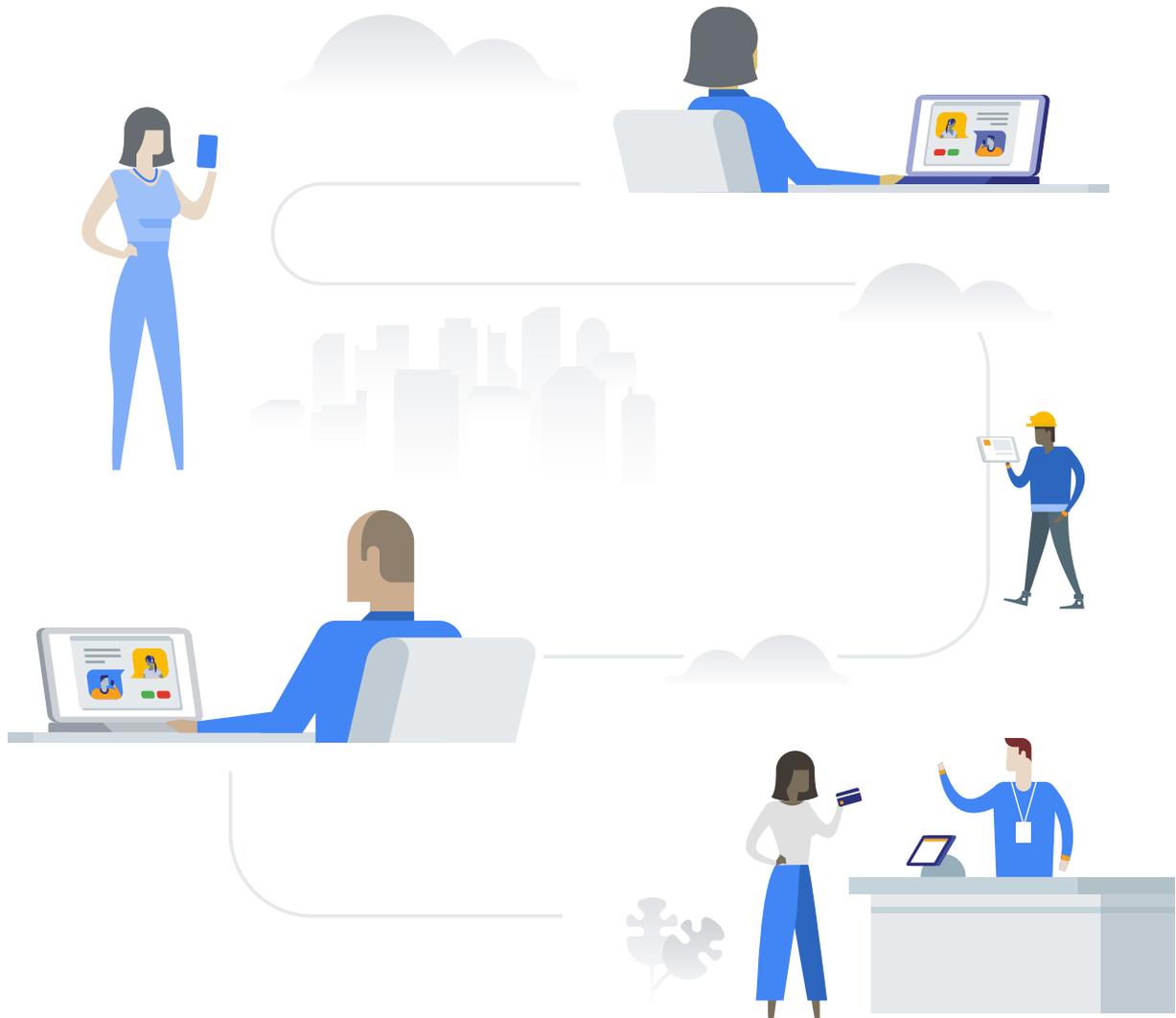


Cloud Workers and Enterprise Technology

Head in the cloud is right where you need to be



The traditional workplace is no more

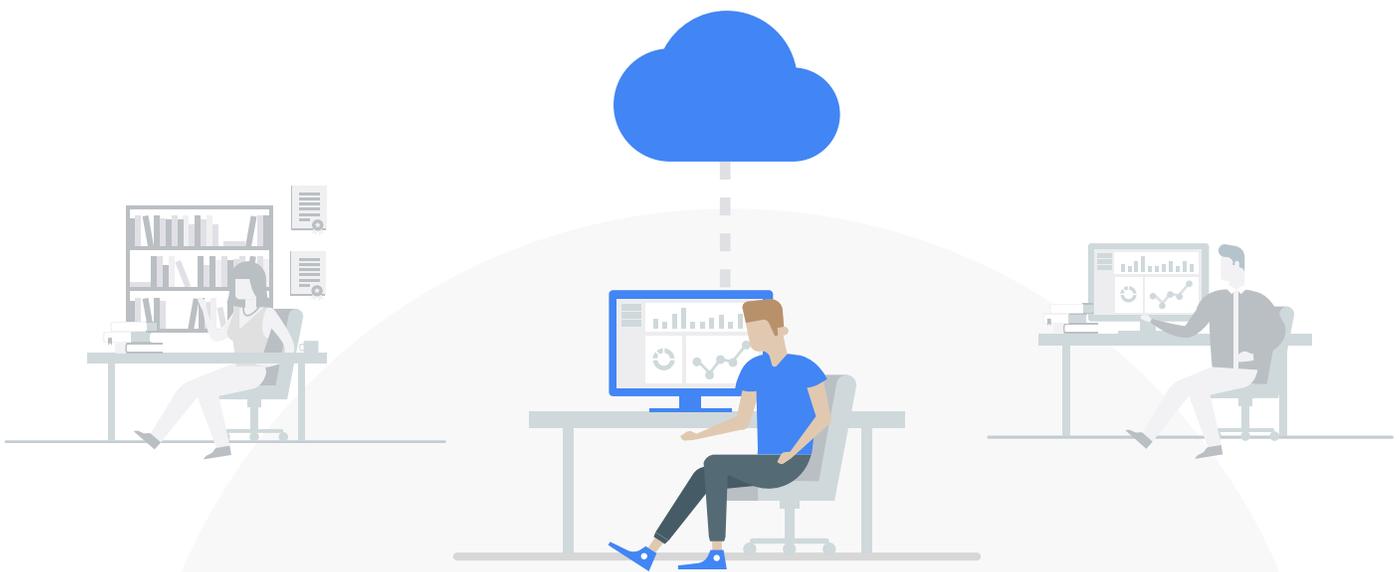
The evolution of technology has created a shift in the way we live. As a result, the traditional bricks and mortar workplace is changing.

With the proliferation of browser usage, apps, and smart devices, cloud computing is commonplace in everyday life. We utilize technology to stream on-demand content across multiple devices, to order takeout food, to book taxis, and to communicate with our friends and family. This trend has given rise to a new breed of worker – the Cloud Worker. Accustomed to seamless online functionality, individuals want to emulate this experience at work, and gain access to information and services without the barriers of legacy tools.

As a significant number of workers are already in the cloud, the necessity for organizations to make this happen is becoming more and more urgent. In fact, **one in four** workers in today's enterprise environment are already using cloud-based apps and SaaS tools to operate from any device, at any location. The average worker also spends **more than three hours** online to get their job done¹.

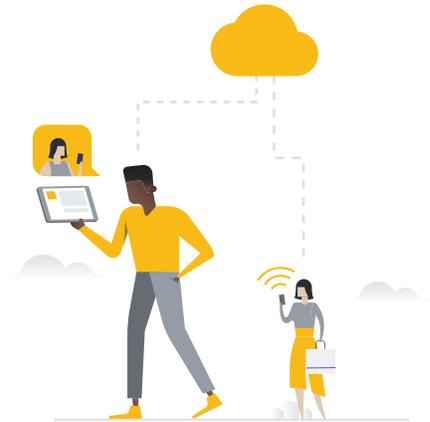
Now is the time for organizations to equip their Cloud Workers with the right technology and tools so they can focus on developing insights, making critical decisions in real time without disruption, and, ultimately, driving competitive business advantage.

Google Chrome Enterprise is built with your team in mind. Discover how you can leverage the power of cloud technology today.



