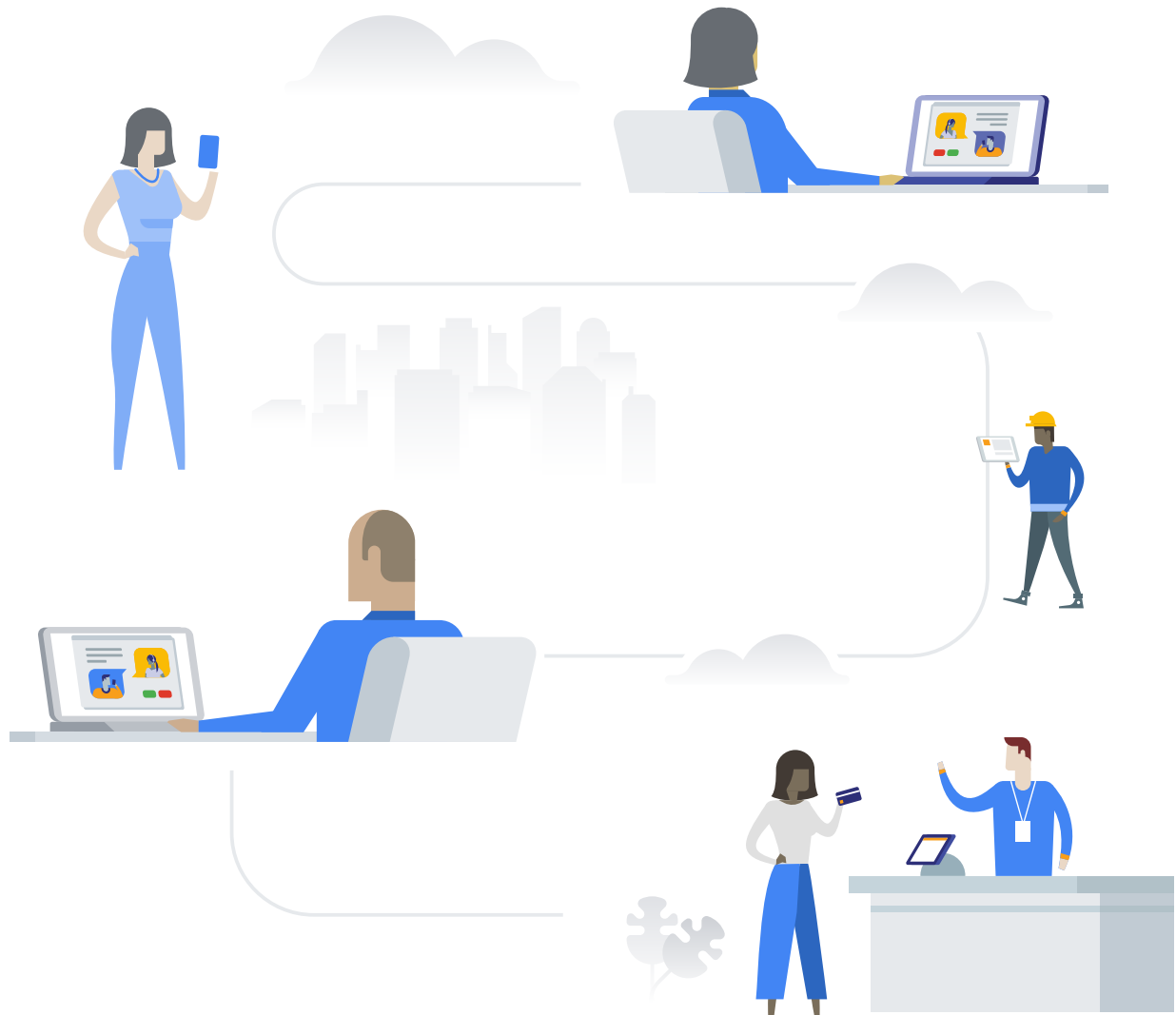# Cloud Workers and Enterprise Technology

