

# DIGITAL *me.*

IT designed for people

Den Anwender im Gepäck

Khaled Thaler

Unit Director Digital Workplace Sales Germany





Embracing change







Die Welt hat schnelle  
Veränderungen gesehen ...



Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung



46

ELEKTRIZITÄT



Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung

TELEFON



35



Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung

RADIO

31



# Fernsehen

Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung





Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung

# PERSONAL COMPUTER



16





# MOBILTELEFONE

Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung



13



Jahre von  
Einführung bis  
Nutzung durch

**25%**

der Bevölkerung

INTERNET

**7**



Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung

# SMARTPHONES



5



Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung

## SOCIAL MEDIA



4





# TABLETS

Jahre von  
Einführung bis  
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der Bevölkerung



2



Jahre von  
Einführung bis  
Nutzung durch

25%

der Bevölkerung

## WEARABLES





Wir werden Änderungen noch  
viel schneller erleben



# Was uns 2022 erwartet





2022



7,6 Milliarden Menschen  
Das sind 11% mehr als 2010



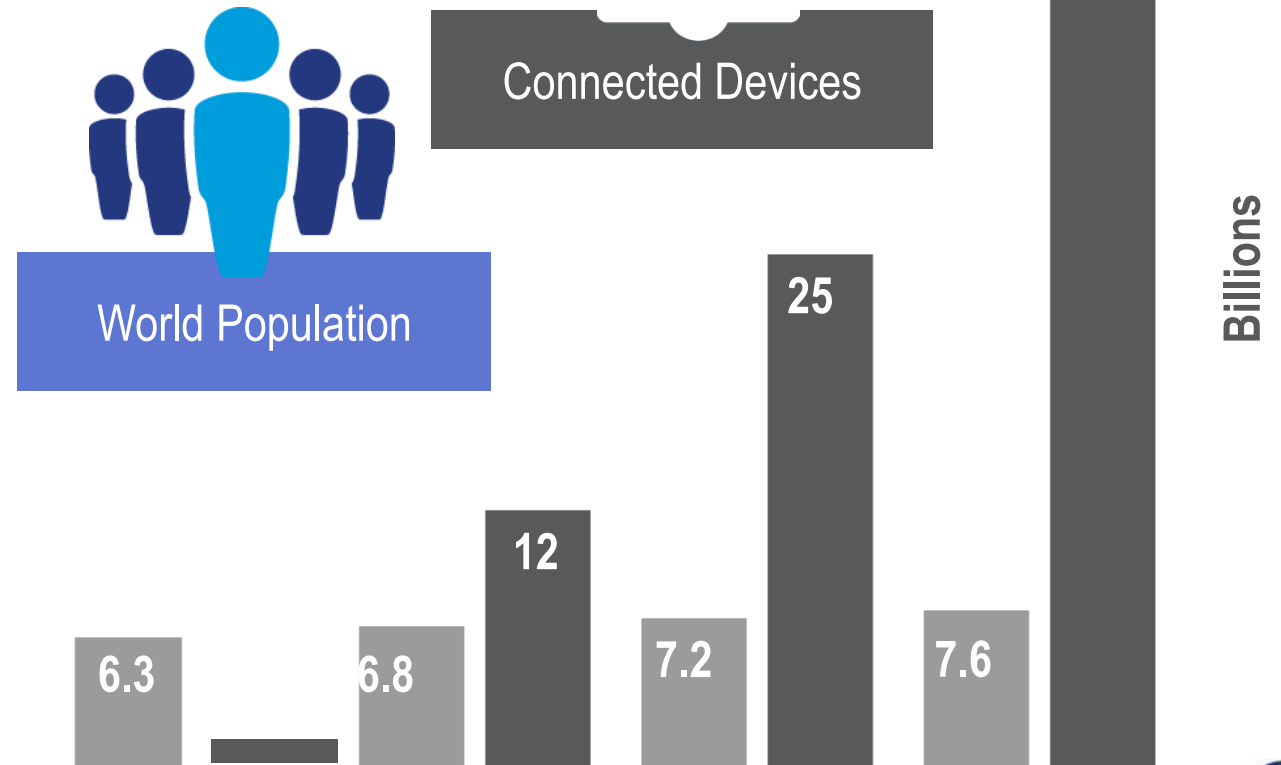
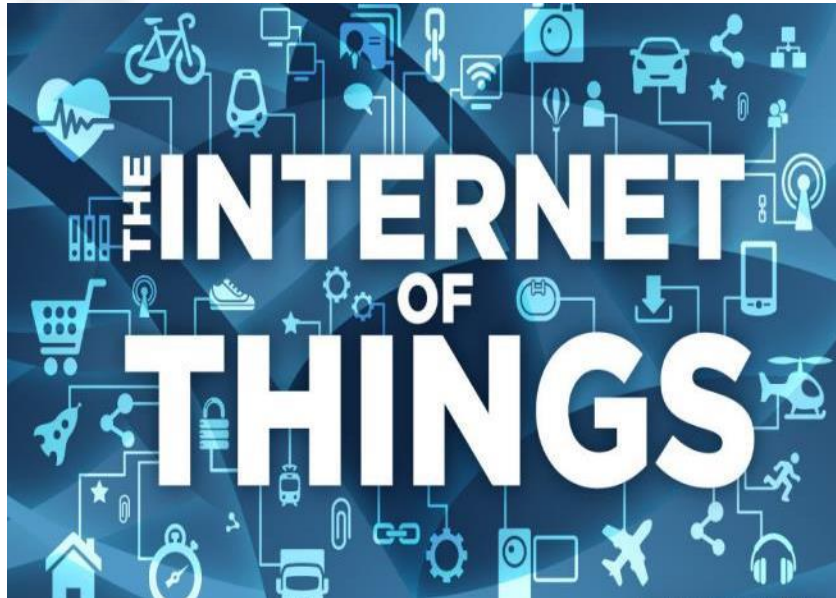
2022



55% davon werden in Städten wohnen



# 2022 ... gibt es 50 Milliarden connected devices





2022



... 212 Milliarden Sensoren die in den nächsten 5 Jahren installiert werden. Das ist 28x die Weltbevölkerung.

