

IGLOO

# 2019 State of the Digital Workplace

The modern workforce is calling for the  
next generation of productivity tools



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## Introduction

The push for digital transformation in the enterprise continues to accelerate. Forrester expects the broader global collaboration (and other information management applications) market to grow from \$12 billion in 2018 to \$17 billion by 2020, representing a 42% increase.

The embrace of digital tools has improved the way many enterprises do business. But have these efforts focused enough on enhancing the working lives of employees? And even if efforts to improve communication, collaboration, knowledge management, and employee engagement do exist, are the employees themselves feeling more empowered and better equipped to do their jobs each day?

In 2018, Igloo provided a snapshot of the digital workplace. **The State of the Digital Workplace report** revealed that employees across sectors are eager to adopt tools that help them communicate and collaborate. But the report also showed technology gaps were holding these employees back — from siloed systems that make it difficult to locate documents to questionable processes that put the security of enterprises' data at risk.

To determine what effect these digital transformation efforts have had, Igloo once again took the pulse of employees in its annual project to quantify the evolving state of the digital workplace.



Igloo polled approximately 2,000 individuals at companies with more than 250 employees. These results were compared to the previous year, and additionally, new questions were added to supplement the findings in 2018.



**Employees  
are increasingly  
ready for next-  
gen solutions  
and tools**

### **The results are clear**

The current digital landscape within the companies surveyed is not meeting the needs of employees. And compared to last year, some problems are even getting worse. Survey respondents highlighted four main focus areas that prove the worth of an investment in a digital workplace platform that centralizes communication, collaboration, knowledge management, and improves overall culture and employee engagement.

## 01

### Existing technology leaves remote workers feeling left out

Despite a trend toward employees working outside the office, the survey found the majority of remote workers report challenges that could be solved by better technology solutions and a digitally centric work culture. Remote workers reported missing out on information, being excluded from meetings and struggling to access important documents.



## 02

### Knowledge sharing and collaboration practices remain risky

While employees are confident their current knowledge sharing tools keep documents and information secure and in the right hands, many of their own behaviors are troubling. The survey found sensitive documents are frequently stored and shared via email and instant message, and more secure methods that track user access and support the use of watermarks are rarely used. Additionally, employees continue to rely on non-approved applications because they are easy to use and, in some cases, because they are less likely to be monitored or tracked by their employers. The survey also found the number of employees satisfied with the apps and tools provided by their companies decreased from last year.



### 03

## The majority of today's intranets aren't meeting workplace sharing and collaboration needs

The majority of companies surveyed reported having an intranet, and the majority stated it was a tool they have used in the past week. Yet accessing information and collaborating with peers within these systems remains an issue, and in some cases, leads to wasted time and employees simply giving up.



## 04

### Coworkers are increasingly connected — but cautious

Overall, employees reported being increasingly connected to coworkers via social media compared to last year— but they are also increasingly cautious. Employees are more careful about the information they share on these channels because they have more social media connections in the workplace. Additionally, this year's data shows that younger members of the workforce aren't as hesitant about what they post on social media compared to their more senior ranking coworkers.







## **Existing technology leaves remote workers feeling left out**

It's undeniable that advancements in workplace technology have made it far easier for teams to collaborate. But in some cases, these benefits do not extend beyond the office. Remote workers should feel just as much a part of the team as those who work in the office. However, decentralized systems and inconsistent applications often prevent this from occurring.

## Challenges for remote workers

The survey found approximately seven in ten employees (69%) who work remotely report dealing with challenges they would not encounter in an office setting — and the issues they encounter are not trivial.

56% of those surveyed said they have missed out on important information, 54% have been excluded from meetings and 43% have found certain people or groups inaccessible as a result of working away from the office.