¹ Rethink Technology In The Age Of The Cloud Worker, a commissioned study conducted by Forrester Consulting on behalf of Google, May 2018

Technology has sparked a cultural shift



It's no secret that the world of enterprise is constantly evolving, propelling cultural and technological change in organizations of all shapes and sizes. As a result, a few key trends have emerged in the workplace:

83%

Organizations are moving to the cloud

83 percent of enterprise workloads will be in the cloud by 2020¹.

>4hrs

Browser has become the new desktop

People are spending up to 4.6 hours in a browser at work. Within this group, two thirds use Chrome Browser, compared with Internet Explorer and Firefox².

96m

Work is no longer a “place”, but a “space”

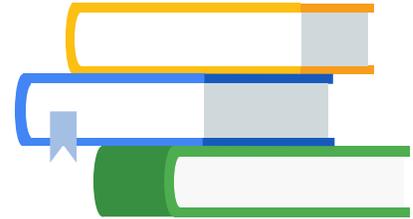
The mobile worker population has grown at a steady rate, increasing from 96M in 2015 to an expected 105M in 2020³.

1 LogicMonitor, Cloud Vision 2020: The Future of the Cloud Study

2 Rethink Technology In The Age Of The Cloud Worker, a commissioned study conducted by Forrester Consulting on behalf of Google, May 2018

3 IDC, U.S. Mobile Worker Forecast, 2015-2020

Knowledge is no longer power



Companies have never collected or controlled as much data as they do now

The penetration of search engine technology is empowering all people, regardless of their technical skills, to access data (from keyword searches to transaction histories) to make more informed decisions. As more organizations seek to decentralize decision-making and increase responsiveness, they are actually empowering more workers by putting meaningful data at their fingertips. What does this mean? Collecting data is no longer the hard part—it's identifying the 20 percent of insights that will generate the biggest impact, integrating it across sources into existing business models, and converting it into value.



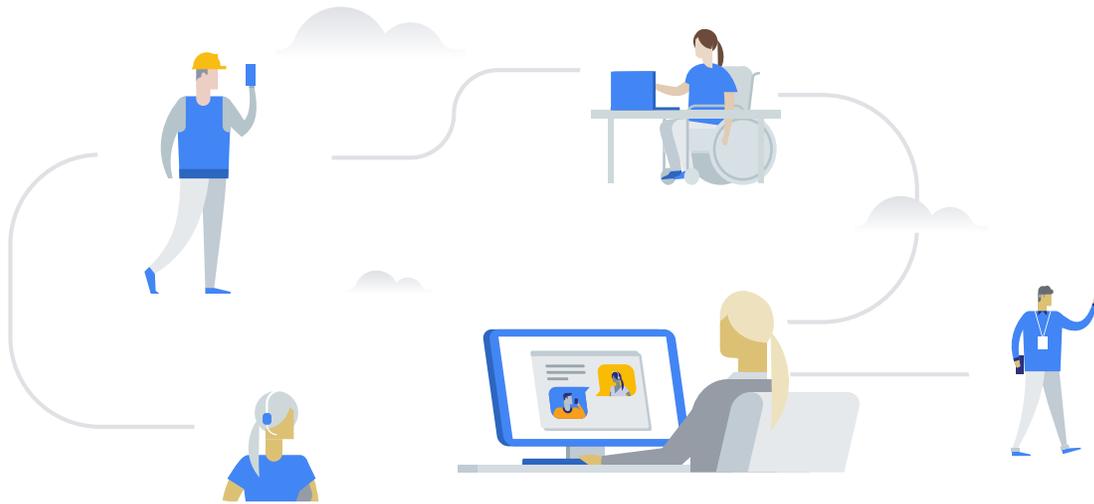
What does this mean for modern enterprises and workplaces?

In today's environment, processing power, valuable insights and speed are paramount.



The whole enterprise is greater than the sum of its parts

The speed with which organizations need to process and analyze data to remain competitive is vastly surpassing the ability of traditional Knowledge Workers. More than nine in ten workers (94 percent) recognize the importance of collaboration, and 83 percent already use cloud technology to do so. Companies urgently need to facilitate this new type of worker who can enable business decisions in real time¹.



