



Once Every Friday

A RES executive point of view on transforming technology for IT



DIGITAL LEADERSHIP INSIGHTS

If today's workers were asked to transact personal banking as people once did routinely, it would seem as if the world was ending.



Complaints would be loud and long over adopting such difficult and inefficient processes. You may not personally remember that time, so here's a scenario that took place every Friday, at least until the late 80's and early 90's – long before today's world of mobile banking apps and shared payment platforms:

- Every Friday, envelopes with paper checks would be handed out. If you were lucky, a department admin would walk from desk to desk hand delivering them (usually with an ironic comment). Otherwise you were at the unpredictable mercy of interoffice mail.
- After accepting your check you'd squirrel it away at your desk or in a pocket until you could make it to the bank. But all morning you had nagging worries about security: what if I lose my check before it's deposited? What if the bank screws up and doesn't deposit it correctly? Imaginative workers would picture the wind snatching their checks as they climbed into their cars in the parking lot, watching in frustration as it sailed beyond reach.
- At lunchtime, you'd make a beeline for the nearest retail bank. (You'd try to break for lunch early to get a head start on the bank line, but meetings would usually intervene.) When you arrived, you'd fill out the requisite deposit slip and stand in line for most of your lunch hour waiting to deposit your check so you could cover your bills and withdraw cash.
- At the end of that long bank line, which snaked accordion-style across the lobby, you'd meet a teller who was likely bored, hungry and maybe well trained and motivated on that particular day. But when you first stepped in line, you didn't know what type of experience you would have; you just hoped it would be successful.
- At last, with your transaction complete, you'd make a mad dash to a fast food joint so you wouldn't starve during the afternoon's meetings.

This is what it took to get your payroll check out of the company, into the bank and into your pocket every week. But it doesn't work that way anymore. Retail banking has been transformed by technology and modernized, yielding vastly greater efficiency for the consumer, more productivity for bank workers, better security for all, and a great and consistent customer experience. Could you imagine ever going back to the old way of doing things, even if you were given a choice?



Can you believe?

Today, driven by consumerization, workplace expectations have changed. Office workers have become tech-savvy workplace consumers who want to be empowered with technology. And they wonder with increasing influence and fervor why IT can't match the technology experience they enjoy daily as private consumers.

The reality is, IT delivers technology services to end users in a manner that's startlingly similar to our banking story of 30 years ago. Nobody's fooled by web interfaces and online forms. What lies behind them is a cumbersome web of service tickets, help desk procedures, manual resolutions, unpredictable human interactions and, all-too-often, waiting: waiting for IT to manually perform the necessary technical changes in the infrastructure so the ticket can be resolved and the user's need met. It's a ramshackle system that hasn't fundamentally changed in decades.

Like the shoemaker's children, IT is delivering incredible technology that can power enterprise productivity like at no other time in human history. Today's digital workspaces deliver powerful apps and data that suit every workstyle, from virtually any physical location, at any time of day, and via a plethora of personal devices. But the technologies that deliver this power are especially complex, and they're often overlaid onto operational processes that date back to an earlier time, and don't represent the efficiencies that are within reach today.

There is a better way. That's why RES exists. We want you to see how we are transforming IT service delivery to business end users with technology that equips IT to create, automate and secure digital workspaces at lower cost. We want you to believe that we can revolutionize service delivery for IT and workers just as dramatically as in our banking example. RES can become the glue that fastens today's infrastructure into an automated, people-centric service machine driving great benefits for everyone, more securely and with lower costs.



Revisiting our roots.

From its earliest beginnings, RES has focused on delivering more value to workspace technologies. And there have been many along the way. Our earliest customer successes were with server-based desktop deployments from Citrix and Microsoft. But along the way, we found ways to deliver much greater value for other deployments and vendor stacks. VDI, for example, was potentially a great win for IT. But VDI deployments were also taking place as the workplace consumer was growing in expectations and influence, demanding a better experience than VDI could offer. Consumers want a personal experience with their computing devices, and that means the ability to personalize their remote and virtual workspaces with the same custom feel their desktops or laptops have. But too often, logging into a VDI environment was like turning back the clock ten years. In retrospect, VDI and other technologies – desired to lower costs and improve security – delivered a poor user experience because they were too technology centric.

The RES vision is clear and simple: if IT were to put people at the center of its services rather than technology, won't that result in a more satisfied workforce? Of course it will. But IT still needs to deliver technology at lower costs and with high security. What's needed is a win on all three fronts: satisfaction, cost and security. That was the challenge that RES set out to solve.

It hasn't been easy. With each new technology, the infrastructure has grown more complex. (With technologies, as with industry regulations and paper clips, nothing is thrown away.) Any large enterprise is certain to have physical, virtual, web, SaaS and mobile components, and digital workspace technologies have become incredibly complex and diverse.

Thanks to the unique capabilities of RES, we can deliver a much better experience for users and IT by enabling IT to deliver their services in a better, more dynamic way that also enhances security and lowers costs. We can transform IT service delivery, allowing you to press the fast-forward button and advance to the current era of technology.

