

The A-Z of the Digital Workspace

ClearPeople 
whitepaper

The way we are working is changing. We are becoming busier every day as the lines between professional and personal lives are blurring. Being able to work from anywhere you want, on any device, at any time can make a big difference. The Digital Workspace makes this possible. It's important to understand that the Digital Workspace is not an intranet or an out-of-the-box, "one size fits all" product. The Digital Workspace is unique – built around

the tools, services and apps you use and especially designed for your users. With the Digital Workspace, staff will be more engaged with the tools and resources they need to help them be more effective and productive. We've tried to summarise the Digital Workspace from A to Z, helping you to understand its benefits and think about the positive ways it can transform the way your organisation communicates and collaborates.

A A is for Access anywhere, anytime

The Digital Workspace gives you the freedom to work wherever you want at any time. Users can access their files on a wide range of devices, whether that is their PC, phone or tablet. Finish off that presentation you were working on while being on your way to the office on the train, or avoid traffic jams and busy tube stations by working from home on your personal computer or tablet. The Digital Workspace gives you the option to decide where you want to work and when, as all your documents are saved in the cloud in a secure environment.

B B is for Business Transformation

In the words of Charles Darwin, "it is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." In today's business landscape, this idea could not be more prevalent with organisations needing to embrace digital change to improve efficiency and remain competitive.

Digital transformation demands change. And how do you make the most of change? Of course, technology is important, but it is understanding your current culture and business processes and adapting these for new ways of working, that is key. And, these two factors affect the most important one: people. ClearPeople help you understand [how people will react to digital transformation](#), so you can better plan and implement strategies as to how to support them through transition.

C is for Communication and Collaboration

Technology has massively changed the way we communicate with each other. On the streets, on the tube, in restaurants, in the gym – you'll see everyone on their phones. We have an innate urge to stay connected with everyone and everything around us.

The main motivation behind any collaboration platform initiative is to increase productivity, lower the Total Cost of Ownership and witness a higher return on investment, as well as provide easier connectivity across platforms. Interoperable and open, digital workspace solutions must also connect devices, data, systems and processes to help people collaborate in real time and get the information they need, when they need it.

ClearPeople have developed the Essential Communications Intranet to do just this. Understand how it can benefit your business by watching our short [video demonstration](#).

D is for Digital Workspace

A Digital Workspace is more than just an intranet. It is defined by working in a more collaborative, engaging and productive way that enables individuals to work from any place in the world at any time. This is advantageous not only for an organisation in terms of cost savings and increased productivity, but also for their external customers who expect an efficient and timely service. As demand for this increases, some of the tools and processes required for organisations to improve efficiency and share knowledge are now more readily available and easier to use and implement.

E is for Employee Engagement

At ClearPeople, we're in the business of creating engaging digital workspaces that transform the way people work. The idea is that if your workforce has easy access to the right tools and resources to get their jobs done better, this will impact their overall satisfaction and help them to become more engaged.

The Essential Communications Intranet has employee engagement at its core. It is not a product - we don't make "off-the-shelf" intranets. Our team of Consultagents have lovingly crafted all the essential elements of an engaging intranet experience from creative design to award-winning UX, and packaged them up with a refined methodology to deliver a ready-to-use solution at a fixed price.

F F is for Fast and Easy to use

Time is money, so we want to make things happen fast. ClearPeople are committed to designing digital services designed around the user that are simple, clear, fast and easy to use. The Digital Workspace helps you to find the information you are looking for, fast. We are focussed on the user experience so it makes it easy to use and improves employee engagement.

G G is for Gamification

Apps like Snapchat are successful in the consumer market because they are tools that feel like games. Keep people motivated by offering points or badges to keep them coming back to engage with and share items from the intranet.

[Our partner Beezy](#) is the intelligent workplace for Microsoft Office 365 and SharePoint, extending and improving the feature set for on-premises, cloud, and hybrid deployments. By extending the core SharePoint platform, Beezy promotes employee awareness, enablement, and engagement. Offering an expansive platform for knowledge management and gamification, Beezy enables a world class, enterprise collaboration solution. We are on a mission to transform the way people work and to help employees be more connected, innovative, and happy.