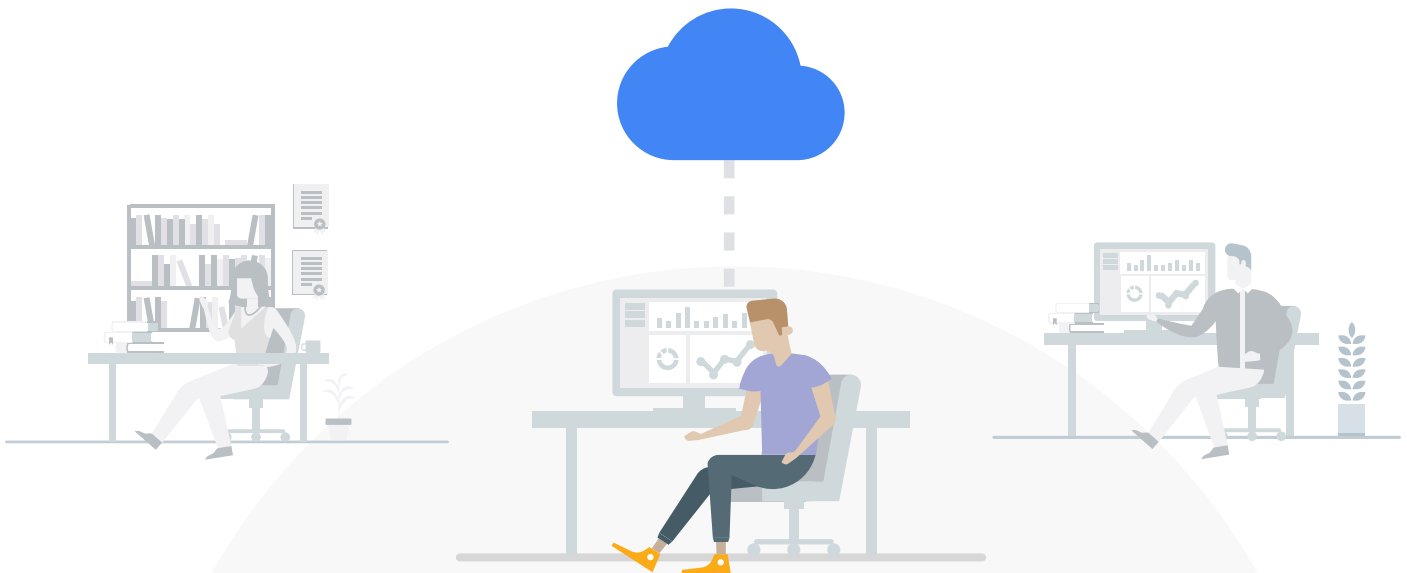Head in the cloud is right where you need to be

The traditional workplace is no more

The evolution of technology has created a shift in the way we live. As a result, the traditional bricks and mortar workplace is changing.

With the proliferation of browser usage, apps, and smart devices, cloud computing is commonplace in everyday life. We utilize technology to stream on-demand content across multiple devices, to order takeout food, to book taxis, and to communicate with our friends and family. This trend has given rise to a new breed of worker – the cloud worker. Accustomed to seamless online functionality, individuals want to emulate this experience at work, and gain access to information and services without the barriers of legacy tools.
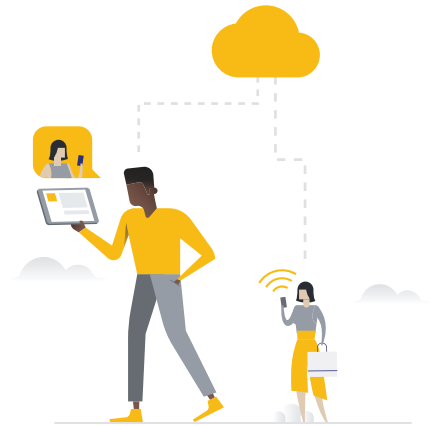
As a significant number of workers are already in the cloud, the necessity for organizations to make this happen is becoming more and more urgent. In fact, **one in four information workers** in today's enterprise environment are already using cloud-based apps and SaaS tools to operate from any device, at any location. They're spending **more than three hours** in the browser, using cloud-based apps and SaaS tools to get their job done.[*]

Now is the time for organizations to equip their cloud workers with the right technology and tools so they can focus on developing insights, making critical decisions in real time without disruption, and, ultimately, driving competitive business advantage.