Employees have evolved

Cloud is getting personal

The computing power and storage of cloud native apps have changed the way we live day-to-day in our private lives. For example, did you use Uber or Lyft this week when you were running late? Perhaps Google Maps helped you get to a client's office or a restaurant? Maybe you spent some time listening to Spotify on the bus, or watching Netflix with your family?

The reality is that we are already in the cloud, all the time.

It should therefore come as no surprise that employees are starting to expect their workplace to reflect this shift. They want their professional tools be as familiar, seamless, and engaging as the cloud applications they use at home and outside of the office.

Efficiency. Connectivity. Speed. Reliability. Security. Undisrupted access.

These are all the qualities workers expect from their enterprise tools and applications in order to do their job to the best of their ability.

94%

According to a recent Forrester report, 94 percent of workers consider browser-based apps easy, if not easier to use than desktop apps¹.

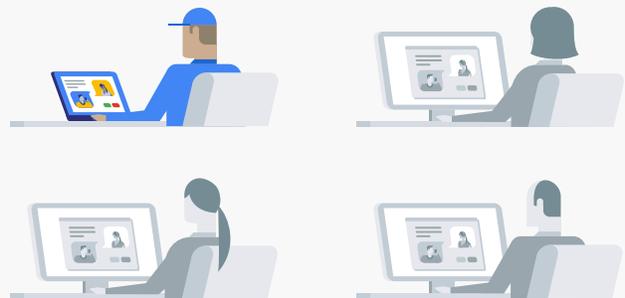
Enter the Cloud Worker

Free from the constraints of a physical device, a new breed of worker is already using cloud-based apps and SaaS tools to serve their mobility and collaboration needs. By 2020, it is believed mobile workers will account for **72 percent of the US workforce**¹.

Following individual routines and patterns of work, these workers don't conform to office norms: spending much of their day completing tasks in a web browser; working remotely in diverse, often global teams; syncing across multiple devices in order to work as they commute². 80 percent agree that their success depends on instant access to data from a variety of sources.

These are the Cloud Workers, changing the face of work as we know it; bypassing traditional practices to achieve greater enterprise value than ever before.

This is not a futuristic idea. **One in four** of your employees are already Cloud Workers.



Cloud Workers are already operating across a variety of industries and departments. Early adopters who prefer utilizing SaaS by workload can be found in³:



1 IDC Study, U.S. Mobile Worker Forecast, 2015-2020

2 Rethink Technology In The Age Of The Cloud Worker, a commissioned study conducted by Forrester Consulting on behalf of Google, May 2018

3 Forrester, Chrome Cloud Worker Thought Leadership Study, 2018

The legacy problem

Legacy on-premise infrastructure can't support, or secure, new ways of working.



Devices are not up to date with the latest security patches



Protracted updates, pop-ups and sluggish processors interrupt employee flow



Data silos prevent the right data, reaching the right person at the right time



Inability to sync across devices leaves more room for human error



High IT maintenance costs



Demanding on-device storage requirements

A spotlight on IT

Despite the preoccupations of today's working culture with agility, efficiency, and productivity, enterprise tools are still lagging behind.

A 2017 State of Automation Survey¹ found that more than **40 percent** of workers say they avoid using selected software applications at work because they run too slowly to get their job done efficiently. The same study showed that **four in ten workers** feel they currently spend over a quarter of their work week on manual, repetitive tasks.

The result? Besides seconds, minutes and hours of wasted time, organizations globally risk losing opportunities, profits, and, most crucially, their employees.



What you need to know

1. Your workforce has evolved, but legacy technology is hindering real progress.
2. Employees need to be empowered and technology barriers need to be removed for optimal productivity.

How can you unlock more value for your teams?



Identify, empower and encourage your Cloud Worker segment



Gartner states

“Cloud-first strategies are the foundation for staying relevant in a fast-paced world.”

