

Empowering the Digital Workplace

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Abstract

Digital Transformation is the major trend across all industries. There are two aspects of Digital Transformation: Digitization as an automation of business processes at all levels – but this alone would not be new. The IT industry has been trying to accomplish that for many years. More important is the transformative aspect, which Atos has defined as “Digital Shockwaves” that will transform our work and personal environments, creating new opportunities as well as new threats for enterprises. Atos recommends businesses to look at four areas in order to ride the Digital Shockwaves: Firstly, business models will transform, because data, connectivity and transaction systems enable new ways to organize business. Secondly, ways of working will change, with the digital workplace being much more virtual, collaborative and flexible and people will collaborate with machines and virtual beings in completely new ways. Thirdly, with highly increased compute capacity and connectivity, the Internet of Things enables connected objects to self-organize and configure around the changing needs of the users. This will result in a shift from mass production to full customization. And lastly, with deep learning and automated decision making, the challenges around Identity, Privacy and Security will increase.

With the Digital Transformation the workplace has become a Digital Workplace – and as such a New Way to Work has evolved. The global workforce is increasingly mobile and connected. There is a strong need for anytime and anywhere collaboration tools. New tools that will enable workers to connect remotely to their business applications from wherever they are, whenever they need, and have the same experiences and capabilities they have when at their office desk. Instead of a phone on every desk, it is about enabling a team’s success through dialog and conversation. Organizations need to deliver information contextually, automatically and in real-time to their people. Organizations of all sizes and industries are deploying collaboration tools in order to increase productivity, reduce costs and complexity, and make collaboration better.

In the past, solutions have been purely technology focused. Newer approaches focus on the aspect of teamwork and how to improve this. Unify, the Atos specialist for communication software and services, has been the trend setter with “New Way to Work” messaging and content. We were also the first to focus on the human aspects of teamwork and productivity, described as “humanize the digital workplace”, making the user experience and the gains in team productivity a differentiating value proposition. “Engaging in the on-demand economy” further extends the New Way to Work messaging into new consumption models. Increasingly, sharing and subscribing to applications trumps owning and maintaining those same depreciating assets.

This is backed by current market numbers: The enterprise communications market is continuing its major shift from premise-based deployments to cloud-based services. In Europe from 2016 to 2018, the cloud-based market will grow at a double-digit growth rate, while the premise-based market will grow only slightly. This growth is only resulting from an accelerated IP adoption, while the TDM lines are shrinking significantly. Another element of this shift to cloud is the advent of Communications Platforms as a Service (CPaaS). By delivering “on-demand” services capabilities and embracing new customer engagement models, vendors will help customers to become more agile and responsive enterprises (example Circuit and UC as a Service by Unify).