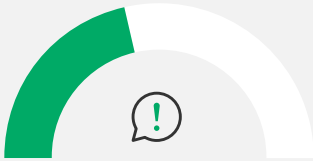
## What remote workers are missing



**57%**  
Miss out on important information because it is communicated in person.



**55%**  
Have been excluded from meetings or brainstorming because of their remote location.



**43%**  
Are unable to access people or groups.



**39%**  
Are unable to access important documents or information.



**33%**  
Have missed information about process or policy changes.



**19%**  
Are unable to find the right tool to contact someone.



## Remote work challenges increase alongside seniority. Of employees who reported working from home at least once per week:

### ENTRY-LEVEL



45% work remotely

63% find challenges

### MANAGER



61% work remotely

71% find challenges

### DIRECTOR & ABOVE



80% work remotely

75% find challenges

This data suggests an interesting disparity in the workplace. Junior employees work from home far less than their more senior coworkers, yet encounter the fewest roadblocks. Entry-level work is typically individual contributions and therefore less collaborative and reliant on others, making it easier to perform with less interaction.

Tech savviness may come into play, but the differences extend beyond that. More senior employees require access to secure documents, information, and people in order to make decisions. Without a modern digital workplace, they encounter more hiccups and hurdles on a daily basis.



## Bottom Line

Remote employees do not feel a connection to their office-bound counterparts, and the result is not just bad morale. The missed meetings and information loss reported by remote employees present a real business

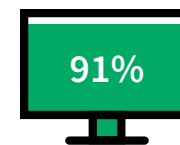
challenge for teams that results in wasted time and decreased revenue. Without a central digital workplace destination that is embraced by all employees, issues will persist and the increasingly remote workforce will remain disenfranchised.



## Knowledge sharing and collaboration practices remain risky

There is good news and bad news when it comes to security in the digital workplace. First, the (very) good news. 91% of employees feel confident their knowledge sharing tools would only allow access to authorized individuals. This encouraging finding suggests teams trust the tools their companies have provided will keep data safe. However, it doesn't always mean the same employees are actually using the provided tools to do their jobs.

Despite confidence in the security of their companies' tools and systems, employee behavior is risky when it comes to sharing sensitive or private information. 69% admit to using email to store or share this information, 26% have used instant messaging and just 14% use secure FTP.



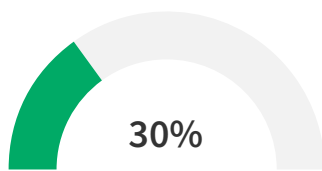
feel confident their knowledge sharing tools would only allow access to authorized individuals.

When a centralized set of tools is not present, unsanctioned apps and software (sometimes referred to as shadow IT) can lead to information being shared on unsecured systems and cause communication to be fractured and siloed in the enterprise. Of those surveyed, 50% said they used an application or piece of software not approved by their

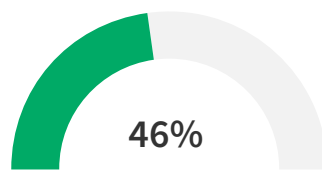
companies. 55% of these employees said they did so because it could not be monitored or tracked by their companies, and 62% said they use unsanctioned apps because of their ease of use.

Companies should treat the use of unsanctioned apps seriously, regardless of their purpose in the workplace.

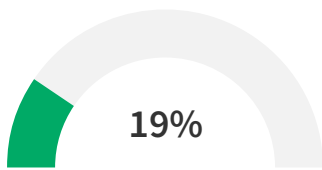
### Estimated time saved by using non-approved apps



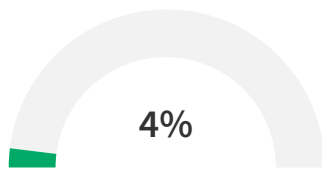
1 or less hours per week



2-3 hours per week

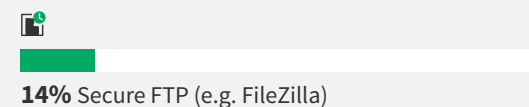
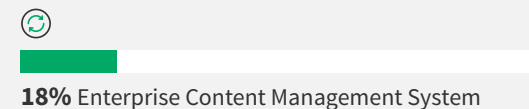
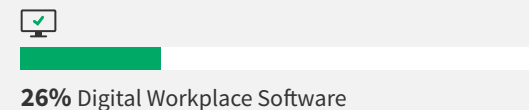
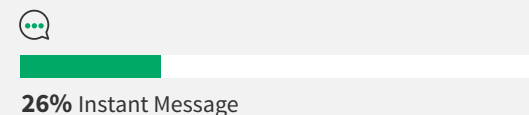
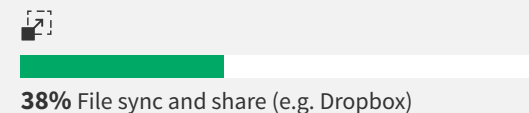
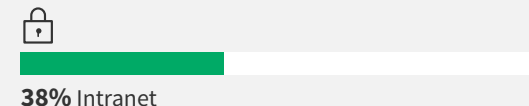
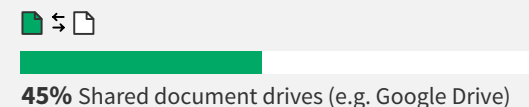
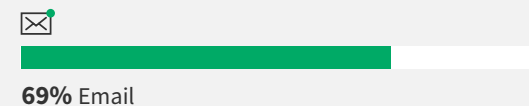