H H is for Humans

The Digital Workspace is not all about technology, we should focus more on the people using the technology – always putting humans at the centre.

At ClearPeople, our Digital Workspace projects have user experience at their core. To create the best user experience, we first understand your business and your users to get to grips with what motivates them. Our expert team of UX consultants then work with you to design a solution that your users will want to adopt and engage with.

Adopting anything new can be difficult, so change management is very important. The Digital Workspace needs to be fully supported by a process of change and designed around your users.

I I is for Intranet

An intranet is a place to share knowledge, encourage team collaboration and provide staff with the tools to get their jobs done more easily. ClearPeople have already worked on many intranet projects and therefore we understand that not every business has the time, or the budget, to deliver internal communications experiences that make a difference. That's why we developed our [Essential Communications Intranet](#) offering. Employee engagement is very important to the success of an intranet. The Essential Communications Intranet has employee engagement at its core.

J is for Journey to the Cloud

“Cloud” is a much-used IT industry term that means different things to different people. Does it mean web-based applications? Web-hosted services? Centralised server farms and datacentres? Platforms for developing and running scalable applications? In reality, the Cloud can be all of these things – and more!

You can have your storage, application development environment, applications and security all available when you need them.

K is for Knowledge Management

Knowledge can be described as the understanding of something which is acquired through experience or education.

A great metaphor for the difference between information and knowledge is the use of a map of a city to navigate (document containing information) compared to what a London taxi driver possesses (knowledge). Knowledge can come in many forms and assets from written accounts to videos to pictures which can be shared, and more importantly, edited and improved upon, so that knowledge grows and develops as your organisation does. ClearPeople has a tried and tested knowledge management approach that incorporates a lot of discovery and planning that allows you to reduce complexity and risk at defined milestones, and incorporate feedback in an agile way.

L is for Learning

Knowledge sharing is key to both business growth and personal development. By making our Digital Workspace the hub for learning, our workforce is empowered to accelerate our business forward. Documents, knowledge centres, FAQs and video training can all accessed through our digital workspace.

M is for Mobile workforce

More and more people are working from tablet and mobile devices away from the office. The Digital Workspace makes it possible to access your files, tools and apps from any device you want. Staff can continue working on their mobile devices with no disruption. Our core digital workspace offering, the Essential Communications Intranet is built on Office 365 which allows users to work on their own devices, wherever they are, and with a fast and seamless experience when they're doing it.

N is for Necessary

There is no escaping digital transformation – it is upon us. And every business in every industry is a part of it. It hasn't happened overnight, but change has been constant and fast, and it's set to continue. Like it or not, many industries, if not all, will be redefined. It has become necessary for many organisations to adopt a digital strategy to keep up with the fierce competition.

O is for Office 365

Microsoft Office 365 is a cloud-based productivity service. It increases business agility, has the latest technology and supports mobile workers. Email, calendars and collaboration are all part of O365 and it's designed to meet the most rigorous requirements for security, privacy, reliability, and manageability.

At its heart is Office itself - the familiar Office applications businesses use every day—now offered as a cloud service, so it's always up to date. But Office 365 is also so much more. It's about bringing enterprise-grade services to organisations of all sizes, from online meetings to sharing documents to real-time collaboration. It's modern business in the Cloud.

P is for Productivity

Who doesn't want to increase their employee's productivity? With the right tools in-house, it will make it easier to do more things in a more productive way; hold effective meetings online, work together on a document at the same time, easily find the information you are looking for and work from home where you'll have no distractions. The Digital Workspace makes this possible.

[Watch](#) our Co-founders discuss how the Digital Workspace enables today's workforce to get their jobs done more effectively from wherever they happen to be and on whatever device they choose.

Q is for Quality

Our Quality Assurance team test all of our work independently to make sure it works beautifully. Our work is [award-winning](#), with many of our projects taking home accolades from global awarding bodies including the prestigious Interactive Media Awards.

R is for Retention of employees

When employee engagement goes up, there is a corresponding increase in employee retention of up to 78%.