How RES Works

RES modernizes how apps are accessed and consumed, regardless of infrastructure delivery technologies, with simplified management burdens, lower costs and increased security. We've done this by analyzing the enterprise digital workspace, and delivering a strategy aimed at transforming how that workspace is optimized. And these are the four main ingredients for that transformation:

- **Automation:** Routine tasks can certainly be automated, but IT can also develop sophisticated workflows across systems and people to reduce management burdens and maximize investments. While automation investments are often siloed, RES offers automation that can span the enterprise.
- **Context awareness:** Because RES captures so much information about a person and how they are working at any given time – their device, physical location, network access point, time of day – the workspace can be dynamic: optimized and delivered based on each worker's individual context at the moment and location of access.
- **Self service:** When workers need additional resources from IT – elevated privilege, new apps, access to new data – empower them to request it through an intuitive user interface that's powered by business rules. They can choose the tools they need (from among for which they can be qualified) and request it themselves. No tickets, no waiting, no manual fulfillment.
- **Security:** IT faces a complicated balancing act between maintaining security standards (as well as meeting regulatory compliance burdens) and enabling worker productivity. RES helps IT combine context awareness and dynamic policies in a way that allows IT to balance both often-competing requirements in a way that enhances security and productivity.



Have it your way.

Today, the workspace is a hybrid of physical, virtual, web, SaaS and mobile technologies. It's built by software from Citrix, Microsoft and VMware – or all of the above. And we don't see this changing anytime soon.

RES works with whatever enterprise technologies you've chosen as your digital workspace building blocks. You are best qualified to choose those technologies, and we know you're choosing them based on a myriad of complex variables: legacy systems, purchase agreements, regulatory compliance needs, security concerns, costs, staff qualifications, and many more.

RES fits in by making your digital workspaces more easily managed, lower cost and more secure. It doesn't matter to us how your apps are delivered. We're aimed instead at giving you easier ways to create and manage workspaces, regardless of the technologies used. We then add workspace automation to the mix for much lower cost, and context-aware security to contain threats to data and system integrity.

Now you've got the basic RES components of automation, context awareness and security in place, but you need to add one more: the final ingredient that drives the transformation beyond IT efficiency and security, into true worker satisfaction. After all, it doesn't make sense to put great technology at the fingertips of every bank teller when your customers still need to stand in line for service. This is where self service enters the equation. Automation will address the efficiency of IT tasks within the infrastructure. But a self-service interface will give your workers the immediate access to resolving their technology needs through a simple interface that's powered by business-defined policies, and executed with absolute consistency every time.

And there's more. Because RES is now managing everything that happens within your automated, well-managed hybrid workspaces, we can give you unprecedented knowledge of what is happening within your workspaces: who is consuming what apps, where and when. And that information can greatly reduce the time and effort required of supporting necessary audits for license compliance, security and other regulatory matters.

This is how RES wins. We reduce the cost of running IT, and empower end users as they've never been empowered before, with immediate and secure context-aware access to apps and services. We make IT as efficient as possible so you can shift resources to projects that grow the enterprise vs. just running an infrastructure. And we give you the tools to create, automate and secure the digital workspace. That power in your hands will yield a workspace environment that's easy to maintain, low cost and secure.



A use case example: onboarding

When new employees first begin work, do they have every resource they need to be productive on day one? Typically, no. They may begin with the necessities of life in the corporate world, but then numerous dialogs ensue between the employee and IT, HR and Facilities, as additional needs are identified and satisfied. These might include access to additional apps and data, but also to physical requirements, elevated user privileges to enable certain tasks, approvals for additional resources, and more. These interactions result in numerous email threads, service tickets and phone calls. The process is distracting for the new employee, and it often forces IT – who didn't have the knowledge to predict the requests in advance – into reaction mode.

RES dramatically alters this scenario. By integrating RES with an HR system, you can fully control how an end user workspace is created once that end user joins the enterprise. Then, the onboarding process automatically knows who that user is and their role, which gives it the intelligence to create their workspace with the right resources to improve the onboarding experience at optimum cost. And, in this model, only the assets the employee needs are provided, and only the privileges the user really needs are granted for as long as they're needed, and no longer. And once an employee leaves the organization, every resource the employee has been accessing can be instantly revoked, eliminating a major security risk.

RES and our customers have found that about 80% of what every employee needs to be productive on day one can be predicted and automatically delivered based on employee identity (their role, office and department) and context (their location, device and time of day). Then, an automated self-service portal makes it easy for the employee to request the unpredictable 20% of needs, and fulfilment of those requests can be automated through workflow and manager approvals.



Why do we do this?

The RES vision is to be the leader in agile workforce enablement. The “agile workforce” reflects the incredibly dynamic nature of today’s workers. We’re no longer shackled to desktop computers and corporate cubicles. We’re mobile, we use a plethora of devices, and we’re connected all times of the day and night. Enablement? That’s what IT does every day. It’s just that the processes and resources for doing so are antiquated, expensive to manage, and cumbersome. We believe we can all do much better, and we can do it by shifting control of their technology back to the hands of the worker. We provide standardized technologies, and automated services. But people are back at the center of the universe, and that makes everyone happier.

Happier, because success for any enterprise depends on the productivity of employees. For today’s workforce to be productive, it requires instant access to the right resources at the right time. The sooner your people are onboarded, the more productive they are. The better you can manage to the employee lifecycle, the more productive they are at getting their jobs done. Employees must be up and running fast with the right access to the right resources. If you do this well, you also lower cost, increase security and improve user productivity and experience.

IT is still delivering services as banking did 30 years ago: manual, service desks, calls, help desk tickets, paperwork, writing passwords on Post-It Notes: it’s cumbersome and high cost. But truly modern workspaces are people centric. They are tailored to each person based on location, device, time of day and security needs, and they change just as dynamically as workstyles do. Working with IT should be as easy and intuitive as receiving services or product from Amazon, iTunes – or a bank. And RES can make it so with tools that equip you to create, automate and secure the digital workspace for today’s generation of workers. That’s our vision.