* "Rethink Technology In The Age Of The Cloud Worker", a commissioned study conducted by Forrester Consulting on behalf of Google, May 2018

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Technology Has Sparked A Cultural Shift

It's no secret that the world of enterprise technology is constantly evolving, propelling cultural and technological change in organizations of all shapes and sizes. As a result, a few key trends have emerged in the workplace:

83%

> 3hrs

96m

Organizations are moving to the cloud

83 percent of enterprise workloads will be in the cloud by 2020.*

Browser is the new desktop

People are spending more than three hours in a browser at work. Within this group, two thirds use Chrome, compared with Internet Explorer and Firefox.**

Work is no longer a "place", but a "space"

The mobile worker population has grown at a steady rate, increasing from 96m in 2015 to an expected 105m in 2020***

Knowledge Is No Longer Power

Companies have never collected or controlled as much data as they do now

The penetration of search engine technology is empowering all people, regardless of their technical skills, to access data (from keyword searches to transaction histories) to make more informed decisions. As more organizations seek to decentralize decision-making and increase responsiveness, they are actually empowering more workers by putting meaningful data at their fingertips. What does this mean? Collecting data is no longer the hard part—it's identifying the 20 percent of insights that will generate the biggest impact, integrating it across sources into existing business models, and converting it into value.

What does this mean for modern enterprises and workplaces?

In today's environment, processing power, valuable insights, and speed are paramount. In fact, 80 percent of employees agree that their success depends on instant access to information from a variety of sources.*
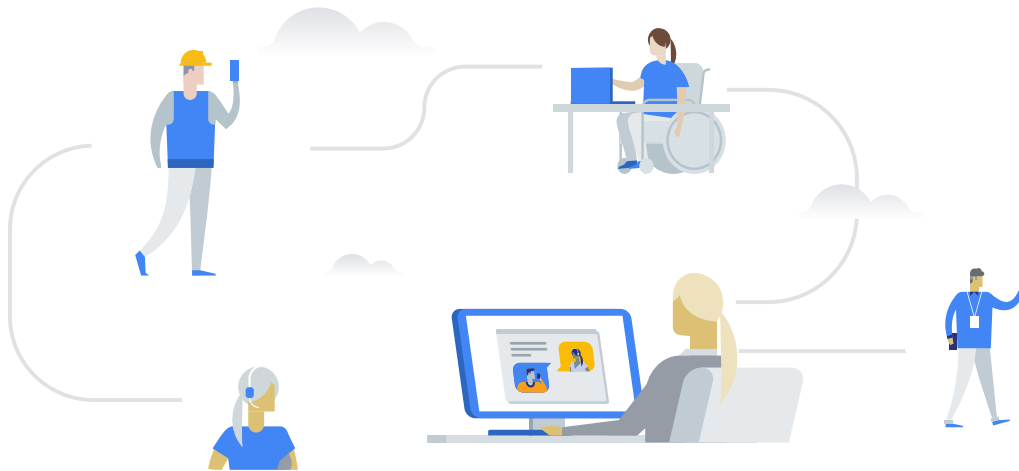
The whole is greater than the sum of its parts

The speed with which organizations need to process and analyze data to remain competitive is vastly surpassing the ability of traditional information workers. More than nine in ten workers (94 percent) recognize the importance of collaboration, and 83 percent already use cloud technology to do so. Companies urgently need to facilitate this new type of worker who can enable business decisions in real time.**

* "Rethink Technology in the Age of the Cloud Worker", 2018

** Dimensional Research, "Collaboration Trends and Technology: a Survey of Knowledge Workers", 2015

Employees Have Evolved

Cloud is Getting Personal

Both cloud and cloud native apps have changed the way we live day-to-day in our private lives. For example, did you use Uber or Lyft this week when you were running late? Perhaps Google Maps helped you get to a client's office or a restaurant? Maybe you spent some time listening to Spotify on the bus, or watching Netflix with your family?

The reality is that we are already in the cloud, all the time.

It should therefore come as no surprise that employees are starting to expect their workplace to reflect this shift. They want their professional tools to be as familiar, seamless, and engaging as the cloud applications they use at home and outside of the office.

Workers Want the Same Experience

The future of the workplace has started to take shape. Today's business environments are more virtual, more connected, and thrive on real-time collaboration.

Efficiency. Connectivity. Speed. Reliability. Security. Undisrupted access.

These are all the qualities workers expect from their enterprise tools and applications in order to do their job to the best of their ability.

94% **According to recent Forrester report, 94 percent of workers consider browser-based apps easy, if not easier to use than desktop apps.***
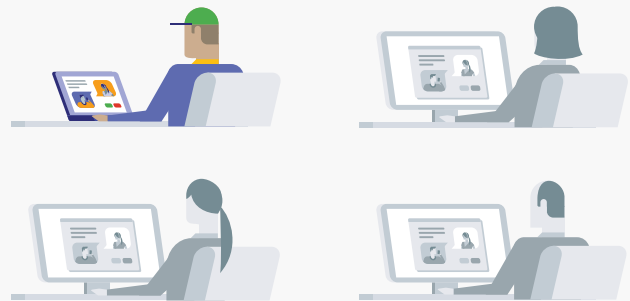
Enter The Cloud Worker

The next generation worker has emerged—one that embraces cloud technology to serve their mobility and collaboration needs. Free from the constraints of a physical device, they operate in a world where their workspace is in the cloud and can be accessed anywhere, on any device.