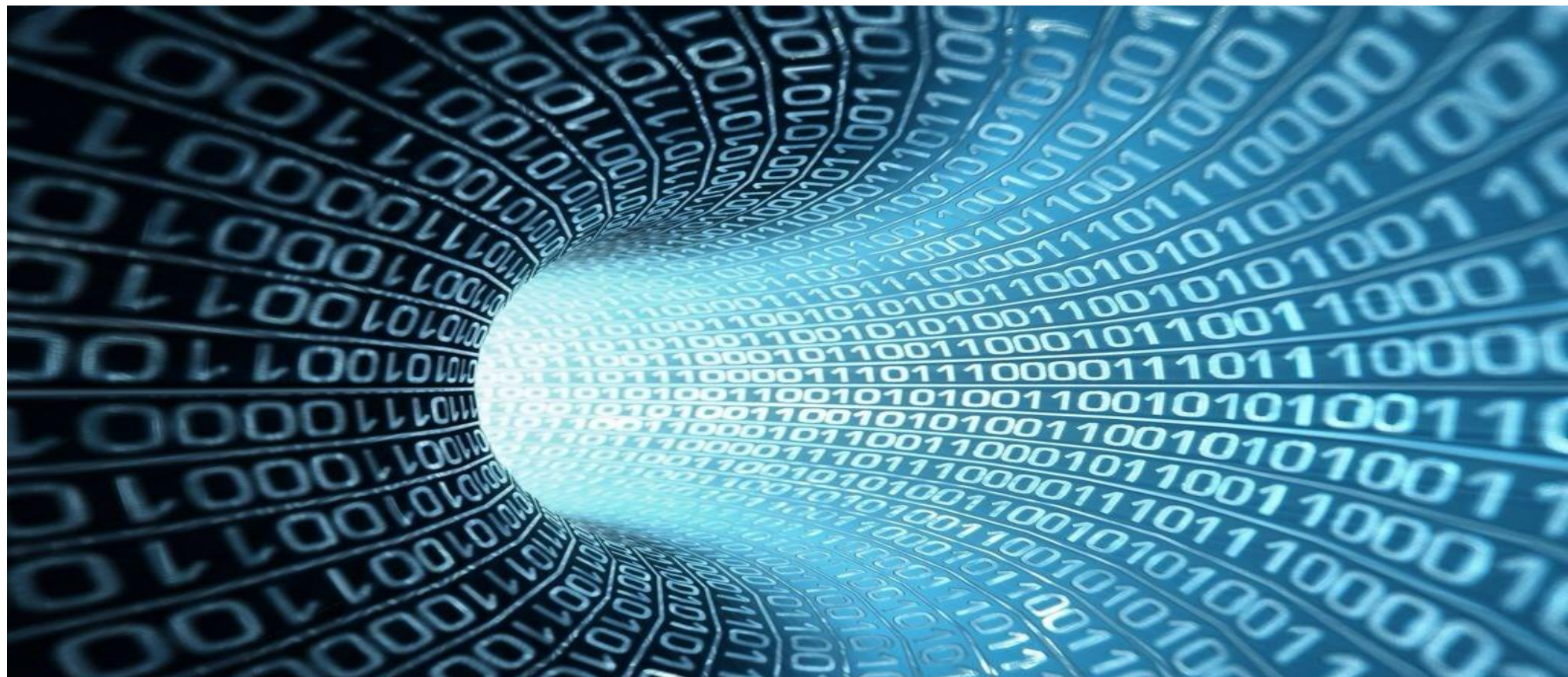




2022



... wird es 60 Billionen GB Daten geben. 80% mehr als 2015.



2022



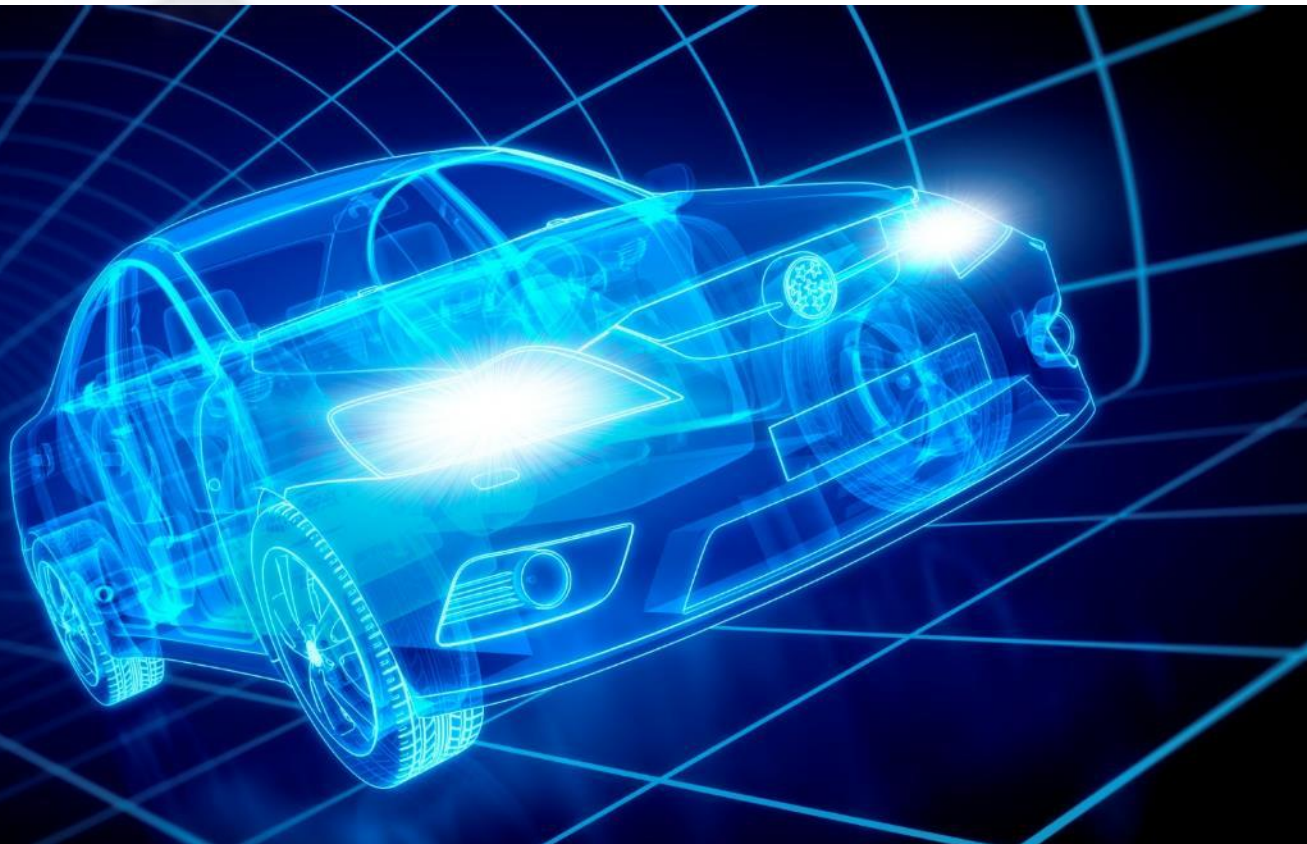
Zwischen 1903 und 2015  
erzeugte Ford  
6 Petabytes Daten





2022

... generiert ein fahrerloses Auto  
1 Petabyte Daten.



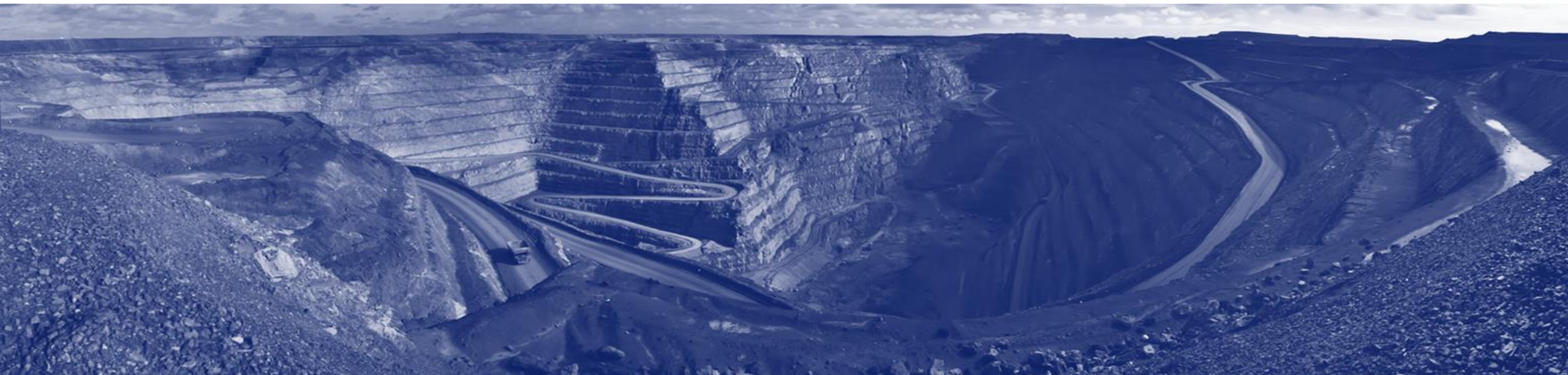
Alle 5  
Meilen.



2022



...werden wir die Spitze der Förderung von Gold, Kupfer und Öl erreichen.





2022 ... wird 20% der Energie in Europa  
erneuerbar sein.



2022

... wird ein Smartphone  
sehr flexibel sein





A composite image where a human eye is superimposed over a world map. The eye's iris is a vibrant blue, and the eyelids are also blue, framing the map. The map shows continents in various colors: green for land, blue for water, and yellow/orange for warmer regions. The eye is looking directly forward, with long, dark eyelashes. A semi-transparent brown rectangle is overlaid on the bottom left of the image, containing white text.

