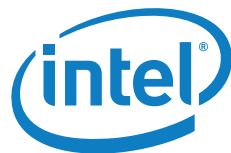


GET PERSONAL

The Softchoice Guide
to Persona-Based Device
Procurement



The definition of “office” is changing – and so are user expectations.

The age of the “generic desk job” is over. Today, mobile technology, collaboration tools and cloud services give workers the freedom to choose where and when they work. They expect the same freedom when it comes to the devices they use.

Once upon a time, employers could select a single “standard-issue” PC for all users. Now workers have a diverse range of work styles, locations and needs. Each requires purpose-built computing devices, accessories, software and services.

In fact, over 82% of workers feel personalized technology makes them more productive¹. Meanwhile, 80% are dissatisfied with the current technology their employer provides.

Yet, a greater variety of devices means more complexity for IT. Between a more complex environment and a tech-savvy workforce, 53% of IT leaders struggle to stay ahead².

Nonetheless, employers need to re-think device procurement or compromise their ability to retain top talent. In fact, 40% of workers have quit a job because of sub-standard technology.

The end of “standard-issue.”

Not everybody’s job is the same – why should their devices be? Whether it’s a high-powered PC or an ultralight hybrid tablet, the best work device looks different to everyone.

We’ve profiled the 5 most common user personas among North American workers – and the computing devices and accessories best-suited to each.

This guide will help you identify the user personas in your organization and align your device procurement strategy to help each one be their most productive.

The Desktop Knowledge Worker

Prioritizing Productivity



Mobile technology and the cloud allow workers to leave the “desk job” behind. But for a large subset of knowledge workers, “deskbound” means “primed for maximum productivity.”

39% of workers spend most of their day at a fixed workstation³

74% use a desktop computer for work-related activities

A desk-centric worker’s productivity improves **18%** with a second monitor

The desktop knowledge worker spends most of their workday at a fixed location where they’re easy to reach. They often prefer – or require – computers and accessories with heavy processing power and support for high-productivity work modes.

KEY CRITERIA

- A job function centered in the office and reliant on formal work structures
- Workflows that are straightforward, consistent and predictable
- A frequent need to be accessible to other employees
- Common roles: accountant, administrator or operations professional

COMMON CONCERNS

- Comfortable, clutter-free workspace where they’ll spend most of their workday
- Enough processing power to handle data-intensive day-to-day workloads
- Support for multi-tasking, including large displays and dual monitors
- Freedom to present, share and collaborate in other areas of the office

DEVICE WISHLIST

- Micro-PC: to combine power and convenience in a small-scale form-factor
- Wireless mouse, keyboard and dock: for a clutter-free workspace
- Adjustable wireless displays: to support multi-tasking up to six screens

The Mobile Knowledge Worker

Create. Present. Share. Repeat.



Some people spend the entire workday on their feet. For the mobile knowledge worker, the “office” is wherever the next meeting, presentation or collaboration session takes them.

Mobile workers will account for nearly **75%** of the US workforce by 2020

71% believe portable technology makes it easier to collaborate “on-the-go”⁴

33% of on-premises employees spend most of their workday away from a desk

The mobile knowledge worker spends most of their workday on-the-move within the office. They need devices and accessories that support frequent shifting between creation, collaboration and presentation modes throughout a packed schedule.

KEY CRITERIA

- Continual movement between different areas of the office
- A large portion of the day spent in or preparing for meetings and presentations
- A need to shift often between desktop productivity and presentation modes
- Common roles: sales or marketing representative, mid-level manager or executive

COMMON CONCERNS

- Need for a flexible, portable device supporting quick transition between work spaces
- Enough battery power to sustain maximum productivity throughout the day
- Plug-and-play capabilities with wireless meeting room projectors and displays
- Simple context switching between creation and collaboration modes

DEVICE WISHLIST

- Mobile workstation: for portability, long-lasting battery and seamless context switching
- USB-C adapter: for quick connection with meeting room displays
- Wireless docking station: for fast transition to post-presentation productivity

The Field Force

Hard at Work, Wherever



For some workers, being “ready for anything” is a daily requirement. Whether they’re on-the-road or on the job site, field sales and service workers bring the “office” everywhere.

