MODERN DEVICES:
THE SECRET WEAPON FOR BUSINESS SUCCESS

Discover why upgrading your employees' devices is not only good for business, it's vital to attracting and retaining the top talent.

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The pace of change

Keeping up with the rapidly changing technology landscape while keeping tabs on costs is never an easy task. Yet it is a vital one. With 82% of workers saying their workplace's technology would influence them in deciding whether or not to take a job, keeping your workplace technology up to date is no longer optional, but a necessity.
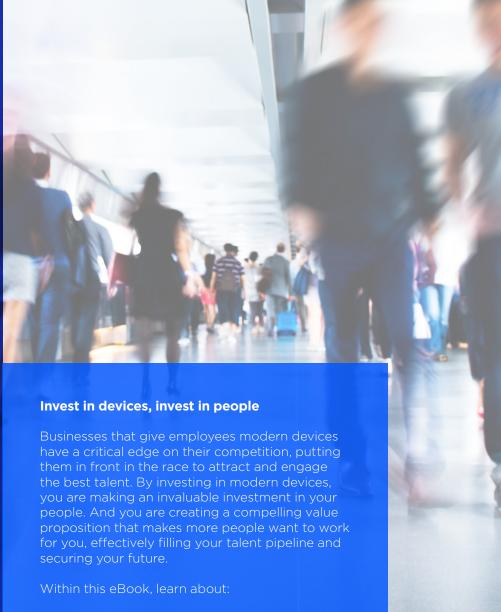
The risks of falling behind

A recent study found that 81% of SMBs have PCs that are more than four years old.[1] These businesses are held back by:

> Increased operating costs

> More security threats

> Reduced business profitability

> Lower productivity

Indeed, four-year-old PCs often require maintenance and constant upgrading, resulting in the loss of productive hours, which will affect your revenue and end up costing AU$3,460 more per device than a modern model.[2]

These bottom-line costs are just one part of the picture. A bigger risk – less quantifiable but just as mission-critical – could be the fact that you risk losing your best people by sticking with old devices. As a World Economic Paper recently stated, "People comprise the most important source of competitive strength."[3]

1. https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE2Po9M
2. https://www.microsoft.com/en-au/maketheshift?rtc=1#primaryR14
3. http://www3.weforum.org/docs/WEF_Leading_through_the_Fourth_Industrial_Revolution.pdf

Invest in devices, invest in people

Businesses that give employees modern devices have a critical edge on their competition, putting them in front in the race to attract and engage the best talent. By investing in modern devices, you are making an invaluable investment in your people. And you are creating a compelling value proposition that makes more people want to work for you, effectively filling your talent pipeline and securing your future.

Within this eBook, learn about:

> Why modern devices matter to your employees

> Why modern devices matter to your business

> Overcoming the challenges of modern device management

> The benefits of financing your devices versus standard procurement

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| Why modern devices matter to your employees

Businesses today face an increasingly difficult task: holding onto employees. More than ever before, employees are disloyal – nearly 33% of new hires look for a new job within their first six months on the job.[4] No wonder that Gallup has declared a "worldwide employee engagement crisis".[5]

Dissatisfied staff judge their workplaces on everything from the quality of the breakfast bar to perks like yoga and volunteer days. And many savvy businesses are quick to respond, writing a range of benefits into the employment agreement.

But what about the tools of the job? Giving people what they need to do their work – and do it well – is critical. Businesses today simply cannot get away with equipping staff with inexpensive devices that deliver an inconsistent experience, have slow or inadequate technologies, or mobility limitations that fall short of their expectations.

Second on the Gallup Q12 – a pioneering list of statements predicting employee and workgroup performance – is this: "I have the materials and equipment I need to do my work right."[6]

Leading businesses see the merit in spending a little more to ensure their workers have the performance and functionality they need from a device.

For example, they might upgrade from Windows 7 to Windows 10 to achieve up to 2.1 times faster multitasking.[7] Or they might switch up the form factor from a desktop to a detachable laptop like a Surface Pro, to give the sales team a more portable tool for the job. By investing in the right tools for the job, they get more out of their staff – and they keep them happy, which really is the bottom line.

Here are three key reasons why employees today expect to be able to work on modern devices.

| Home devices have raised the bar

At home, many people have light, powerful devices at their fingertips. They flip seamlessly from their iPhone to their Mac Air, or their Surface Pro to their Galaxy. Whatever their preference, they enjoy a seamless user experience.

The last thing they want when they come to work – where they spend the bulk of their digital time – is to use inferior equipment and technologies. Everyone from the digital natives to older workers who have fast, sleek technologies at home expect the same thing: speed, power and convenience.