Open your eyes to  
a changing world!





# ABOUT COMPUTACENTER

Computacenter's ambition is to be Europe's preferred IT provider to enable users and their business in a digital world

Computacenter's mission is to maximise user productivity and the business value of IT for Enterprise and Corporate organisations. In doing so, we deliver strong returns for our shareholders and enrich our employees' careers.

## WHAT WE DO



Manage & Transform



Consult & Change



Source & Deploy

**4.2m**  
Users Supported

## KEY AREAS



ENGAGEMENT



END-USER & COLLABORATION



INFORMATION & DATA PLATFORM



CORE IT INFRASTRUCTURE



SECURITY

Customers supplied in over  
**100**  
countries

End users serviced in over  
**70**  
countries

**11.4m**  
contacts per year  
**689,770**  
tickets per month

**30** languages supported  
including Mandarin  
+ APAC languages

**14,190**  
Group employees

**25.5m**  
products shipped every year

**2,840**  
staff in  
**30** Service desk locations

**1,300**  
Global Infrastructure staff in  
**8** Operational Command Centres

**1,000+** consultants  
**4,380** engineers  
**730+** project managers

**100** key vendor partnerships, including: Cisco, HPE, HP Inc., Lenovo and Microsoft

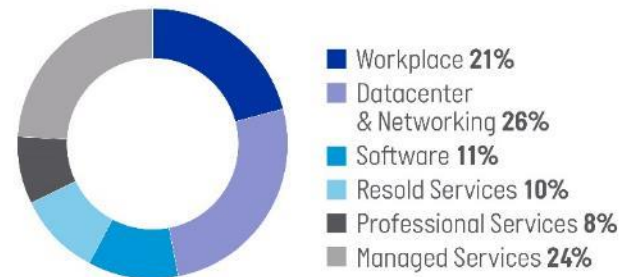
**Nº.1** For satisfaction in end-user service provision  
UK | Germany | France | Belgium | Switzerland  
Whitelane Research, 2016, 2015



Computacenter's customers, headquartered in five European countries - UK, Germany, France, Belgium and Switzerland, and its end users are serviced in over 70 countries around the globe.

■ Computacenter's global capability coverage

## GROUP REVENUE BY BUSINESS TYPE



## GROUP REVENUE BY REGION

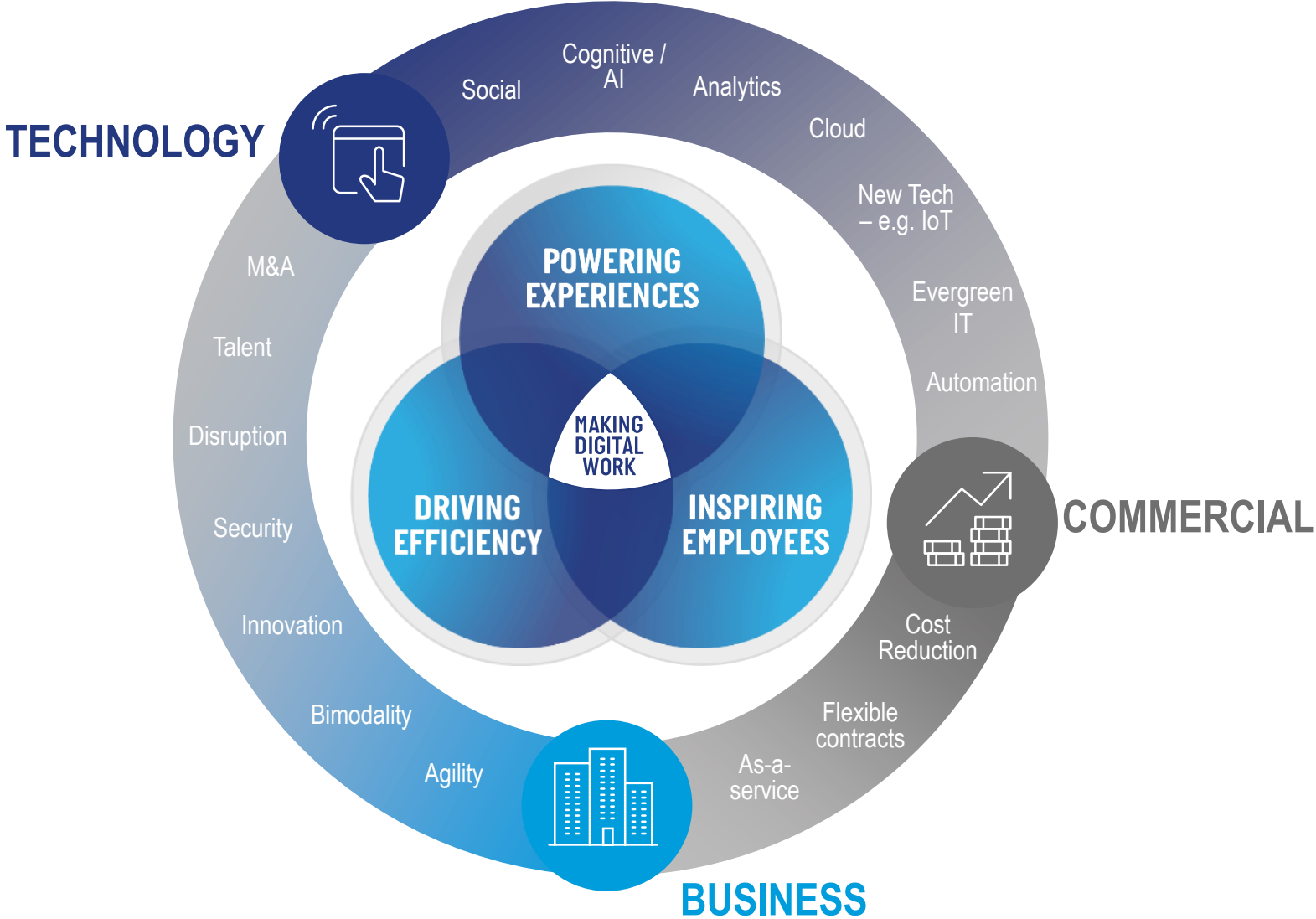
United Kingdom **£1,391.7m**  
Germany **€1,702.6m**  
France **€495.0m**  
Belgium **€69.4m**

## GROUP REVENUE 2016

**£3.25bn**



# FORCES OF CHANGE – DRIVING OUR CUSTOMERS



We are promising a consumer-grade experience to our employees, as they deserve an experience at work that is at least comparable to the one they get at home.”

**Alain Lafanechère,**  
Digital Workplace Leader, General Electric

“We’re going to evolve the workplace environment so employees are to have a richer experience with more possibilities.

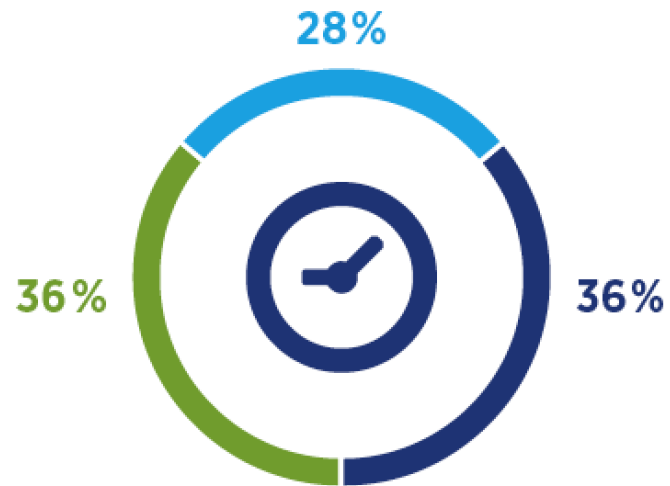
**Phil Morris,**  
CIO, Royal Mail Group