They are more likely to operate beyond a structured 9-to-5 routine, spend significant time on the go, use shared devices to access information, and work in diverse, global teams.
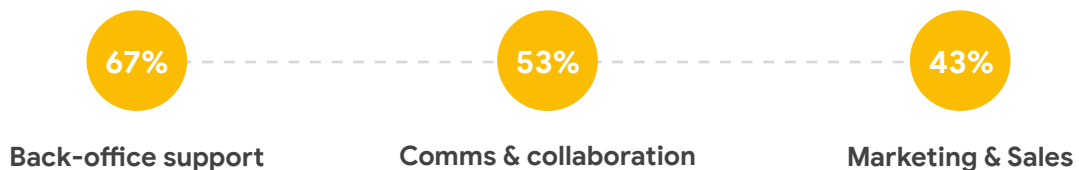
This new type of employee is changing the face of work as we know it, bypassing traditional practices to achieve greater enterprise value than ever before.

This is the cloud worker.

This is not a futuristic idea. One in four of your information workers are already cloud workers.

Cloud workers are already operating across a variety of industries and departments. Early adopters who prefer utilizing SaaS by workload can be found in:*

67%
Back-office support

53%
Comms & collaboration

43%
Marketing & Sales

The Legacy Problem

Legacy on-premise infrastructure can't support new ways of working.

Not built to uphold or protect a working cloud environment.

Unable to sync across devices, leaving employees disconnected.
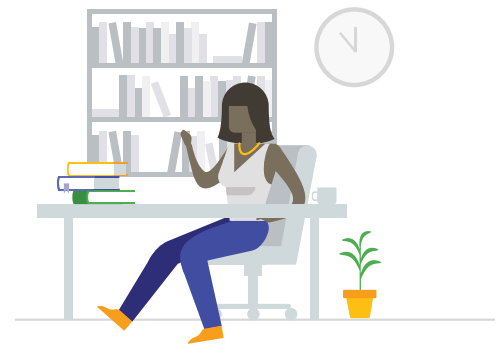
High IT maintenance costs.

Demanding on-device storage requirements.

A Spotlight On IT

Despite the preoccupations of today's working culture with agility, efficiency, and productivity, enterprise tools are still lagging behind.

A 2017 State of Automation Survey* found that more than **40 percent** of workers say they avoid using selected software applications at work, because they run too slowly to get their job done efficiently. The same study showed that **4 in 10 workers** say they currently spend over a quarter of their work week on manual, repetitive tasks.

The result? Besides seconds, minutes, and hours of wasted time, organizations globally risk losing opportunities, profits, and, most crucially, their employees.

What You Need to Know

1. Your workforce has evolved, but legacy technology is hindering real progress.

2. To gain and maintain competitive advantage, organizations must reduce technology barriers and empower employees for optimal productivity.

How Can You Unlock More Value For Your Teams?

Gartner states

"Cloud-first strategies are the foundation for staying relevant in a fast-paced world."
But cloud-first strategies are also the foundation for staying relevant to fast-paced workers.

Identify, Empower, and Encourage Your Cloud Worker Segment

As IT managers, we have a responsibility to not only support business as usual, but innovate when it comes to technology. We need to provide the right tools that empower our employees to be agile, decisive (based on rich insights), and unfettered when it comes to driving the business to higher outputs.

Prepare for a dynamic future by identifying those that would benefit most from access to cloud-based tools and services, and give them relevant information anywhere, anytime, on any device to maximize business output.

Help your employees prepare for the future of automation by giving them the tools they need to succeed, today.

chrome enterprise

Introducing Google Chrome Enterprise

Those adopting Chrome as a cloud-connected, cloud-first OS are able to take advantage of other products and services, gain intelligent insights for their business, enable employees to make informed decisions, and take action on these insights in real time with a globally distributed team. This is all done with the knowledge that they are operating in a scalable and secure fashion.

Chrome Enterprise: Created With Cloud Workers in Mind

Chrome Enterprise has developed a browser, an OS, and powerful devices to suit the working methods of cloud workers and their organizations.