In fact, Millennials and early tech adopters are three times more likely to decline a job offer if there is no choice of computing device.[8]

4 CMS Wire Ten Key to Microsoft Teams Governance Success
5. https://www.gallup.com/workplace/236495/worldwide-employee-engagement-crisis.aspx
6. https://news.gallup.com/businessjournal/27115/Second-Element-Great-Managing.aspx?g_source=link_wwwv9&g_campaign=item_236495&g_medium=copy
7. https://www.microsoft.com/en-au/maketheshift?rtc=1#primaryR14
8. https://blogs.windows.com/devices/2018/02/08/employees-say-choose-surface/

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Workers want more flexibility

An ever-growing pool of workers seek flexibility in their working life. They want the ability to be able to work from home one or two days a week; or to clock off early to pick their kids up from school.
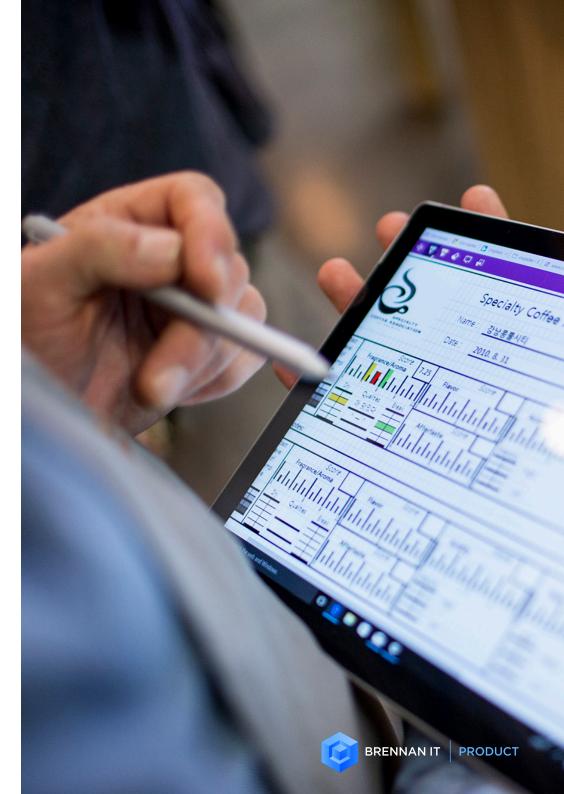
To deliver upon this expectation – and to ensure you retain access to the best talent – you need to empower workers to be able to take their jobs with them. Having a device that enables them to work when and where they want, whether it's a local café, an airport or their living room, is a huge win for employee wellbeing and a proven retention strategy.

Employees care about their image

One only needs to look at the increasing monetisation of "influencers" to understand just how impressionable young people and graduates can be. Many employees are highly influenced by social media and want to work for employers that have a social tick of approval.

For employers, it is becoming more important to create an enticing work environment that people want to come to every day. Having the latest and greatest tools and technologies is a big part of this – whether it's Apple MacBook Pros to get the design team's creative juices flowing or HP EliteBooks and Microsoft Teams to enhance collaboration amongst your strategy team. Employees will judge you on your choice of technology, there is no doubt.

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Why modern devices matter for your business

As well as attracting and retaining the best workers, modern devices deliver bottom line benefits to your business. While the purchase price on a modern device may seem higher than what you have paid previously, the pay-back is far greater when measured in terms of security, productivity and performance.

Modern devices are more secure

In the face of growing security threats, SMBs cannot afford to expose their employees' or customers' data to threats. SMBs are more susceptible to security hacks than larger enterprises – hackers see SMBs as an easier target, banking on the fact that they don't have the latest security systems in place.

In fact, 67% of SMBs have experienced security and data breaches in the last 12 months.[9] Top security concerns include:

> Virus or other malware attacks (51%)

> Identity theft (38%)

> Data theft by employees or others (33%)

> Network intrusions (28%)

> Computing device being lost or stolen (25%)

> Transaction security (22%)

Modern devices have a 33% reduction in security incidents.[10] Innovations like the Intel® Core™ vPro™ are helping to protect businesses with endpoint security features that have a deeper layer of built-in protection.

Pair a modern device with a managed service that ensures that all of your devices have the latest security strategies or solutions in place, and your business can stand confident in the face of security threats.

Modern devices are built for productivity

New technologies like Windows 10 and the Intel® Core™ vPro™ processor are re-writing the rules for battery life and multitasking. The latest mobile-enabled devices deliver productivity improvements of 48%.[11]

The sheer processing power of newer devices couples with modern productivity tools to transform the way people work. For example, during a planning meeting, your marketing assistant can take notes on-screen using their pen-enabled device – then instantly convert those notes into a Word document. Or, using Microsoft Teams, your sales team can collaborate more easily and close deals faster.

Moving from capex to opex makes sense

Upgrading to modern devices provides a great opportunity to move this line item out of capital expenses and across to operational expenses. By doing so, you free up capital for other growth-related projects and gain more certainty about ongoing costs.

An opex model delivered via a managed service also helps with asset management. With Device-as-a-Service, businesses can rest easy knowing that the full device lifecycle is taken care of, from onboarding new devices when someone is hired, to wiping and disposing of old devices if someone is fired.