4-5 hours per week



5+ hours per week

### Methods used to share sensitive or private information



## Best practices for preventing rogue apps

Unsanctioned apps, software and all other “shadow IT” can create rifts among teams and generally slow down productivity. But there are reasons why employees choose to use non-approved technology, and these can provide insight into what your current tools might lack. In fact, companies should make it a goal to integrate the tools their employees prefer into an existing or planned digital workplace platform. When doing this, companies should:



### Start with a survey

If you haven't done so recently, anonymously survey your employees about what applications and software they are actually using. Make sure they know they can be totally transparent, and that their honesty might lead to positive change in the organization.



### Determine what's working

If you find your employees are using a non-approved app more than something you provide, find out why. Is it faster? Easier to use? This may help determine if it is time to officially adopt that tool.



### Refocus training

Companies may find teams are unaware of the functionality that provided tools offer. For example, employees might be totally unaware that the approved communication tool has even better features than their preferred alternative, but they just never took the chance to learn it.



## Bottom Line

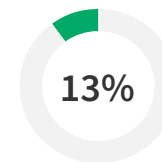
Employees continue to create security risks by using unsanctioned technology and non-secure methods to store and share sensitive information. However, many of these practices may be preventable. If businesses take the time to do a thorough audit of all technology used by their workforce — both the approved and non-approved variety — they stand

to learn a lot about how their employees function on a day-to-day basis. Whether it is integrating a non-approved app into the digital workplace, or retraining employees on the functionality of existing software and apps, leaders can take steps to ensure everyone is on the same page and using the same tools.



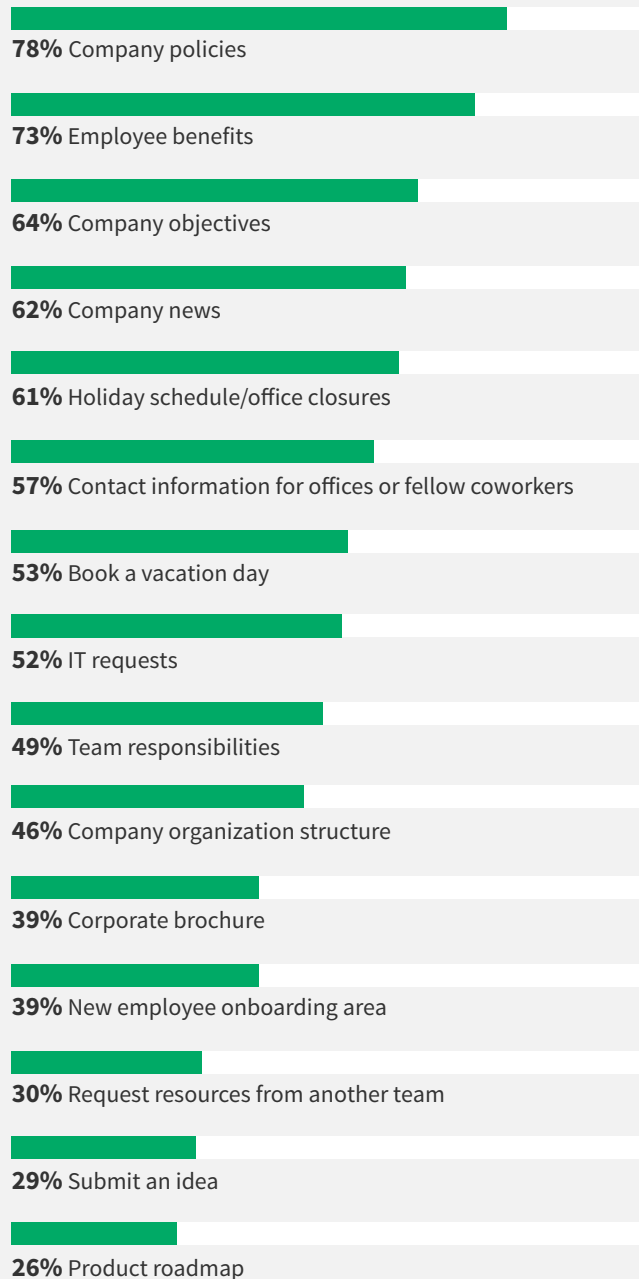
## The majority of today's intranets aren't meeting workplace collaboration and sharing needs