# WISSENSARBEIT & GENERATION X, Y UND Z

## Wofür Wissensarbeiter ihre Arbeitszeit einsetzen



- Komplexe Problemstellungen
- Wissensbasierte Tätigkeiten
- Routinetätigkeiten

Basis: n = 610

## Maßnahmen zur Unterstützung der Wissensarbeit



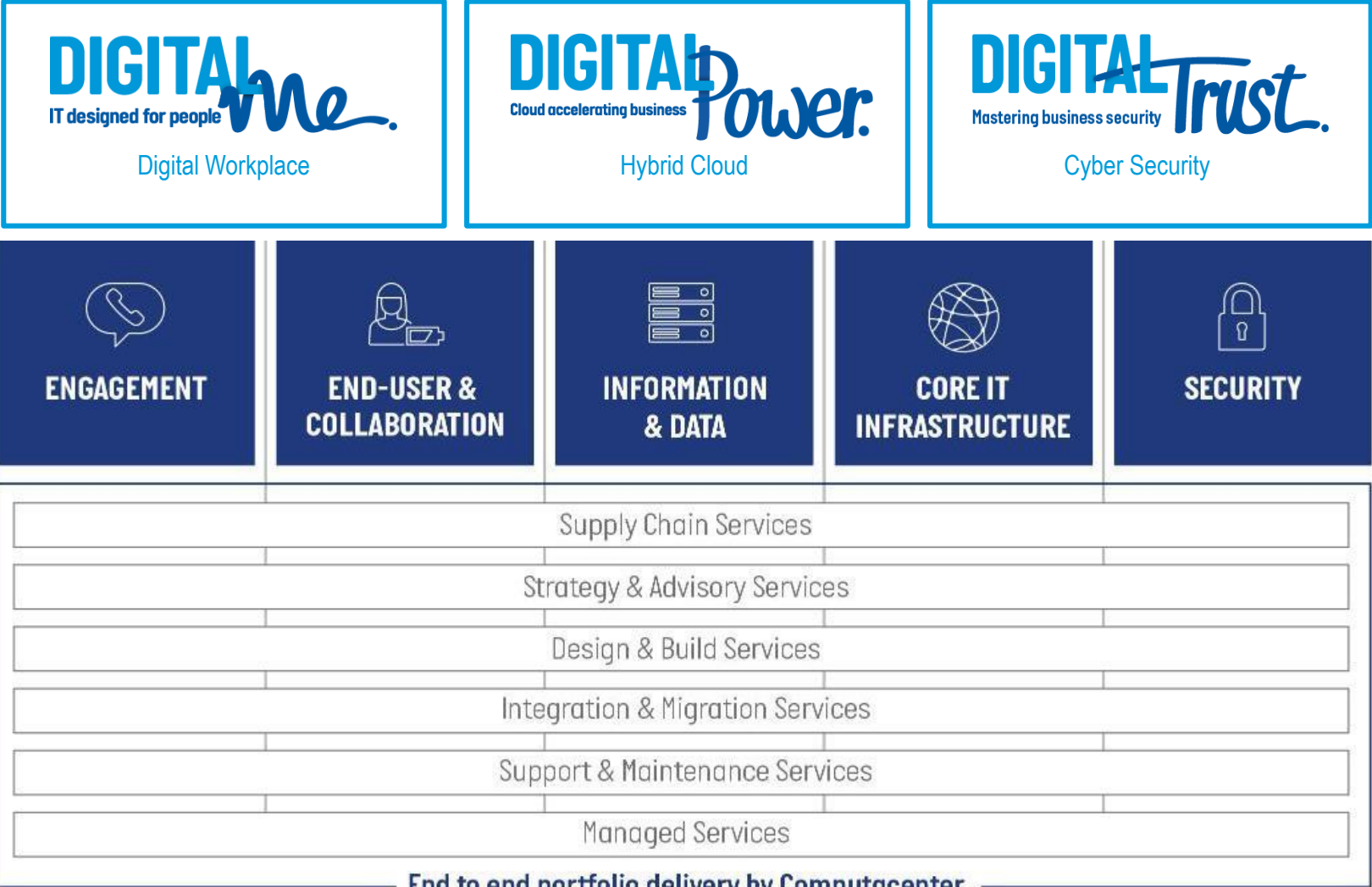
● Führungskräfte ● Fachkräfte Basis: n = 1.215

