

# MAKE SURE YOUR MOBILE WORKSPACE GIVES EMPLOYEES ACCESS TO *EVERY* TOOL THEY NEED

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Aberdeen research has found that when leading organizations deploy full workspaces to their employees, they gain increased capabilities, are more agile and dynamic, and boost returns and productivity. In this Aberdeen Knowledge Brief, we'll look at how leading companies are transforming their collaboration capabilities for any devices or workers, and the vital benefits that these businesses are gaining.

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**When it comes to collaboration, not having all the tools and data you need can be just as bad as having the wrong tools.**

And when it comes to the tools that employees at many businesses rely on to collaborate, they often find that they don't have access to everything that they need. In today's business environments, workers are being forced to compromise when it comes to collaboration tools — especially when working remotely or from a mobile device.

Often, mobile employees try to make do with less data, fewer features, and incomplete access to needed applications when they work with mobile tools. Once upon a time, this was acceptable; after all, just a few years ago, being able to do any collaboration from mobile was unique.

But that is no longer the case, and there's no reason for businesses and their workers to accept mobile collaboration solutions that provide anything less than EVERYTHING that is needed to get things done and be productive.

Strong collaboration tools are vital to today's workers, who need the ability to connect with colleagues at all times, on any device. But often modern collaboration tools come up short, especially for mobile workers.

While they may have great social, team chat, and video capabilities, these mobile tools lack access to the full digital workspace that people need to complete complex tasks and access every tool and bit of data needed to get things done. However, leading businesses are turning to new technologies, including full virtual workspaces, that give workers all the capabilities they need, no matter where they are.

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**Businesses that are leaders in collaboration are 50% more likely to use virtual workspaces.**

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## The Challenge to Have Access to All Tools and Data and be Productive While Mobile

While collaboration tools have been around since the first days of email in the 1960s, we've come a long way since the days when email, IRC, and newsgroup forums were state-of-the-art. Today, everything workers do and every tool they use has a built-in collaboration or team capability.

With these tools, employees can quickly connect with coworkers and collaborate within the right tools to solve problems and improve the business. But these new tools come with challenges of their own.

IT staff often must deal with complexity and resource drain when it comes to integrating and managing all of these siloed communications tools. And while unified communications and enterprise collaboration solutions help workers stay connected, they often lack integration with the tools that employees rely on to get things done.

This lack of strong and complete workspaces is proving to be a strain on productivity and business agility. In Figure 1 below, we asked a field of 124 business professionals to identify the top pressures leading their organizations to provide better mobile workspace capabilities to their workers.

**Figure 1: Top Four Drivers to Improve Collaboration Through Virtual Workspaces**



Source: Aberdeen, March 2018. Based on top answers from 124 respondents

Looking at this data, we see that organizations are striving to be more innovative and take advantage of emerging technologies — such as artificial intelligence and real-time communications — that make their workers more effective. These businesses need to make sure their employees have the information they need, when they need it, and that they have access to every application they need to get things done.

However, Aberdeen research has uncovered how leading organizations are able to meet these demands and give their mobile workers all the collaboration capabilities they need. By deploying virtual workspaces, these businesses achieve their goals and improve collaboration and worker productivity.

## **The Very Real Benefits of Virtual Workspaces**

With an effective virtual digital workspace, businesses can provide workers with all the services, applications, content, and data that they need, that can be accessed on any device. And by using these workspaces, organizations gain extensive control over communications and content access, which improves compliance and ensures that the right people have access to the right information.

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**Not surprisingly, when we analyzed our research to look at business leaders (those who scored in the top 30% of key success metrics in collaboration and workspace capabilities), we found that these organizations were taking advantage of virtual digital workspaces.**

**In fact, leading businesses are 50% more likely than their competitors to leverage virtual workspaces to improve employee access to applications, content and data.**

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And by utilizing virtual digital workspaces, all organizations can set themselves up to be leaders and improve worker productivity and boost their collaboration capabilities. In fact, when we did a deep dive into our research to see what benefits businesses gained through virtual workspaces, we saw significant improvements, as shown in Table 1.

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**Virtual Workspaces:  
A virtual workspace gives mobile and remote employees a single workplace on their mobile devices that provides secure and easy access to all of the same applications and data that they enjoy from their office computer.**

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## Table 1: Virtual Digital Workspaces Deliver

Compared to all other businesses, organizations with virtual workspaces are:

<b>2x</b>	more likely to have line of business involved in selecting new collaboration technologies
<b>20%</b>	more likely to have effectively deployed mobile collaboration tools
<b>2x</b>	more likely to have full, cross-company collaboration

Businesses that deploy virtual workspaces are also more likely to involve line-of-business users in the decision process. This makes sense, as they will be the eventual end users, and will need collaboration delivered across the entire company — including mobile users.

On top of these benefits, we also found that these organizations with virtual workspaces are more likely than their competitors to see lower employee turnover and achieve higher customer retention.

### Key Takeaways

In the end, how does a successful team stay connected and productive? Neither email nor messaging and virtual conferencing are enough, and even video chat doesn't provide everything.

It turns out that successful workers, especially those who are mobile, need access to all of the apps, content, and data needed to do their jobs. With virtual digital workspaces, leading businesses are giving these workers the tools they need, without surrendering control over key business content and data.

It's said that people want it all, and they want it now.

With virtual digital workspaces, businesses can actually deliver this to all of their employees.

## About Aberdeen Group

Since 1988, Aberdeen Group has published research that helps businesses worldwide to improve their performance. Our analysts derive fact-based, vendor-neutral insights from a proprietary analytical framework, which identifies Best-in-Class organizations from primary research conducted with industry practitioners. The resulting research content is used by hundreds of thousands of business professionals to drive smarter decision-making and improve business strategies. Aberdeen Group is headquartered in Waltham, Massachusetts, USA.

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