52% of employees work away from an office space at least part of the time⁵

1 in 5 workers spends more than half of their work hours outside the office⁶

Features like digital signatures can reduce turnaround on sales proposals up to **80%**

Field sales workers spend most of their time outside the traditional office – on the road, onsite with clients or on the trade show floor. Meanwhile, the field service worker’s average day takes them to noisy, dangerous or even hostile environments. Both need technology that can keep up.

KEY CRITERIA – FIELD SALES

- A job function with no fixed schedule or location
- Frequent travel for offsite meetings and presentations
- Common roles: sales representative, professional services provider or consultant

COMMON CONCERNS – FIELD SALES

- Portable, versatile technology and extra-long battery life
- Consistent, secure connection to the office network from any location

DEVICE WISHLIST

- 2-in-1 hybrid tablet: for maximum productivity in tablet and desktop modes
- Touch and pen input: for continued productivity in unconventional spaces
- Power bank and adapter: for battery life that spans the entire workday

KEY CRITERIA – FIELD SERVICES

- Demanding role with extreme conditions that would destroy standard work devices
- Desire to replace paper processes with devices
- Common roles: emergency responder, construction worker, manufacturing or logistics professional, armed forces member or field engineer

COMMON CONCERNS - FIELD SERVICES

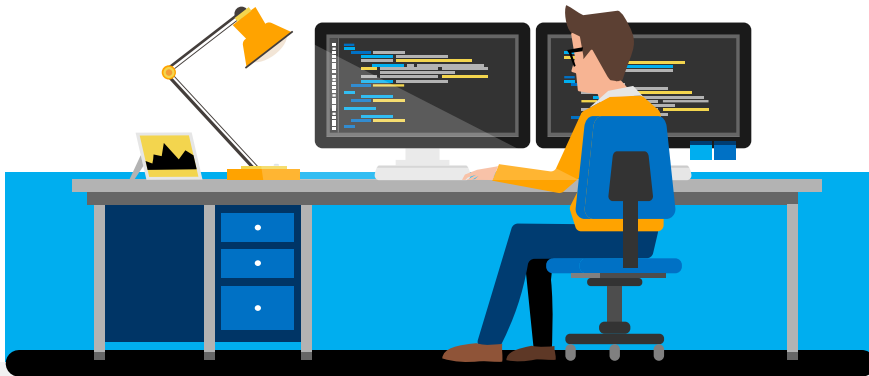
- Lightweight, portable, rugged device form factors
- Capacity to withstand extreme temperatures, physical damage or submersion

DEVICE WISHLIST

- Rugged tablet: for military-grade durability under any conditions
- Wireless dock: for quick transition back to desktop mode

The Power User

High-Performance Productivity



Complex work requires technology that won't quit. The power user performs business-critical tasks involving processor-heavy, data-intensive workflows.

60% of workers expect employers to provide state-of-the-art technology

46% of workers say slow or outdated technology is their biggest time-waster at work⁷

Using the latest computing devices makes workers **3-to-5x** more productive⁸

Power users spend their workdays building the intellectual property of the company, often with the help of specialized tools. They rely on computing devices that support high-compute specialist applications with the highest data processing and memory speed available.

KEY CRITERIA

- A job function involving complex, detail-oriented projects
- A role requiring specialized skills and advanced training
- Workflows demanding high precision and simultaneous compute-heavy tasks
- Common roles: engineer, industrial designer, architect, software developer, graphic artist, animator or film-and-TV editor

COMMON CONCERNS

- Consistent high-performance at maximum clock speeds
- Processing horsepower to work with professional-grade software suites
- Support for high-precision, lightning-fast graphical output and multiple displays
- Enough memory to handle massive multi-terabyte work files

DEVICE WISHLIST

- High-performance workstation: for uncompromised memory and processing speed
- 4K displays: for industry-best graphical output
- Digital ink and touch input: to support high-precision, detail-oriented workflows

The VIP

Connected and in Command



Whether in the boardroom or the hotel room, some workers stay tuned into every aspect of the business. The VIP requires technology that supports collaboration and connectivity – anywhere.

100% of those who most often work “on-the-go” carry mobile work devices everywhere⁹

39% of high-mobility workers use more than one device to do their jobs¹⁰

77% of workers agree that mobile work devices are key to achieving strategic objectives

The VIP spends their work hours making the big deals and decisions that steer the organization. Often a strategic leader or public face of the business, the VIP requires devices that enable a secure connection to the corporate network no matter what time zone they’re in.