80% of those surveyed say their companies have an intranet, and it remains a tool employees rely on regularly. This year, 81% of those surveyed said they have used their companies' intranet within the previous week, up from 75% the previous year. The majority of respondents indicated their intranet is used primarily for communication, collaboration and information sharing, yet a surprising number of respondents said they still have trouble finding certain resources that allow them to do so.



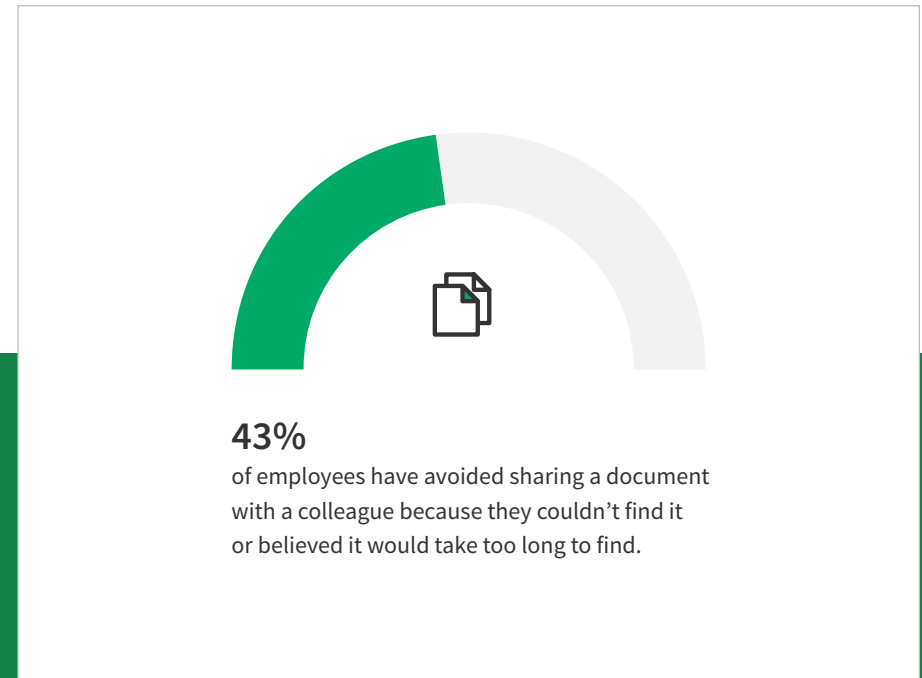
Said their current intranet is not a reliable method for accessing documents.

## List of resources employees say are easily accessible



There has also been an increase over last year in employees reporting difficulty finding the right documents. 43% of employees have avoided sharing a document with a colleague because they couldn't find it or believed it would take too long to find, up 12% from last year's 31%.

35% of entry-level employees have avoided sharing a document for this reason as compared to 46% of manager-level employees and 53% of director-level and above (director, VP, President, and C-Suite).



## Bottom Line

Given the overwhelming number of companies with an existing intranet system — and the number of employees that use it regularly — it is obvious a central hub for communication,

collaboration, and information sharing is valuable. But it is also clear that the modern employee requires far better functionality and features than what they are currently experiencing.