Quelle: Hays-Wissensarbeiterstudie 2017





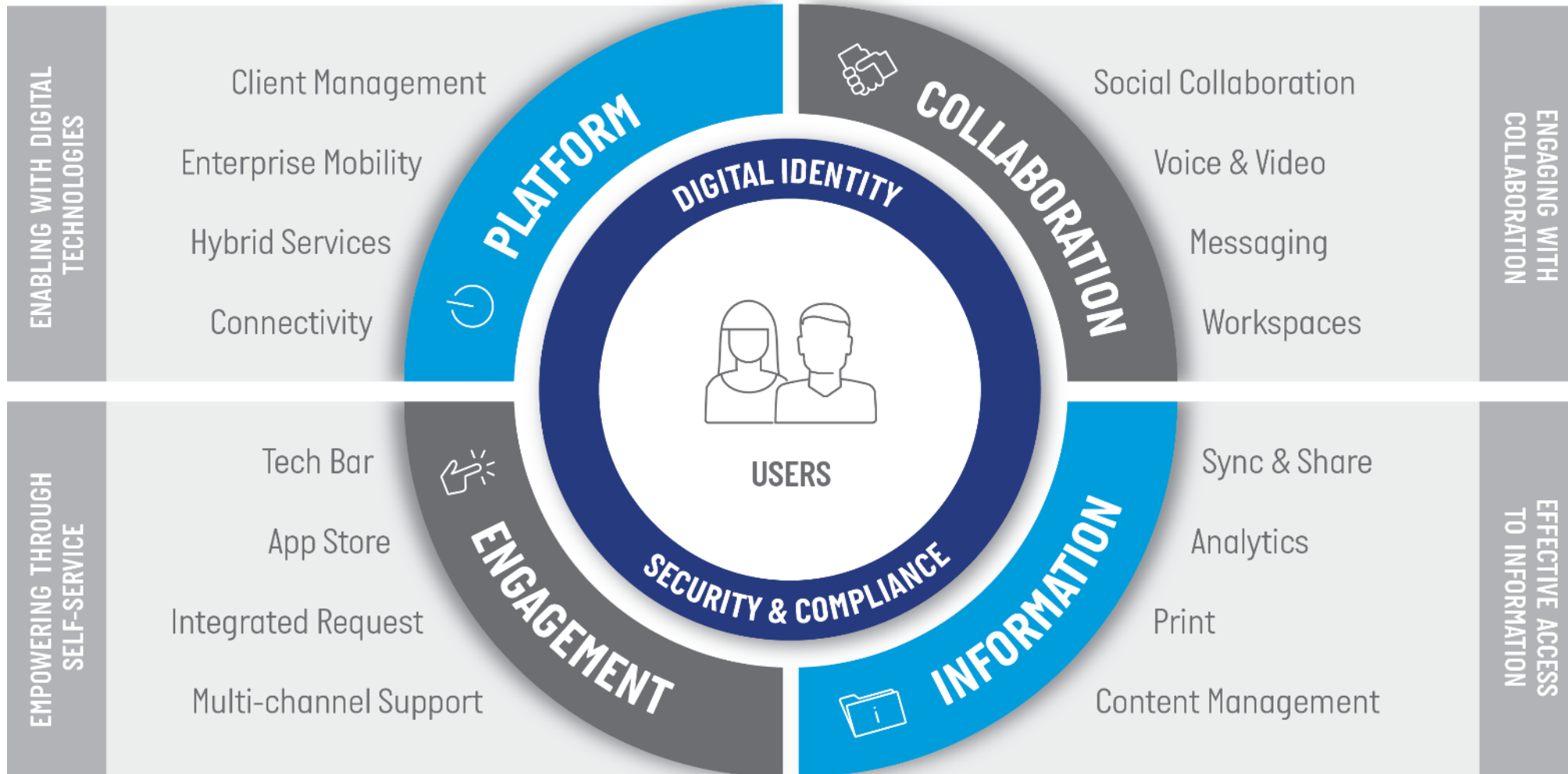
# DIGITAL ME, POWER & TRUST



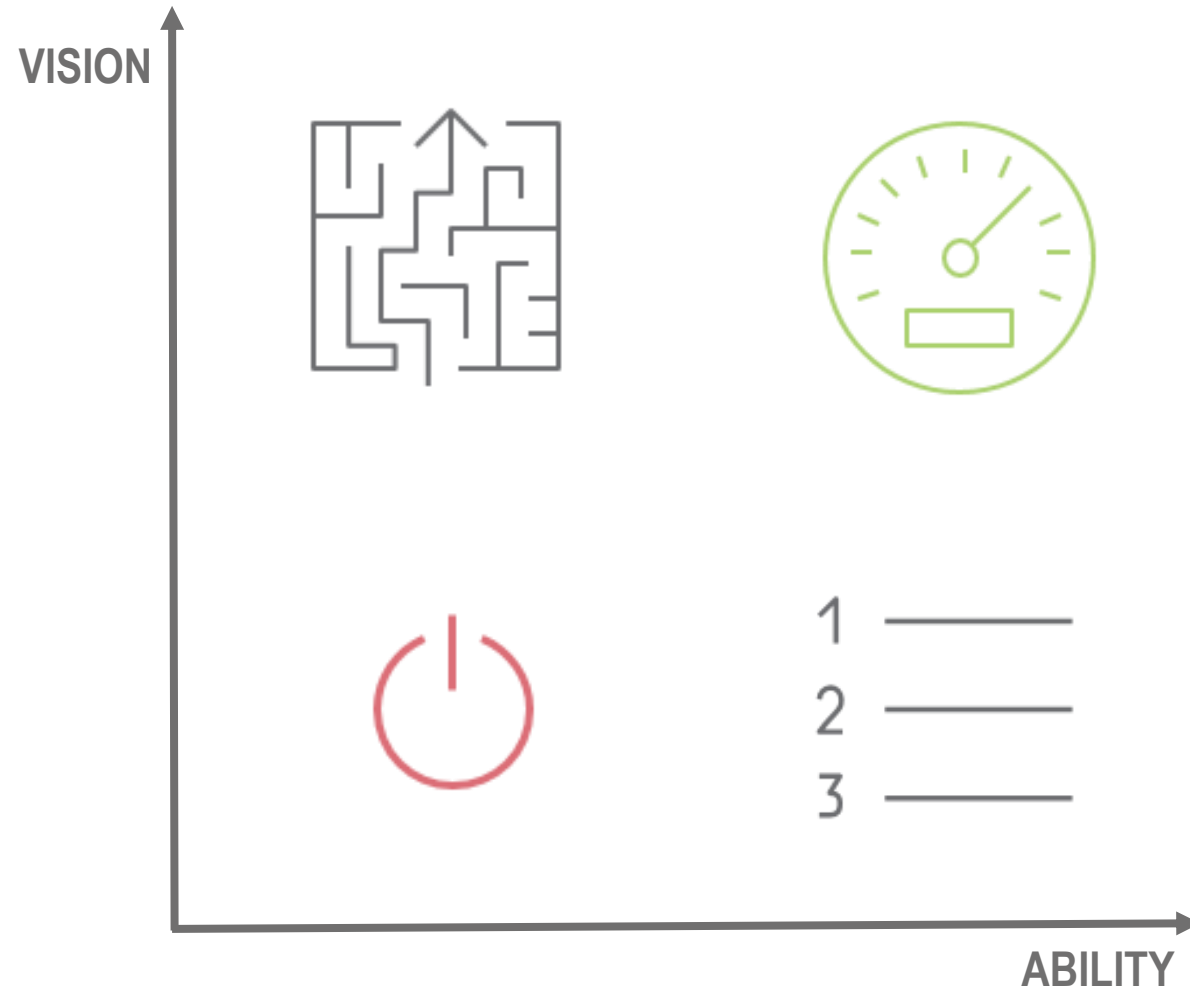


# COMPUTACENTER'S DIGITAL WORKPLACE

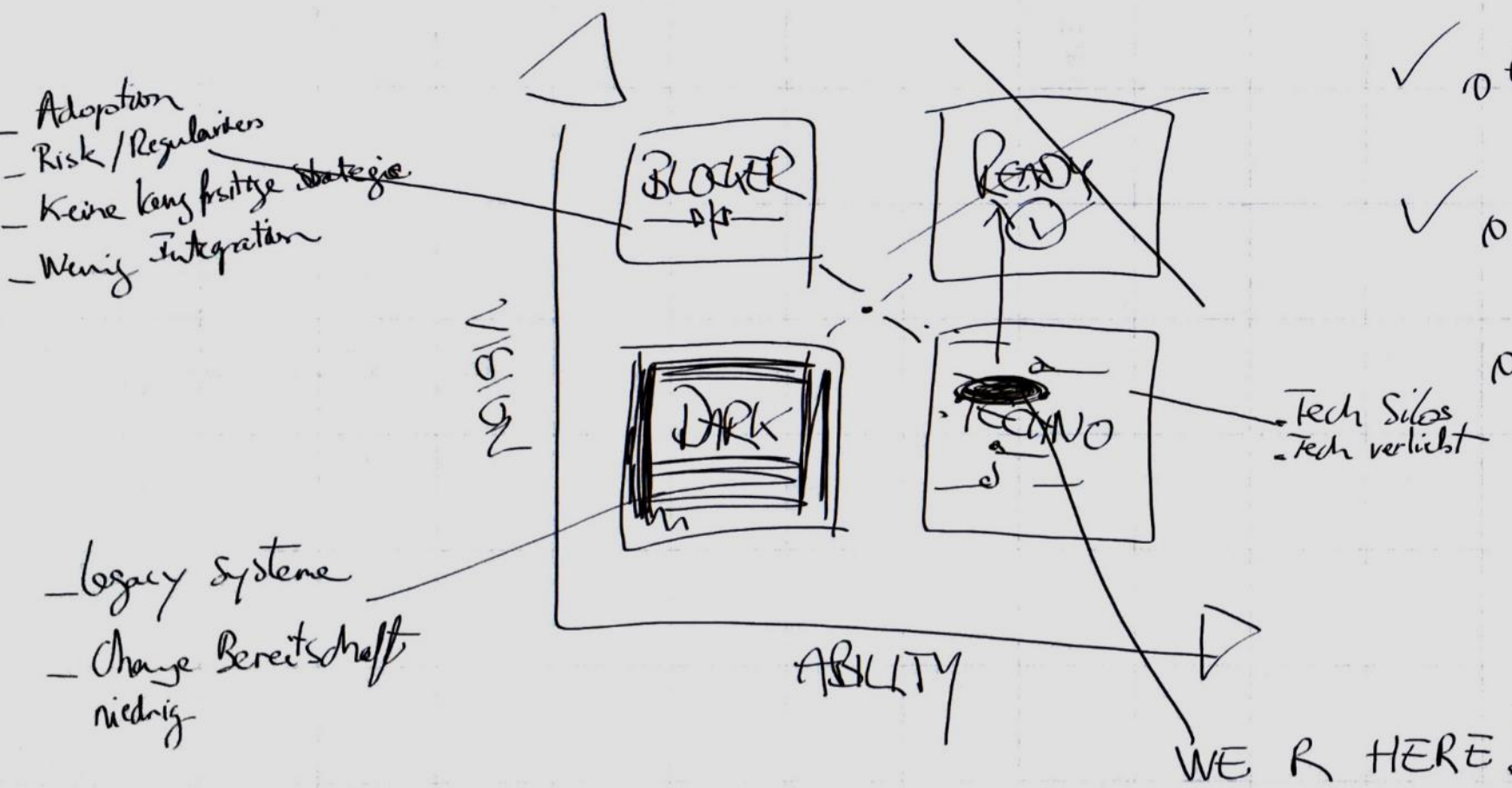
## INCREASING PRODUCTIVITY THROUGH ENHANCED USER ENGAGEMENT