Optimise experience and engagement with online tools and resources – Allow your employees to easily find and collaborate on documents, communicate easily and get on with their working day all from one easy-to-use interface. Tools like Skype for Business and Yammer help employees stay connected with their colleagues. According to Harvard Business Review, 87% of remote workers feel more connected through the use of video conferencing.

S is for Security

Keeping your data safe is an essential consideration for all organisations around the world. Data is growing and is available on more and more devices, platforms and places than ever before. Multi-device access is a great benefit for your users, but automatically brings the risk of a potential attack to the surface.

Moving to the cloud will have this risk so security, privacy and compliance is fundamental. At ClearPeople we'll ensure that your Digital Workspace is well protected.

T is for Technology

The Digital Workspace doesn't exist without technology, but it's not only about technology. We should also focus on people, processes and change management to make your digital workspace work the best it can. We put together a whitepaper about how technology, culture and design interact to engage your employees. Download a free copy [here](#).

U is for User Experience and User Adoption

Transition and adoption is all about delivering success. Too often we speak to clients who have implemented technology solutions but are baffled by its poor user adoption. When deploying a technology solution like an intranet, document management system, knowledge portal or website, it's important to understand that they will live and die by their governance, usability and usefulness. User Experience is very important to enable this. UX involves a person's behaviours, attitudes, and emotions about using a particular product, system or service.

ClearPeople can help understanding your employees to [create engaging and intuitive user experiences](#) designed specifically for them.

V is for Virtual meetings

With Skype for Business, an instant messaging and video conferencing application used for communicating with colleagues, you can engage with your team faster and in a more personal way. You can meet your colleagues online from wherever you are in just a few clicks.

We've put together a whitepaper about the 5 key reasons why you should consider Skype for Business. You can download it [here](#).

W is for Workspace

The workspace does not always mean the office anymore – with the Digital Workspace you can work anywhere you want. The demands on today's workforce requires a digital experience that allows them to get their jobs done more effectively from wherever they happen to be and on whatever device they choose. Putting these needs at its heart, the Digital Workspace allows organisations to give the freedom to their employees to allow them to work smarter, not harder.

X is for eXamples

We've been creating engaging digital workspace since inception in 2003 so we know a thing or two about what works. We've worked with organisations like Alzheimer's Society and Holman Fenwick Willan in their transition to a new Digital Workspace to improve the efficiency of information finding and sharing, promoting better collaboration and a greater sense of connection between employees and employers.

Have a look at the case study we put together about [Alzheimer's new intranet](#) and [Holman Fenwick Willan's enhanced knowledge management intranet](#).

Y is for Yammer

Yammer is an Enterprise Social Network (ESN) facilitating discussions, polls and praise. It's a great example of a social platform that has team collaboration at its roots. It makes it easy to communicate with your colleagues, make announcements or ask questions to a wider audience. You can start a poll, post social photos or praise someone.

V Z is for Zero worries about the performance

Digital transformation is at the core of what ClearPeople do. We uniquely combine technical, digital agency and consulting services to create engaging digital workspaces that delight our clients' teams and customers alike. We partner with businesses to truly transform the way people work. Where have we done it before? We have created digital workspaces for the likes of leading law firm Stephenson Harwood, Alzheimer's Society and the Cystic Fibrosis Trust.

So, zero worries about the performance of your digital workspace.

You see, the Digital Workspace has a lot of benefits to offer your business! Enable your users to decide the device they work on and give them the freedom to work from anywhere they want at any time. They'll get more engaged with the tools and resources and optimises their experience. Moreover, it gives them the possibility to be more effective and productive.

How ClearPeople can help?

In order to be a success, the Digital Workspace needs to be fully supported by a process of change and designed around your employees themselves. Our Consultagents work with you to create highly usable Digital Workspaces that boost communication and productivity by providing advice on:

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- 1 Strategic planning for your organisation's internal communications goals
 - 2 Understanding your employees to create engaging and intuitive user experiences designed specifically for them
 - 3 User adoption and people change management
 - 4 Operational management and governance
 - 5 Security and compliance
 - 6 Agile ways of working
 - 7 Best-of-breed technology
 - 8 Device management and enterprise mobility
 - 9 Cloud adoption
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Speak to us today



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