



# Defining the Digital Workplace

Learn about the characteristics and benefits of digital workplace, and the steps you can take to move your organization along the journey of digital transformation.

# What is a digital workplace?

Put simply, it's a unified collection of technology-based solutions, apps, and tools that a company provides to empower employees to be more productive and engaged at work.

## The era of digital workplace transformation has begun

Companies of all sizes across many industries are urgently turning to digital transformation strategies to improve the flow of information in their organizations, allowing them to more rapidly adapt to market conditions, competitive threats, and an ever-changing workforce.

Solutions for the digital workplace are helping organizations through some of their most prolific business challenges, such as when:

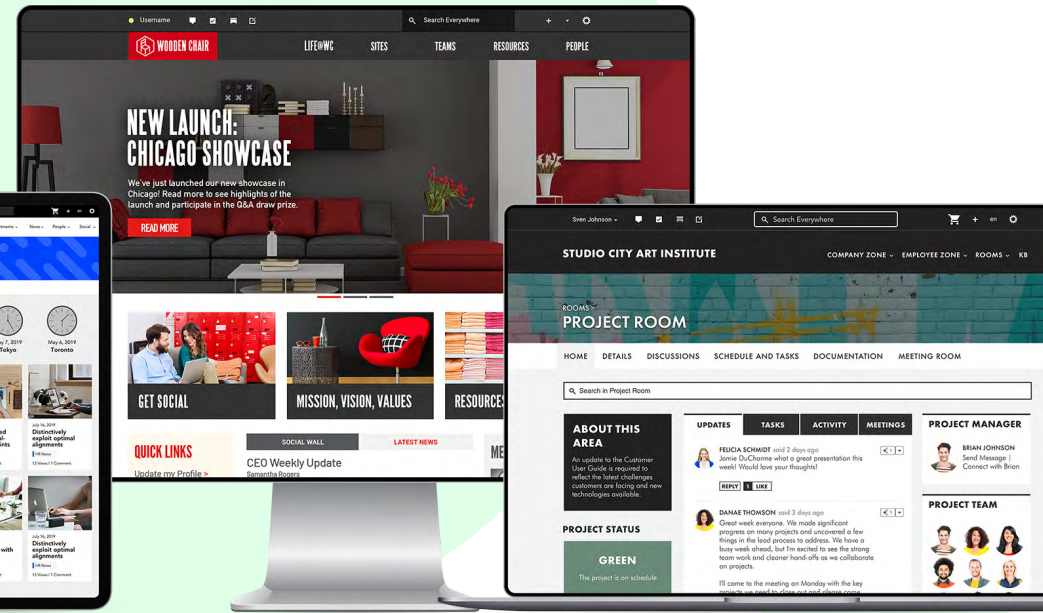
- ▶ Trust in leadership wanes due to a lack of direction and accountability.
- ▶ Employees become disengaged and less productive at work.
- ▶ Employees waste time looking for information or expertise, and duplicating work.
- ▶ Knowledge and expertise is locked inside the minds and memory of your employees.
- ▶ Projects stall because teams spend more time talking about work than actually doing it.

## The intranet, evolved

A traditional intranet typically served one of two purposes (or a combination of both):

1. An IT-sanctioned online repository of information that required ongoing support from over-stretched resources who were more concerned with the time it took than the value it added.
2. A highly moderated company news channel used by corporate communications to disseminate updates on corporate strategy and operations, with little or no audience participation.

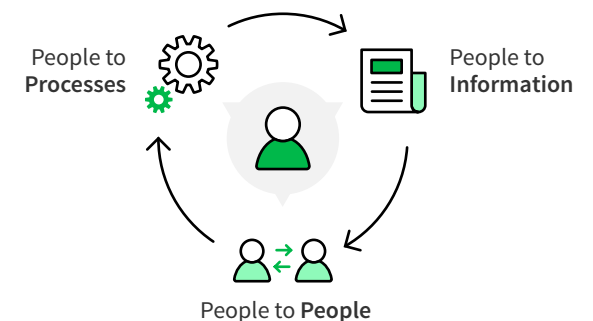
With the pace of business today, the traditional intranet is not enough. To empower today's workforce, it can't simply be a platform for static communication or file storage. It must become an omnipresent portal through which information is stored, shared, and leveraged in a more meaningful and contextual way.



## Enter the digital workplace

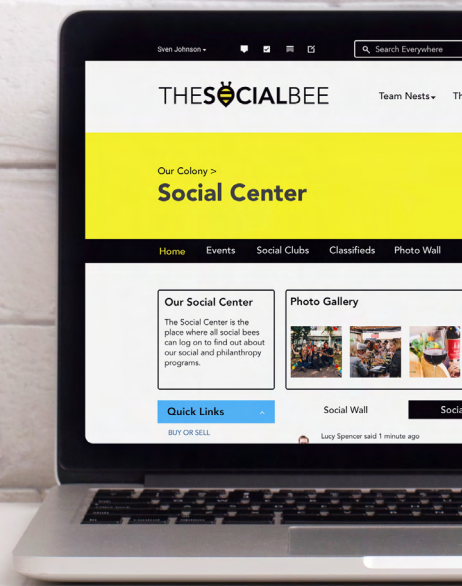
A digital workplace creates three vital connections inside an organization.