# WORKPLACE TRANSFORMATION READINESS



# TRANSFORMATION READINESS



- ✓ 0 Einordnung
- ✓ 0 Begründung
- 0 Veränderung erforderlich?
- JA? → Wie/wer

- Klärung rechtliche ~~Struktur~~ Struktur mit Ausblick  
 (Abschließung von alten Systemen (DN/DMS etc... MUT!))  
 - Klare Vision!  
 - Techno + Adoption = Erfolg oder Ergebnis



# EIN HAUS

... VIELE MÖGLICHE VARIANTEN



Quelle: <https://de.wikipedia.org/wiki/Haus>



Quelle: <http://www.pinterest.de>





# WORKSTYLE AND PERSONA ANALYSIS SERVICE

## EXAMPLE CUSTOMER OUTPUT

**WHO WE SPOKE TO**  
OUR RESPONDENTS

**DEVICES**  
USER FEEDBACK

**PAM**  
"BOOMERANG"

**CAMPUS COLLEAGUE**  
DAY IN THE LIFE

07:55 - Arrive early at Shire Park - prefer to avoid peak time

08:05 - Sit at my usual hot desk, grab a coffee

08:50 - Head to meeting room - carry open laptop by the hinge

09:00 - Meeting with team. Room missing the right cable for laptop

09:30 - Good TP experience with Bangalore colleagues

09:30 - Can't find contact details for colleague in AD

10:00 - Spend morning on reports in the cafe

12:40 - Lunch and coffee

13:30 - Share some data with a partner - end up using email

16:00 - Exchanged email many times - which is the latest version?

16:10 - Leave Shire Park to avoid 5pm queues

CHECKOUT

CAMPUS COLLEAGUE

5 | © Computacenter

37 | © Computacenter

19 | © Computacenter

10 | © Computacenter 2017

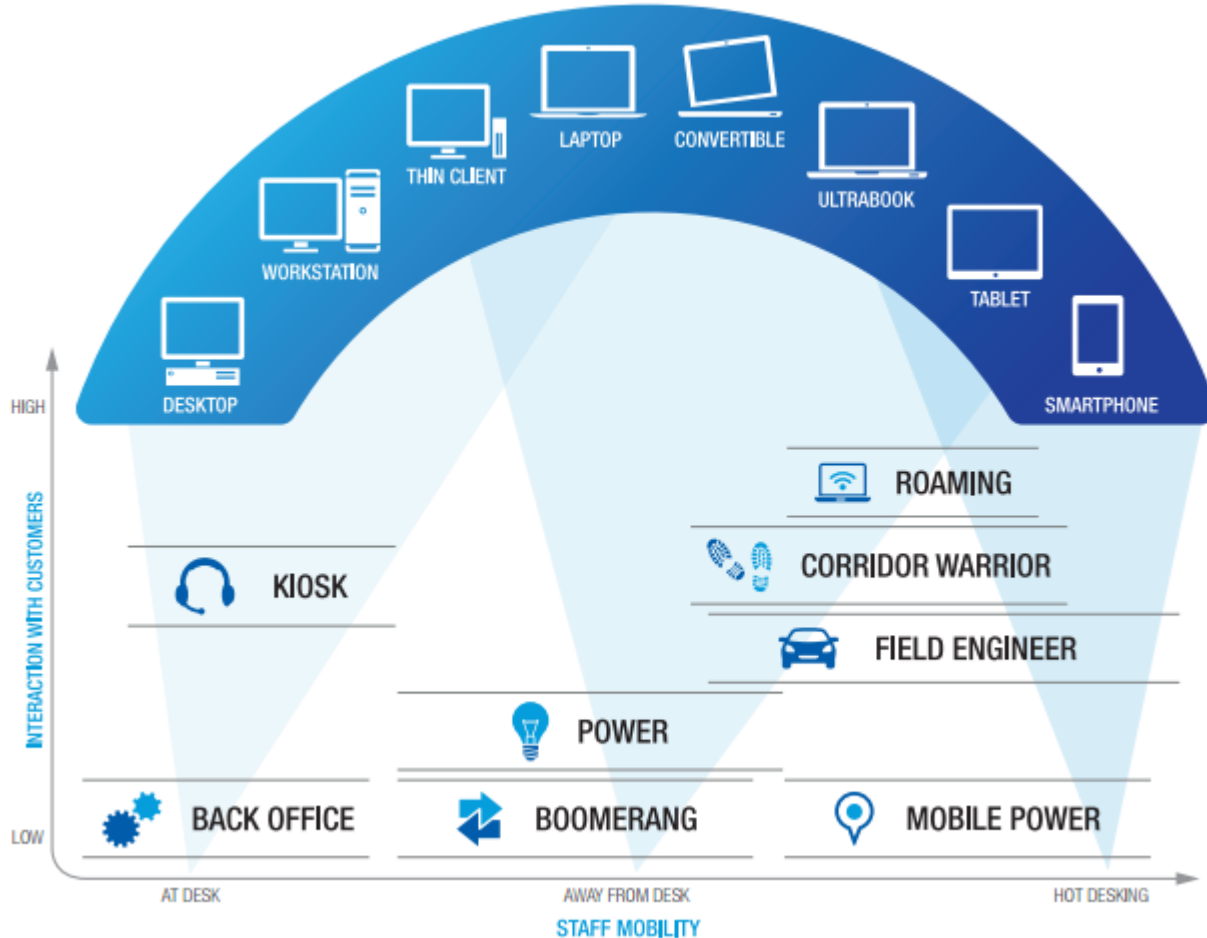


# PERSONAS

## ROLLEN UND WORKING STYLES

## WORKSTYLE PROFILES

### WORKSTYLE AND DEVICE ALIGNMENT



Mobility index	Workstyle	Definition	Example job roles	Business need
0	Back Office	A role performed from a single location	Accounts Payable, Facilities, Procurement	Consistent user experience, high customer service levels, rapid implementation at new sites
0	Kiosk	Multiple users at a fixed point, information input and referral only - not data creation	Receptionist, Shop assistant, Bank cashier, Call centre	Rapid sign on, consistent user experience high customer service levels, rapid implementation at new sites
0	Power	Single location specialist user	CAD designers, Traders, Media Production	Multiple applications, Digital Video
>10%	Mobile Power	Mobile location specialist user	CAD designers, Traders, Media Production	Multiple applications, Digital Video
<20%	Boomerang	Home desk with occasional visits to various locations	Personal assistant, HR Manager, Solicitor, Architect, Social worker	Remote access to selective corporate apps, synchronised email and calendar data, data and device loss protection
<50%	Roaming	Employees that move between multiple fixed locations, including company offices, customer sites and their home	Community nurse, Project manager, Senior executive	Remote access to corporate applications, real-time collaboration,
>50%	Corridor Warrior	Although based at a fixed location, the worker needs to be mobile within this environment	Warehouse supervisor, Stock controller, Factory maintenance operator, Showroom sales assistant, Merchandiser	Repetitive tasks made easy and clipboard replacement, constant data and application access, no downtime
>80%	Field Consultant	A non-office-based role where the majority of work is performed remotely at a variety of sites	Police officer, Surveyor, Sales Professional	Remote access to corporate applications, real-time collaboration
>80%	Field Engineer	A non-office-based role where the majority of work is performed remotely at a variety of sites	Engineer, Driver, Maintenance Engineer, Service Engineer, & Courier	Data and device loss protection, simple document and information management, in-field support



# EXAMPLE PERSONAS

Secure or Non Secure.