Born in the cloud, Chrome Enterprise allows cloud workers to securely harness the expansive functionality of cloud-based tools and services, without being tethered to a specific device or location.

In today's workplace, employees experience an average of 56 interruptions and spend a total of two hours recovering and refocusing each day.* With Chrome Enterprise, cloud workers will experience superior **workplace efficiency** and reduced downtime, with automatic background updates every three to six weeks, a fast boot time of six seconds, and a seamless experience across interconnected devices.

Chrome OS delivers a frictionless experience where workers can start fast and stay focused with **no interuptions**. It's a welcome relief from traditional laptops and PCs, which slow down the longer you use them as they fall prey to the patterns of gradual fragmentation, clutter, and corruption.

Enjoy access to **premium hardware** in a variety of form factors when choosing devices to suit your needs, from the frontline, to the office, to the field. These include, but are not limited to, clamshell, convertible 2-in-1 with stylus functionality, detachable, and more. **ML capabilities** are embedded into user workflows to boost productivity as each device adapts to an individual's work style. These devices are manufactured by leading brands, such as Samsung, Lenovo, Acer, HP, Asus, and Dell.

Technology Designed For Enterprise

Secure By Design

69 percent of Fortune 500 companies were affected by phishing in 2017, so it's more important than ever to safeguard your enterprise end-to-end. That's why Chrome OS keeps your customer and business data safe across every endpoint, with a 6 percent higher phishing catch rate than its nearest competitor.

Mitigate costly breaches and avoid human error with multi-layered protection, including firmware integration on employee devices, centralized management, and AI-driven threat detection. Auto-updates and bug fixes run in the background while employees work, minimizing disruption and maximizing uptime.

Granular Control

Chrome Enterprise Upgrade allows you to enforce policies across a wide range of criteria to choose which types of websites, apps, and extensions can be accessed by users.

Give IT more control with 200+ user and security policies, while freeing up resources from basic administration and manual patching. You will have the ability to access legacy and native applications in secure, virtual environments with seamless integration thanks to partnerships with top VDI providers, including Citrix, VMware, and Amazon Workspaces.

Smart Investment

An investment in Chrome Enterprise is **cost effective, year on year.** The ESG's Economic Value Validation process revealed that deploying Chromebooks — as opposed to other devices — in the workplace can provide significant cost savings, as well as opportunities for economic benefit in three primary areas:

1. Reduced acquisition costs, including hardware and software.

2. Reduced operational costs, including deployment, administration, support, maintenance, and power.

3. Improved business uptime, including less data risk, increased user productivity, and less downtime.

Where To Go Next

The workplace is constantly improving. Information is boundless, yet useful. Our jobs are global, collaborative, and ever-changing. The machines we use are fast, helping us get things done without interruptions. Organizations of all sizes are embracing these key shifts and discovering the wonderful advantages offered by cloud technology.

Individuals, too, are more proficient than ever when it comes to everyday online transactions, from shopping to ordering food and transport, and connecting with our loved ones. We use the cloud to operate in our everyday lives and expect our professional tools to reflect this seamless, data-driven experience.

Legacy systems are impeding progress for next generation workers, preventing them from moving quickly and making the most of collaborative tools to maximize their performance. In fact, employees spend a total of five days each year[*] waiting for technology to update or reboot. What's more, frustrated individuals spend 2.5 hours each day searching for company information[**], subsequently devoting 23 minutes refocusing after the interruption.[***]

Organizations looking to remain competitive are moving information, processes, and interactions outside the physical office space and into a virtual arena. They are successfully implementing flexible work arrangements and dissolving boundaries around where, when, and how work gets done.

Increasing diversity of locations, times, and needs for computing access, and gaining insight into these contextual moments, can help you optimize experiences for your people, rather than for specific devices.

What can you do to get on board?

Try piloting a 'proof of concept', and work with Google to define what it means to be a cloud worker within your organization.

1. **Segment your workforce and start small.**

2. **Democratize decision-making.**

3. **Break down departmental and geographical silos that inhibit cross-functional collaboration.**

4. **Identify opportunities to drive decision-making to the right parts of the organization.**

5. **Nurture agility, adaptability, and re-skilling.**

* Forrester/SanDisk, "Make Fast Data A Priority; Accelerate Revenue With Reduced Latency"

** McKinsey, "The Social Economy: Unlocking Value and Productivity Through Social Technologies"

*** University of California Irvine, "The Cost of Interrupted Work: More Speed and Stress"

Google Cloud meets you where you are and helps you grow. Start your journey with Google Chrome Enterprise today.