Core to each one of these connections is people, your company's biggest asset. When people have what they need to do their best work, they are happier and more productive at work, and your company becomes more profitable and competitive in the market.



# Characteristics of a thriving digital workplace

1. It's about people
2. It's where work happens
3. It's built for business
4. It solves common business challenges
5. It has all the features you need



## 1 It's about people

A thriving digital workplace connects people to the tools and information they need to do their best work. And, when people have quick access to experts and knowledge within an organization, they can get more work done.

### It's your culture, online

A digital workplace platform is a representation of your company and your brand, so it should look and feel like you, not like the vendor you bought it from. And, it should act as a channel for telling stories and highlighting moments that show why your company is a great place to work.

### It gives everyone a voice

A digital workplace platform empowers people to create, publish, and consume content in an open and dynamic way — giving them more control over their experience at work. It transforms the traditional intranet from a static news source into a hub of conversation and new ideas.

### It's where people connect

A digital workplace platform connects people across project teams and business units. It provides a robust view of information that's relevant to everyone: individuals, teams, and the entire company.

### It's where experts live

A digital workplace platform makes it easy to connect with experts across your organization. When anyone and everyone is a possible connection, it's about who can help you get your job done and how to find them quickly.

### It's engaging

A digital workplace platform shouldn't feel forced or mandatory — it should be something you want to use. It should feel like a necessary part of your work day — both as a productive tool to help you work and a comfortable place to interact with colleagues.



#### DID YOU KNOW?

Companies with highly engaged workforces outperform their peers by 147% in earnings per share.

— Gallup

## It's where work happens

Logging on to your digital workplace platform should feel like walking into work. You greet your colleagues, chime in on the latest office chatter, and settle into your space to start your daily tasks.

### It works for everyone

A digital workplace platform isn't restricted to one business unit or team. Whether you're in sales or operations, site ownership should be dispersed so sub-communities can be managed by individual teams or knowledge managers.

### It helps you work better

A new digital workplace platform shouldn't wipe out your current way of doing things. Instead, it should offer ways to automate your existing processes to help save you time, money, and headaches.



#### DID YOU KNOW?

The average employee wastes 2.5 hours per day duplicating work. This costs companies an average of \$5000 per employee per year.

– IDC

### It drives change

A digital workplace platform accelerates change in an organization — especially during periods of growth. Even the slightest improvements to daily workflows can have a lasting effect on company culture and performance.

### It's a corporate hub

A digital workplace platform doesn't need to replace existing solutions or third-party applications inside an organization. Instead, it should be a portal through which people can view and access all the apps, tools, and information they need to do their jobs.

## It's built for business

A digital workplace platform is enterprise friendly. It's flexible enough to adapt with the pace of your business, but comprehensive enough to address many of your IT requirements, now and into the future.

### It's hosted in the cloud

As a cloud-hosted solution, it's cost effective, fast to deploy, and easy to manage. Unlike on-premises solutions, cloud platforms are straightforward and pain free — there's nothing to install, patch, or update. It's all done for you.

### It's mobile friendly

Work doesn't have to stop when you step out of the office. A digital workplace platform is accessible in any web browser, on any device, so you can keep projects moving from wherever you are.



#### DID YOU KNOW?

Cloud applications deliver 2.1 times more return on investment than on-premises ones.

– Nucleus Research

### It's agile and extensible

A digital workplace platform evolves with your business; it's never static or prescribed. Through configurations, customizations, and app integrations, it adapts and scales according to your current business needs.

### It's easy to brand and configure

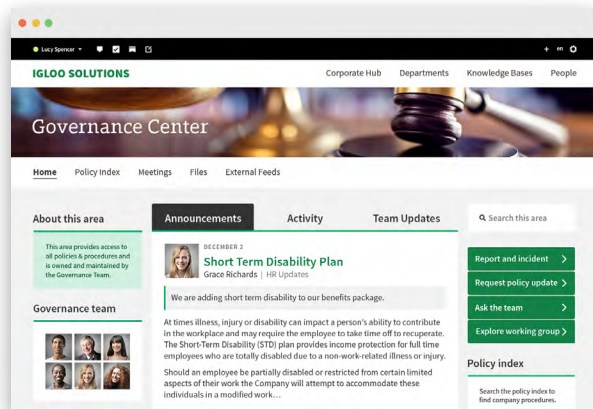
Whether it's architectural or aesthetic changes, your digital workplace should allow for you to implement quick enhancements or big overhauls — as required for your business.

### It's highly secure

No matter where work takes you, your corporate data needs to be restricted from the outside world. A digital workplace platform can live securely inside or outside your firewall. Either way, you can rest easy knowing your data is secure.

