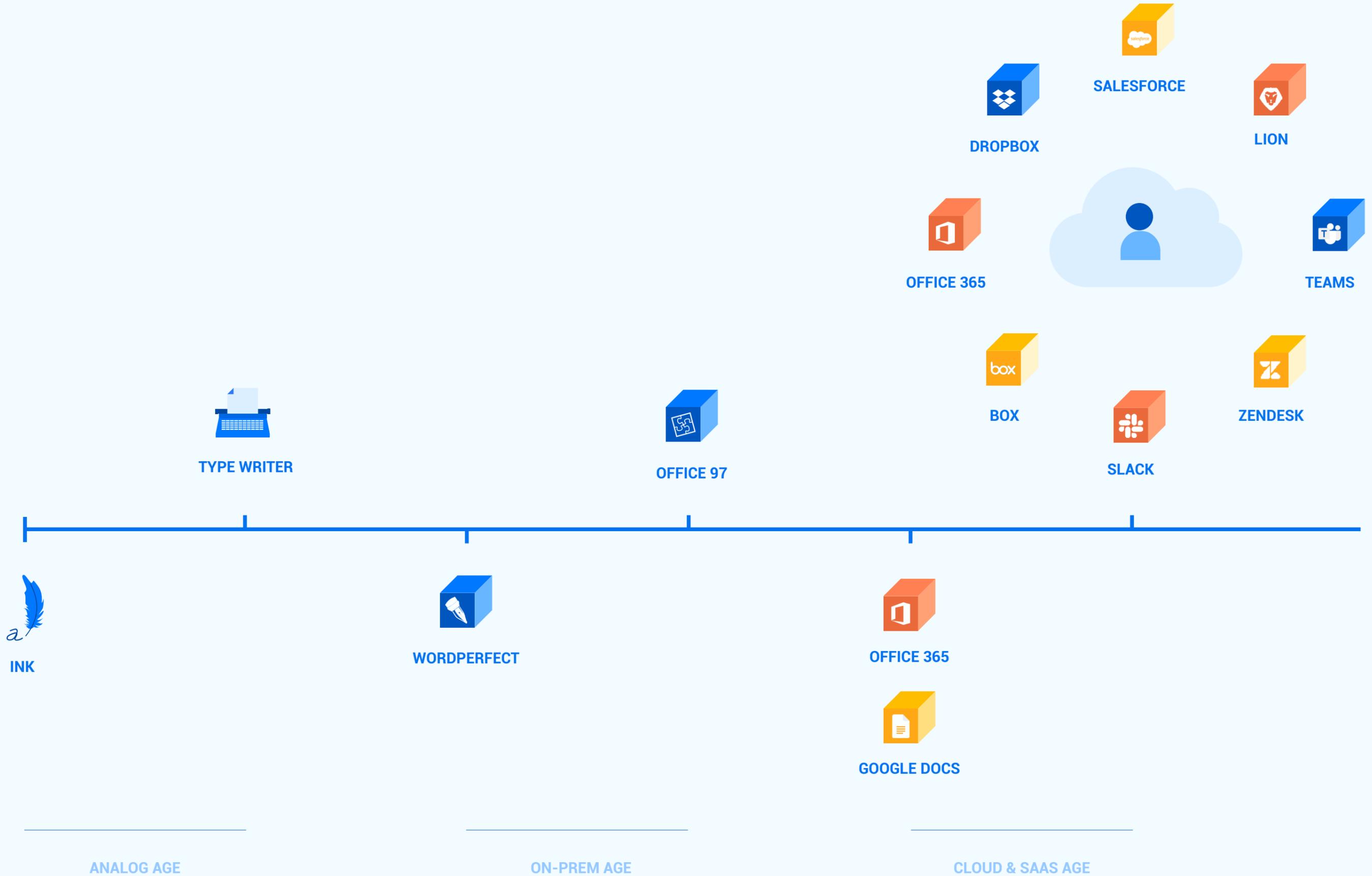


500 b

500 billion Microsoft Office documents annually

Source: BUSINESS INSIDER , 2014

THE HISTORY OF BUSINESS DOCUMENT CREATION



Each system in an enterprise ecosystem is in some way designed to help users be more productive in their work. Template management brings that power to document creation.

How does template management fit into the digital workplace?

Template management is often categorized within the area of **Enterprise Content Management (ECM)**. It fits in because, similarly, template management involves **managing and bringing content to users**.

ECM works with **governed material** and defined output. For example, a **content management system (CMS)** delivering enterprise governed content to a website typically comes within the scope of ECM.

What does adding a template management system bring to an ECM setup?

Template management systems add the ability to **control document and presentation workflows** and **automate** a lot of manual work. The benefits include **employee productivity** and **document compliance**.