## Coworkers are increasingly connected — but cautious

The days of using social media exclusively to connect with friends and family are over. Teams increasingly connect via the social networks they use in their personal lives, and clicking “add friend” or “follow” on a manager’s profile is also becoming increasingly common. After all, these tools provide a central digital window for social interactions in our personal lives, so it’s logical for the same social networks to extend into office life as well. This year, 76% of employees reported they are connected with their colleagues on social media, up 8% from last year’s 68%. But as the number of coworkers on our friends’ lists rises, so does the need for caution when it comes to the information we share. 71% of employees said they have not posted something to social media because they are afraid a coworker might see it, a significant jump from 55% in last year’s survey.

## Creating a breakroom in the digital workplace

Employees use familiar platforms to connect with coworkers. It's natural for teams to desire connection and want to share things that are not work related with one another. Instead of discouraging this, companies should try to channel their eagerness toward the existing digital workplace. Breaking employees' habits of relying on Facebook or Instagram for social updates might be a challenge, but there are some changes you can make to encourage them to use your own space for sharing.



### Create a dedicated digital social zone for interaction

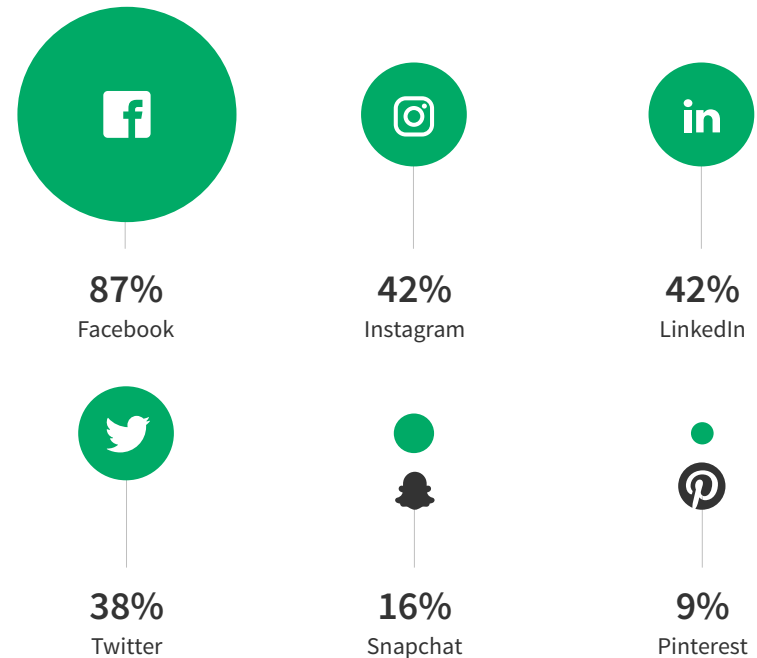
Employees often gravitate toward platforms like Facebook to interact with coworkers because there is no alternative to share photos, updates, and other content that isn't directly related to work within the digital workplace. However, by creating that space and setting parameters that keep interactions safe and structured, you might be surprised by how popular this forum can become.



### Incentivize employees who champion this space

Simply creating a place where employees can share photos, gifs, links, and videos with one another doesn't mean teams will automatically use it. Consider setting a theme, conversation, or a contest each month that encourages employees to use the space and think of it like a digital whiteboard. Reward employees who encourage others to share, and consider incentives like gift cards to those who participate in a creative way.

## Platforms where employees are connected with their coworkers



## Bottom Line

Providing a space where employees can interact and socialize within your own digital workplace can improve morale and ensure a more structured and productive platform than the ones employees use in their personal lives. If executed correctly,

leaders can leverage the popularity of this function to encourage employees to use the rest of the tools in the digital workplace system as opposed to going elsewhere.



## Conclusion

The State of the Digital Workplace in 2019 is full of opportunities for improvement, including better support of remote workers, keeping information secure and making documents easy to access across an increasingly connected workforce.

Businesses need to invest in next-gen digital workplace platforms that can bridge the gaps and help solve these pervasive issues.

# IGLOO

Igloo is a leading provider of digital workplace solutions, helping companies move beyond traditional intranets to inspiring digital destinations that improve communication, knowledge sharing, collaboration, and culture. All Igloo solutions are 100% cloud-based, mobile-enabled, and integrate with the leading enterprise systems and cloud apps your business relies on. By centralizing all information, Igloo provides a single-source-of-truth and enables a more productive and engaged workforce.

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