Knowledge - External



Knowledge - Professional



Task - On Campus



Executive / VIP



Knowledge - Engineering



Support



Knowledge - Mobile



Task - Mobile





# GENERATION Y

## CHANGE IN COMMUNICATION

% of Centers Reporting Most Popular Contact Channels by Generation					
	Internet / Web Chat	Social Media	Electronic Messaging (e.g. email, SMS)	Smartphone Application	Telephone
<b>Generation Y</b> (born 1981-1999)	24% (1 <sup>st</sup> choice)	24% (1 <sup>st</sup> choice)	21% (3 <sup>rd</sup> choice)	19% (4 <sup>th</sup> choice)	12% (5 <sup>th</sup> choice)
<b>Generation X</b> (born 1961-1980)	21% (3 <sup>rd</sup> choice)	12% (4 <sup>th</sup> choice)	28% (2 <sup>nd</sup> choice)	11% (5 <sup>th</sup> choice)	29% (1 <sup>st</sup> choice)
<b>Baby Boomers</b> (born 1945-1960)	7% (3 <sup>rd</sup> choice)	2% (5 <sup>th</sup> choice)	24% (2 <sup>nd</sup> choice)	3% (4 <sup>th</sup> choice)	64% (1 <sup>st</sup> choice)
<b>Silent Generation</b> (born before 1944)	2% (3 <sup>rd</sup> choice)	1% (4 <sup>th</sup> choice)	6% (2 <sup>nd</sup> choice)	1% (5 <sup>th</sup> choice)	90% (1 <sup>st</sup> choice)

Quelle: [KPCB TRENDS, 2016](#)





**Khaled Khalifa**

Leading the Digital Workplace Sales in Germany. Working with clients in a digital world.  
5 Monate

Full House @Computacenter Gesprächsstoff München

# 100 likes

# 4.500 views



**Gesamtes Unternehmen**



**Mike Norris** – am 21 Juli um 3:15pm

**This Week by Mike Norris**

I often get asked why I don't make more acquisitions. The main reason is that I don't have the time to do so. I believe that the quality of the companies that we acquire is more important than the quantity. Integrating them into our business is a very challenging task, particularly in a people business and I'm very conscious that in a near full market, which is what the IT industry is in Europe, people have a choice of who they don't like.

[Erweitern >](#)

GEFÄLLT MIR ANTWORTEN TEILEN ÜBERSETZEN ...

Véronique De Pues, Kopp, Malaika, Tobias Staacke und 27 weitere gefällt das

1 vorherige Antwort anzeigen



**Manav Patel** – am 21 Juli um 4:55pm

Great article again This Week.

GEFÄLLT MIR ANTWORTEN TEILEN ÜBERSETZEN ...

Hannig, Angelika und Anamaria Gibbons gefällt das



**colin williams** – am 1 August um 2:49pm

Great post. I have referred back to it a few times and continue to use the "treatments" - priceless...

GEFÄLLT MIR ANTWORTEN TEILEN ÜBERSETZEN ...

Linda Massey, Edward Kenny und Lesley Wyre gefällt das



# So what is it then...?

# DIGITHON

**YOU WILL HAVE:**

- ✓ A COMMON UNDERSTANDING
- ✓ A VISION OF WHAT YOU WANT TO ACHIEVE
- ✓ CONSENSUS ON WHAT NEEDS TO BE DONE
- ✓ A PLAN AND DEFINED 'NEXT STEPS'

**YOUR COMPANY**

Computacenter

**SPEED**

**DIRECTION**

**Computacenter**  
Hatfield Business Park, Hatfield Avenue, Hatfield, AL10 9TW  
[Map](#)

**10:00 – 17:30**  
(please arrive by 09:30)

**DISCOVER THE DIGITHON**

Computacenter

The DIGITHON will bring together ...

IT BUSINESS USERS & INDUSTRY EXPERTS TECHNOLOGY EXPERTS STRATEGISTS TRANSFORMATION TEAM

**YOUR organisation**      **OUR experts**

As work becomes more digitised and users more demanding...

Business Growth    Digital Transformation    User Pressure

IT Strategy    ?    ?

**...it's harder than ever to plan and prioritise.**

**ORGANISATIONS SEEK HELP TO:**

- understand the opportunities the digital workplace offers
- define and accelerate their plans
- formulate a digital workplace strategy
- turn their vision into reality
- understand what a Digital Workplace is

**This is where a DIGITHON can help**

**'DIGITHON'**  
Digital Marathon

**OUR ENERGISED WOKSHOPS CAN...**

- ✓ PROVIDE UNDERSTANDING
- ✓ GIVE CLARITY
- ✓ GAIN CONSENSUS
- ✓ SET PRIORITIES
- ✓ DEFINE THE OUTCOME

...and provide the foundations on which a digital workplace can be built

THINK 'BACKATHON' BUT FOR DIGITAL STRATEGY!

The DIGITHON is one step on the way to Digital Workplace Transformation

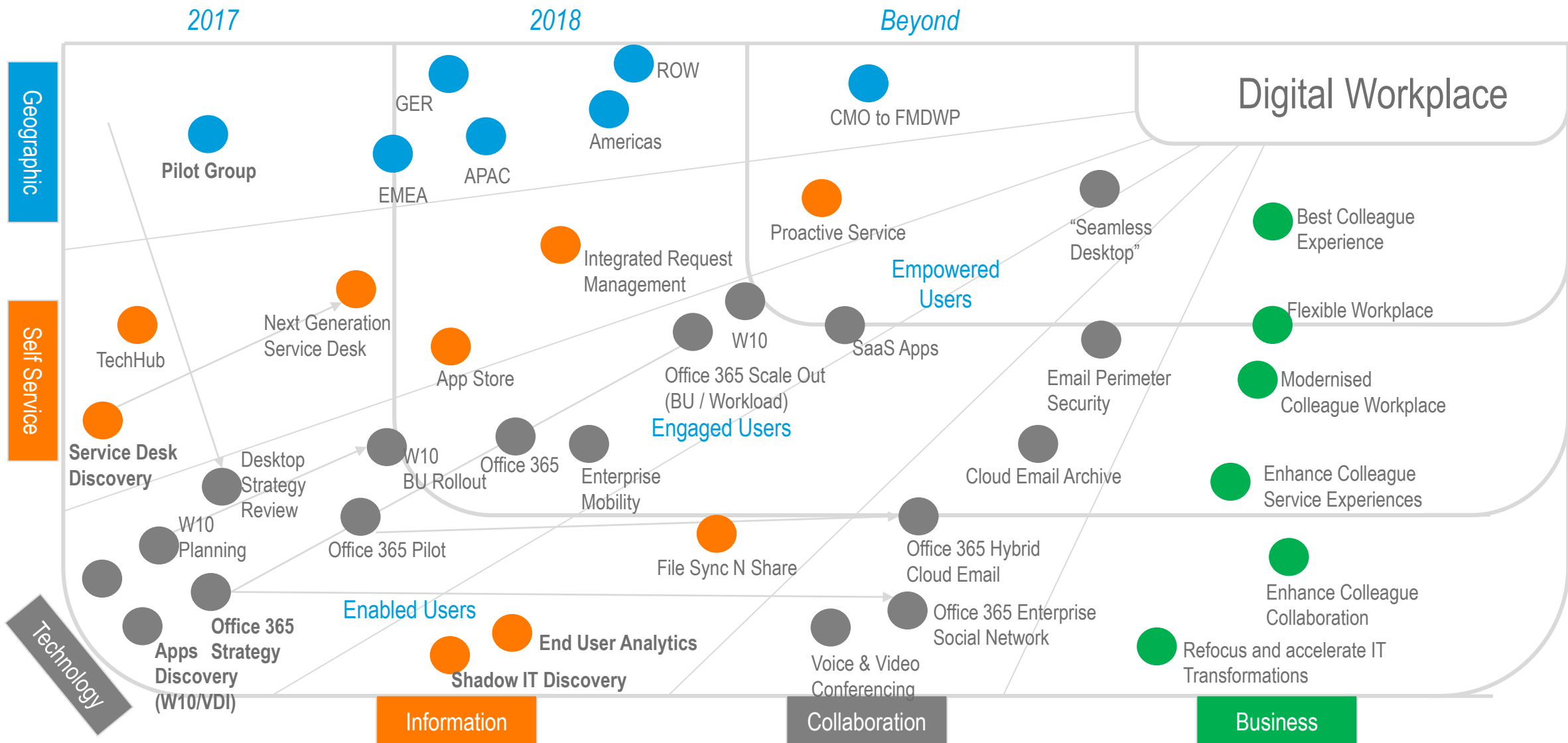
Other foundations include...