KEY CRITERIA

- A job function requiring frequent travel along with flexible work hours and locations
- A high degree of autonomy around decision-making
- A need for seamless communication and collaboration in the office or across the globe
- Common roles: VP or C-level executive

COMMON CONCERNS

- Portable, versatile device that turns any space into a high-productivity workstation
- Extended battery life to last through extended trips
- Confidence that sensitive corporate data is protected from malicious activity
- Consistent, secure connection to the office network anywhere, anytime

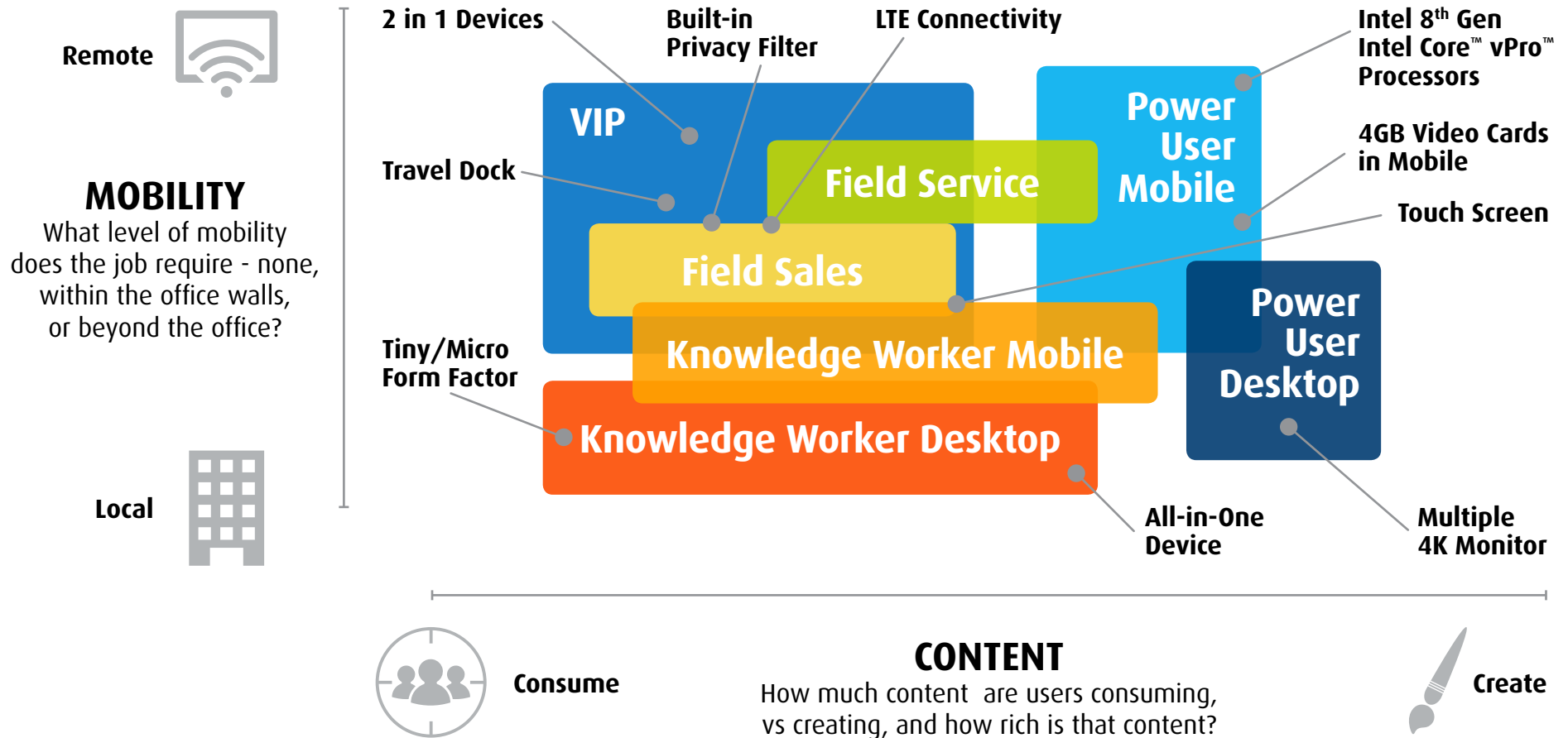
DEVICE WISHLIST

- High-performance mobile device: for secure connectivity on the road (or in the air)
- All-in-One PC: for seamless video-conferencing and optimal productivity from the office
- Smart whiteboard and Skype room system: for a collaboration-enabled conference room