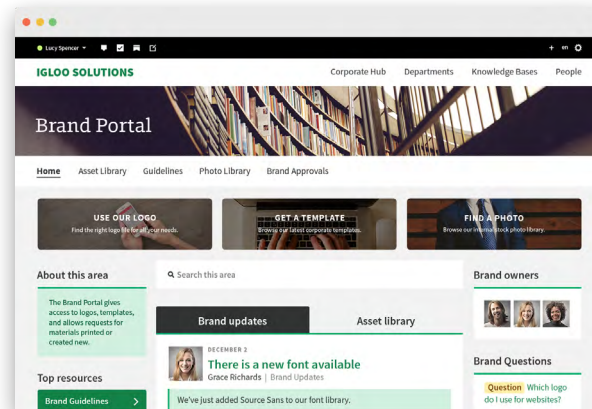
# It solves critical business challenges

A digital workplace should be constructed in a way that addresses the pain points of your stakeholders. Only then will it be successfully adopted. Here are a few examples of digital workplace solutions.



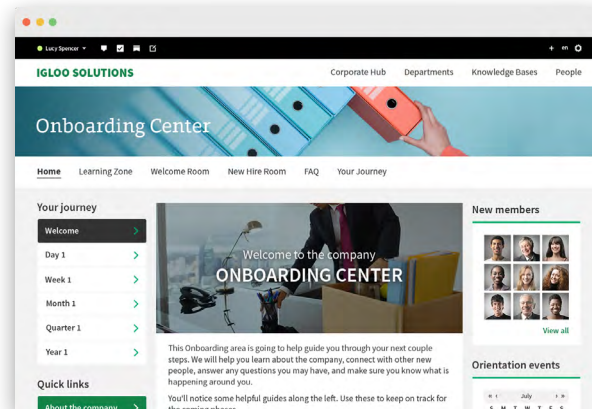
**Challenge:** Low employee uptake of business-critical information.

**Solution:** The **Governance Center** keeps employees informed by centralizing policies and procedures, and mitigates risk through digital signatures.



**Challenge:** Weak brand consistency.

**Solution:** The **Brand Portal** puts all your creative guidelines and resources into a single digital hub, so everyone can stay on brand.



**Challenge:** High employee turnover and intensive training needs.

**Solution:** The **Onboarding Center** accelerates time to productivity, and can significantly increase retention.

## Igloo's Digital Workplace Solutions Portfolio:

- ▶ Boardroom
- ▶ Brand Knowledge Base
- ▶ Company Directory
- ▶ Customer Knowledge Base
- ▶ Deal Room
- ▶ Employee Handbook
- ▶ Feedback Center
- ▶ Governance Center
- ▶ IT Help Desk
- ▶ Leadership Center
- ▶ Management Center
- ▶ Marketing Knowledge Base
- ▶ Newsroom
- ▶ Onboarding Center
- ▶ Product Knowledge Base
- ▶ Project Room
- ▶ Recognition Center
- ▶ Request Center
- ▶ RFP Center
- ▶ Social Center
- ▶ Team Room
- ▶ Vendor Knowledge Base
- ▶ Virtual Town Hall

# It has all the features you need

A digital workplace platform has built-in features that are dynamic, familiar, and easy to use.

## Blogs

Share news, updates, and regular reports.

## Calendars

Post events, meetings or out-of-office days.

## File Sharing

Share, preview, and collaborate in context.

## Forums

Propose ideas, ask questions, and solve problems.

## Gamification

Encourage participation and friendly competition.

## Microblogs

Give quick status updates to connect with colleagues.

## People Directory

Locate experts inside your organization.

## Search

Find any information you need, within seconds.

## Social

Like, rate, and comment on any type of content.

## Spaces

Create public or private spaces for team collaboration.

## Tasks

Track tasks, reminders, and requests.

## Wikis

Create an easy-to-use index of processes and policies.

## Desktop Tool

Manage files from windows explorer without having to download them.

## Mobile

Native applications for a personalized experience and responsive web view.

## Notifications

Push or email, get your notifications when and how you like them.

## Branding

Flexible visual design and site enhancements to represent your brand.

## +App Integrations

Access other apps from right inside the platform.

## Your journey starts here

As you embark on the next phase of your digital transformation, consider the following steps along the way.

### 1. Understand your ROI

Decide what problems you're trying to solve, determine how you'll measure success, and stay focused on your objectives.

### 2. Define your vision

Based on your objectives, create a strategy, and a roadmap, then stick to it.

### 3. Align your digital footprint

Investigate the apps and tools you already use and determine how they'll fit into your new digital workplace.

### 4. Rally your champions

Form a team of advocates — including employees — to execute on the plan and promote the new digital workplace.

### 5. Set clear expectations & guidelines

Implement policies, processes, guidelines, and rules to ensure things are running smoothly and efficiently.

### 6. Measure success

Revisit your goals and objectives on a regular basis. Tweak your strategy accordingly and incorporate employee and stakeholder feedback along the way.

### We're ready when you are

Learn more about how Igloo Digital Workplace Solutions can improve communication, collaboration, knowledge management, and culture & engagement.

[igloosoftware.com/demo](https://igloosoftware.com/demo) →



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 leading enterprise and cloud apps.

[igloosoftware.com](https://igloosoftware.com)  
[info@igloosoftware.com](mailto:info@igloosoftware.com)  
 1 877 664 4566

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