USER ANALYSIS    REQUIREMENTS DEFINITION    VISION & ROADMAP    DELIVERY PLAN





# TRANSFORMATION ROADMAP EXAMPLE





**TECHNOLOGY**

**+**



**ADOPTION**



**= SUCCESS**







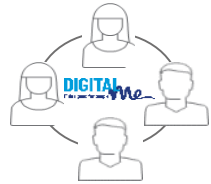
*„Wenn Sie einen Dollar in Ihr Unternehmen stecken wollen, so müssen Sie einen weiteren bereithalten, um das bekannt zu machen.“*

*HENRY FORD*



# COMPUTACENTER USER ADOPTION CONCEPT

## AUSZUG MÖGLICHER ADOPTION MAßNAHMEN



Anwender-  
qualifizierung



Projekt-  
kommunikation



Service

Präsenz- schulungen	Webcasts	Akzeptanz- Konzept	Flyer, Plakatte, Tischaufsteller, etc.	Genius Bar	Concierge Service
Trainings- materialien	Handbücher / Leitfäden	Business- Storytelling	Videos (Simple Show)	Vending Machine	Cabinet Solution
Umstiegshilfen (Soluzione)	Sprechstunden & Hotline	Intranet- kommunikation	Use-Cases	Welcome Lounge	Self-Service
Multiplikatoren Schulung	Lernvideos	User- kommunikation	Landingpage	VIP Service	Next Generation Servicedesk

Kontinuierliche Überprüfung des Nutzens für die Anwender (Messen, Fragen und Verbessern)



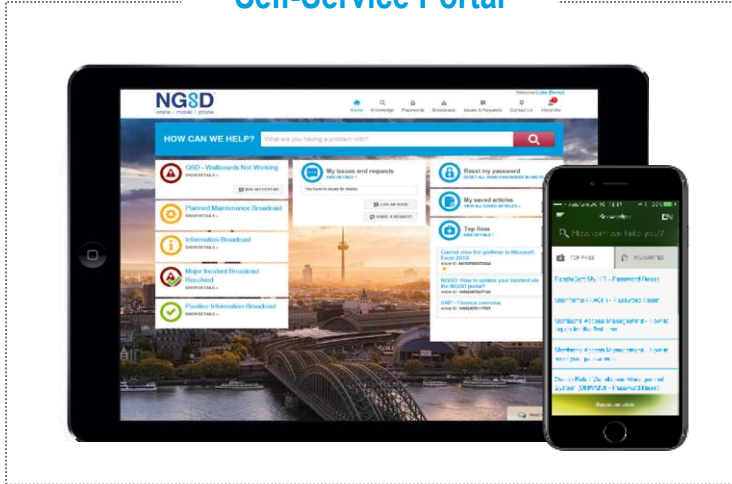
# USER SUPPORT

## A MULTI CHANNEL EXPERIENCE

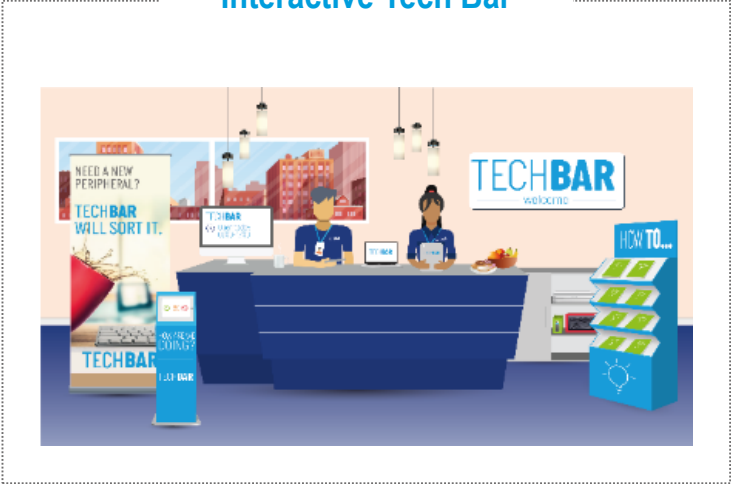
Global Service Desk



Self-Service Portal



Interactive Tech Bar



Automated Support



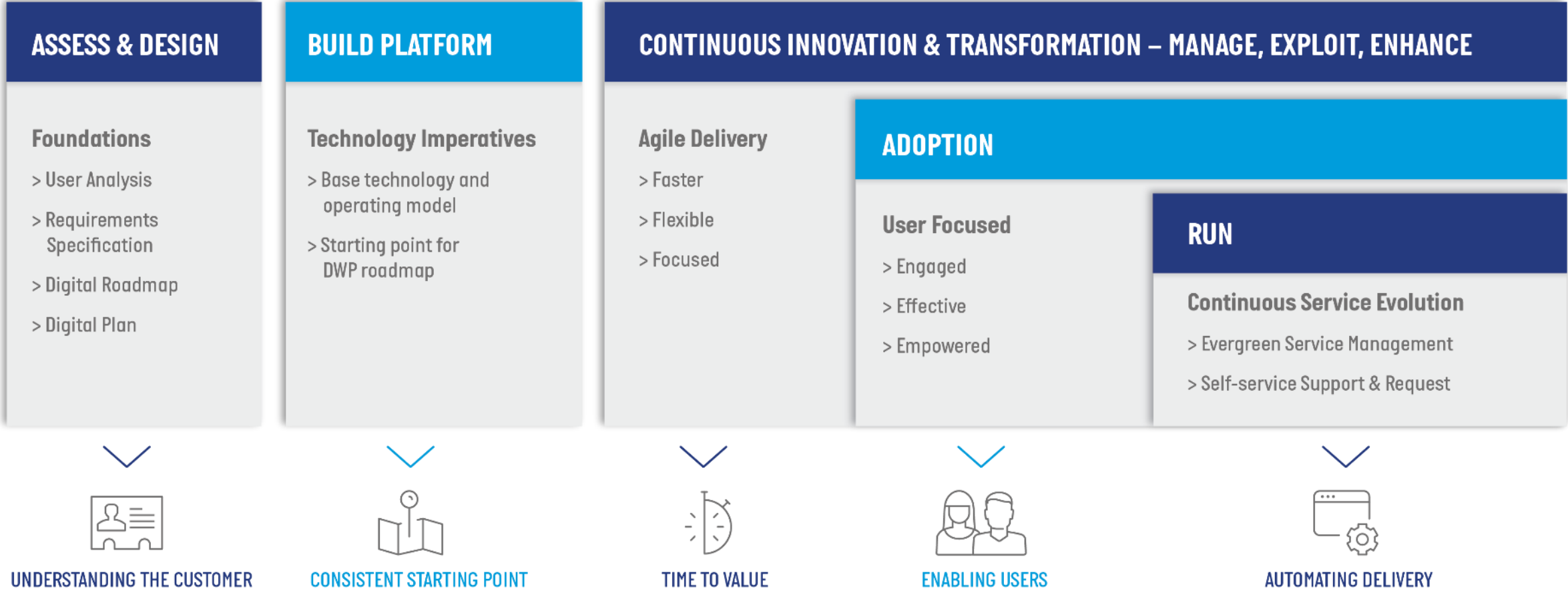


# DER WEG ZUR ERFOLGREICHEN TRANSFORMATION



# COMPUTACENTER'S TRANSFORMATION JOURNEY

ENABLING CHANGE THROUGH STANDARD TRANSFORMATION METHODOLOGY







**VIELEN DANK!  
HABEN SIE  
FRAGEN?**



**ERFAHREN. SMART. AGIL.  
IN DIE DIGITALE ZUKUNFT  
MIT COMPUTACENTER**