A template management system can **pull in data** from all the other systems in a document workflow and use automation to fill in what needs to be filled in. It will **prevent human error** and make **people more productive**, because it cuts out the need to spend time finding data.

For example, if an employee is making a contract via the **company's CRM system**, by simply clicking "create a contract," the template management system opens in Word. All company-approved paragraphs required are **automatically added**, because it **knows what is required** from the CRM system.

The employee might just have to make a few manual changes, then save it and send it. **That's the power of template management.**

The benefits of implementing cloud **template management**



SAVING TIME AND MONEY



ENSURING COMPLIANCE IN COMPANY DOCUMENTS



MEASURING AND OPTIMIZING WITH ANALYTICS AND TRACKING



FUTUREPROOFING IT INFRASTRUCTURES

07

Implementing cloud-based template management

Fitting existing IT infrastructures and supporting digital transformation

Expert opinion: Anders Jørgensen

Adopting a cloud-based template management system can take place at any stage of a company's digital transformation journey.

Can Templafy exist with existing on-premise systems?

"Templafy lives inside Microsoft Office and can exist in both **on-premise and cloud versions** of Office. For on-premise Windows-based systems, we generally deploy Templafy as a VSTO add-in, and for Office online, we deploy a web-based add-in.

Because Templafy has the **ability to work both on-premise and online**, we have the capacity to serve clients at **any stage of their digital transformation.**"

How does Templafy manage security?

"Our clients span from small consultancies to some of the biggest companies in the world. It is a crucial part of providing software that **security is prioritized** and so we don't settle for less than **enterprise-grade** security.

We have a **strong focus on tenant isolation** in all layers of our application and this is verified by a penetration test which is completed twice a year."



Anders Jørgensen, Global Post-Sales Engineer, Templafy

Expert opinion: Anders Jørgensen

In which environments can Templafy run?

"Templafy is designed to ensure that our software runs in **all client infrastructures**. It can run on PCs, in server environments, for example, Citrix, Macs, and Office online."

How does implementation work in practice?

"We have an **agile approach** to implementation where we work in close collaboration with the client. To support our agile approach, we are following an **implementation framework** which we adjust for each implementation – since clients have **different needs and processes and procedures**. On a technical side, we support modern **Single-Sign-On** technologies and deployment methods such as **SCCM and GPO**."

What's expected from IT for the setup, hosting and security?

"During any implementation, we work closely with the client's IT. Out of the box, Templafy is fairly **simple to implement from the client IT side**. The client IT generally engage with **authentication** (Single-Sign-On and AD integration) and **deployment** of the software."

From an implementation perspective, we in Post-Sales focus a lot on **ensuring that the client IT fully understands Templafy** from a **product and technical standpoint**. We strongly aim to give the client IT a **seamless experience** working with and implementing Templafy."

DEPLOYMENT: AGILE AND FLEXIBLE



COMPLETE IMPLEMENTATION

Templafy supports MAC, PC and CITRIX deployment.

Deployments are typically tested on **20% of expected users** in one of their environments. **After a successful test**, deployment to the remaining **80% of users proceeds**.

Futureproofing IT infrastructures



Success in today's complex and fast business environment depends on decision-makers' agility to **quickly optimize** based on changes in market conditions or employee preferences. Having a **mature, connected and futureproof digital workplace** is fundamental.

Here are **five key pivot points** that organizations should have in place to successfully **progress towards digital maturity**:

1. **Secure and flexible infrastructure**
2. **Effective data management**
3. **Integrated IT ecosystem**
4. **Intelligent workflows**
5. **A dedicated digital strategy**

08

How Templafy supports digital transformation

Integrating the essential everyday workflows

Templafy and digital transformation

Since 2014, Templafy has been helping enterprises around the world to digitally transform their company's document ecosystem.

Templafy's platform sits at the center of enterprise document ecosystems. It integrates with existing IT infrastructures impacting productivity, compliance and the ROI of integrated systems.

How Templafy supports digital transformation.

Templafy's solution integrates into existing IT infrastructures, whether on premise or in the cloud, maximizing investment in existing systems.

By placing Templafy where the user is through integrations, users enjoy a seamless workflow experience. The centralized Admin puts content management tasks back in the hands of the content managers, eliminating the need for IT involvement in content update and distribution.

To find out more about how Templafy can help your company prepare for the future, click below to learn more or get in touch to speak with one of our experts today.