9. https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE2Po9M
10. https://www.microsoft.com/en-au/maketheshift?rtc=1#primaryR14

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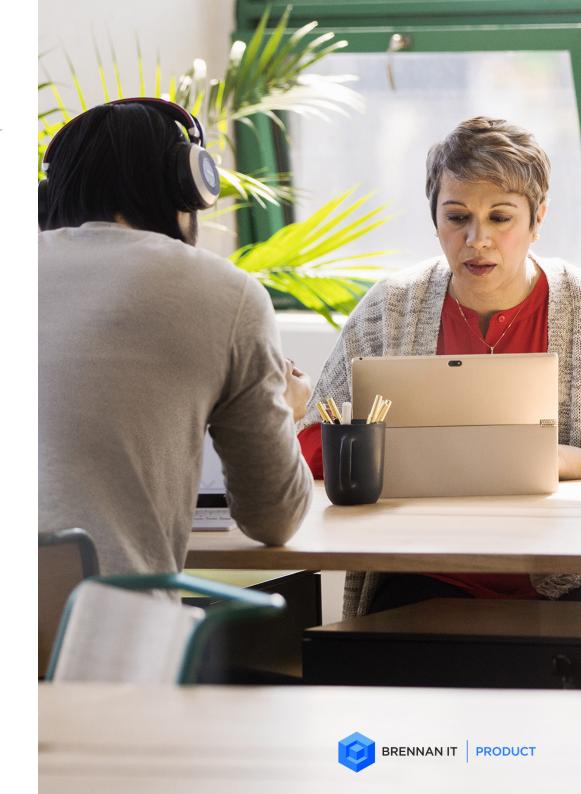
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❘ Make sure machines have the right specs

Older devices can often have too much or not enough power. For example, a receptionist who only uses a laptop for email, Word and Excel may be using a powerful machine; while the finance manager who spends each day crunching big numbers and processing huge amounts of data might not have enough power to arrive at business decisions quickly.

Upgrading to modern devices is the ideal time to ensure that each user is assigned a device with the right specifications for their role. It helps you avoid paying too much when powerful machines aren't needed; and ensures that employees who need extra grunt get it.

11. Study commissioned by Microsoft in Australia by TechAisle.

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Overcoming the challenges of device management

Whether you have a fleet of 10, 50 or 500+ devices, procuring and maintaining these devices can be costly and complex – particularly when faced with the task of delivering on employees' growing expectations when it comes to modern technology.

Device management: common challenges

1. Dealing with multiple vendors

With such breadth of choice in today's digital landscape, your employees may not be happy with a one-size-fits-all approach. Indeed, such an approach may not be good for business. Different teams have different needs and preferences.

It's why, increasingly, mid-market businesses are taking a multi-vendor approach to devices. For example, a sales team may use Microsoft Surface Pros; developers may be on Apple MacBook Pros; the call centre may be best off with Lenovo X1 Carbons.

Dealing with multiple vendors adds time and complexity to the task of device management. Managing multiple fleets of devices – along with all their updates and applications – can take the focus away from more critical business tasks

2. Right-sizing devices for different needs

Whether you use one type of device across the business or adopt a multi-vendor approach, each employee will use their device differently. The business apps and productivity tools required by the receptionist will be very different to those required by a risk analyst, for example.

Ideally, every device should be configured to suit the needs of the user. Again, this takes time and can be a drain on IT resources.

3. Lifecycle management

Who takes care of all the beyond-the-box services, including configuration, imaging, merging, 3rd party logistics, and finance? Who is responsible for wiping data when a machine is no longer used, or disposing of that machine?

From planning and procurement through to device end-of-life, the burden often falls on an already stretched IT department to manage it all – individual user set ups, data back-up, secure wiping of data and then responsible disposal of machines – with limited budgets.

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Device-as-a-Service saves time, money and headaches

More Australian businesses are now choosing to manage devices using Device-as-a-Service. Instead of trying to go it alone, faced with the challenge of keeping up with new platforms, tools and services, modern device management puts the onus of managing and maintaining employee devices on the experts.

Brennan IT Product Device-as-a-Service mitigates the risks of device management, while providing financial flexibility to help you keep your costs under control.

> The complete picture

From initial planning right through to decommissioning old devices, Brennan IT Product can take care of every point in the device lifecycle.

> An engaged workforce

Your employees will appreciate having access to the latest laptops and productivity tools, so they can work faster and smarter.

> Enhanced security

Brennan IT Product will ensure that all laptops have the latest security patches and updates, to help protect your business from security breaches.

> Greater control over costs

Customers can pay for devices over the period of use via a monthly payment schedule, preserving internal capital budget for more strategic projects and giving greater budgeting visibility.

| Solving the procurement piece of the puzzle

Brennan IT Product works with you to develop the right procurement strategy for your business across device, infrastructure, security and applications. We partner with all the major IT vendors for easy procurement of the right devices for your team.

Offering a flexible approach to business procurement of end point devices, infrastructure, software and applications, with guaranteed fast turn-around times to any enquiry.

| About Brennan IT

For 21 years we've been committed to making our clients' lives easier. It all started with a realisation that Australian businesses could be so much more – if only they were able to leave IT to the experts and focus on what they do best: their business.

We do it by offering the market exactly what they need: professionalism, know-how, simplicity and the same passion for their business as they have.

We can help you to:

> Manage & Innovate with technology
> Adopt & do more with Hybrid IT
> Technology procurement services
> Better support your workforce
> Connect your business & teams
> Secure & protect your organisation

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