Persona-Specific Technology Chart

Knowledge Worker - Desktop	Knowledge Worker - Mobile	Field Force - Service and Sales	Power User	VIP
Fixed location, someone who always needs to be reached, knowledge accessed	Mobile within the office, always going to meetings in neutral areas and collaboration spaces	Mobile beyond the office/campus. May be Field Sales (customer-facing) or Service (in unique and unorthodox settings)	Performing processor-intensive tasks, crunching and storage large amounts of data	High-up, management level. Decision making powers, the "face of the company"
Commonly found in these departments or roles:				
Operations	Middle Management	Field Sales	IT	C-Level
Finance/AP/AR	Business Development	Field Services	Creative Marketing	Director
Legal	Marketing		Developers	VP
Support Call-Center	HR & Training		R&D	
Inside Sales			E-Commerce	
Common needs and goals devices should accommodate:				
<ul style="list-style-type: none"> • Collaboration - Remote • Content Creation • Multi-factor Authentication • Processing Power • Up-Time • Visual Consumption • Wired Connectivity (ports) 	<ul style="list-style-type: none"> • Collaboration - Local • Content Consumption • Mobility (Within Office) • Wireless Connectivity (WiFi/LTE) 	<ul style="list-style-type: none"> • Content Consumption • Customer-Facing • Digital Ink • Fast Data Input / Capture • Long Battery Life • Harsh Environment • Mobility (Beyond Office) • Outdoors operations • Signature Capture • Wireless Connectivity (WiFi/LTE) 	<ul style="list-style-type: none"> • Digital Ink • Employee Satisfaction • Graphics • Processing Power • Up-Time • Wired Connectivity (ports) • Visual Consumption 	<ul style="list-style-type: none"> • Customer-Facing • Employee Satisfaction • High-Security • Travel • Wireless Connectivity (WiFi/LTE)

End-User Alignment Chart



Ready to Rethink Device Procurement?

Problems with hardware procurement often begin with silos. End users want one device while IT recommends another. Meanwhile, the finance department has their minds on the price tag. The result? Users feel the technology their employer provides doesn't meet their needs and they disengage. To ensure your next hardware refresh succeeds, you must locate the silos in your organization and break them down.

Softchoice Personalizes your Procurement

Personalized device procurement begins with communication between stakeholders. Then, it's time to streamline the purchasing process. No matter where you are on the procurement journey, Softchoice experts are here to help:

- **Baseline Assessment:** assess your current purchasing strategy and pinpoint opportunities to improve efficiency and reduce costs.
- **Technology Roadmap:** plot a map of the complex world of hardware vendors, models and licensing offers. Identify your ideal future state and chart the plan to get you there.
- **Personalized Digital Marketplace:** set up a one-stop shop for your software and hardware needs personalized by the use cases or personal needs in your organization.
- **Dedicated Account Management:** receive regular, proactive reviews of your purchasing landscape with custom reporting and renewal calendars.

Ready to get started?

We developed a helpful toolkit to help organizations better prepare for their Client Hardware Refresh.

[GET MY TOOLKIT](#)

ENDNOTES

¹ **Forrester Report:** Redefine Your Workforce Enablement Through Productivity. A Custom Technology Adoption Profile
Commissioned by Dell | November 2016

² **Forrester Report:** Optimize Your PC Lifecycle Management. A Custom Technology Adoption Profile

³ Statistics sourced from Softchoice-provided materials unless otherwise indicated

⁴ **Source:** Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 34

⁵ **Source:** Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 30

⁶ <http://i.dell.com/sites/doccontent/shared-content/data-sheets/en/Documents/The-future-worker.pdf>

⁷ http://www.workforcetransformation.com/workforcestudy/assets/report/Dell-future-workforce-study_GLOBAL.pdf

⁸ <http://www.workforcetransformation.com/workspace-experience/specialized-workers/>

⁹ <http://i.dell.com/sites/doccontent/shared-content/data-sheets/en/Documents/The-future-worker.pdf>

¹⁰ **Source:** Dell & Intel Future Workforce Study Global Report, Research conducted by Penn Schoen Berland, 2016, slide 20