[Learn more](#)

DOCUMENT CREATION PROCESS

Smart templates connect company data directly to the user



ACCESS

Library

Find all templates and assets available in document creation apps



BUILD

Dynamics

Automate document creation with dynamic templates and automatically inserted company content



CHECK

Validator

Keeps an eye on presentation slides that have been flagged as important by the company

ProductivityPlus

Adjust and unify with advanced productivity tools for presentations

Check for PowerPoint

Check presentations for inconsistencies in content, formatting and layout



EASY CONTROL WITH ADMIN

Manage, distribute and track company content without using IT resources

MANAGE

DISTRIBUTE

TRACK

ADDITIONAL FEATURES

OFFLINE MODE

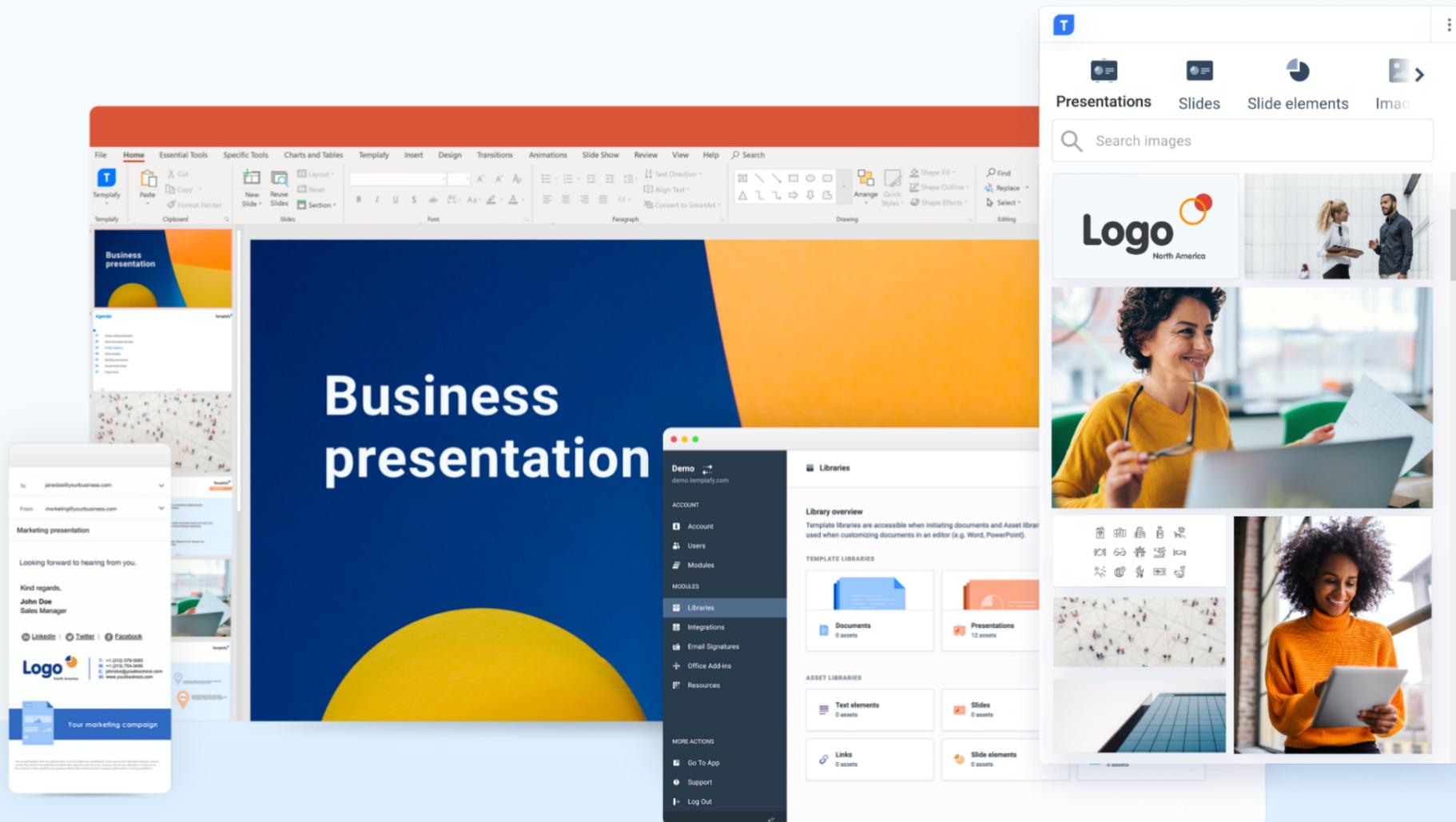
EMAIL SIGNATURE MANAGER

INTEGRATIONS

FONT DISTRIBUTOR

EMAIL SIGNATURE CAMPAIGN MANAGER

ANALYTICS AND REPORTING



Find out
more

Book a demo

Templafy

Learn more at templafy.com