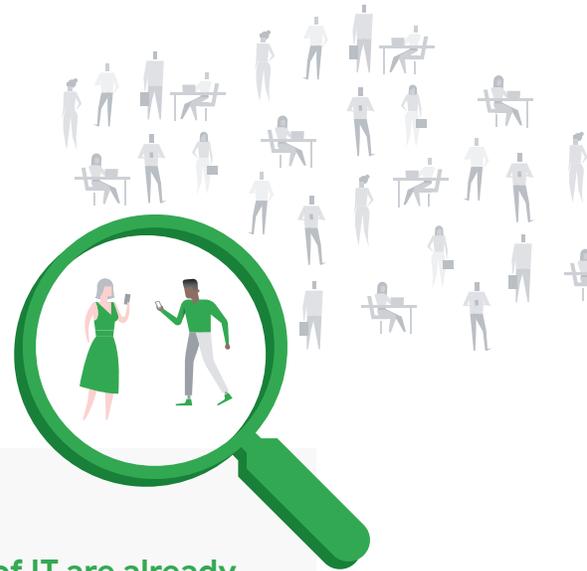
But cloud-first strategies are also the foundation for staying relevant to fast-paced workers.¹

As IT managers, we have a responsibility to not only support business as usual, but innovate when it comes to technology. We need to provide the right tools that empower our employees to be agile, decisive (based on rich insights), and unfettered when it comes to driving the business to higher outputs. 80 percent of employees say they need instant access to information and data from a variety of sources, and spend at least 50 percent of their day collaborating with others² – whether coworkers, customers, or partners.

¹ Gartner, Press Release, July 2016

² Forrester, Chrome Cloud Worker Thought Leadership Study, 2018

In this case, the best way to prepare for a dynamic future, is to identify the individuals in your workforce who would benefit most from access to cloud-based tools and services – namely, those that fit the cloud worker profile. Give these employees the ability to access relevant information anywhere, anytime, on any device to maximize business output.



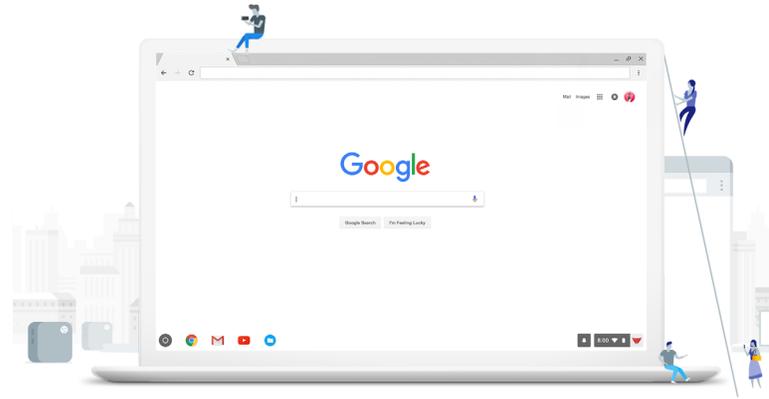
This process is already in motion. **Today, 70 percent of IT are already segmenting employees based on their device needs.**

In the cloud, the data silos that form between individual machines are broken down. Data across your organization can be connected, leaving room for AI. In the long term, if you want to arm your employees with the right tools and the right insights to make your business profitable, you must first ensure you have the right infrastructure in place to do so.



Introducing Google Chrome Enterprise

Those adopting Chrome Enterprise as a cloud-connected, cloud native solution are able to take advantage of other products and services, gain intelligent insights for their business, enable employees to make informed decisions, and take action on these insights in real time with a globally distributed team. This is all done with the knowledge that they are operating in a scalable and secure fashion.



Chrome Enterprise: Created with Cloud Workers in mind

Chrome Enterprise offers a browser, an OS, and powerful devices to suit the working methods of Cloud Workers and their organizations.

Born in the cloud, Chrome Enterprise allows Cloud Workers to securely harness the expansive functionality of cloud-based tools and services, without being tethered to a specific device or location.

In today's workplace, employees in a single organization will experience an average of 56 interruptions per day. The time it takes to recover and refocus from the downtime caused by this is a massive two hours per day¹. With Chrome Enterprise, this no longer has to be the case.

A welcome relief from traditional laptops and PCs, Cloud Workers will experience superior **workplace efficiency** and reduced downtime with Chrome OS and Chrome devices. Automatic background updates every three to six weeks, loading and boot times of only six seconds, and a seamless experience across interconnected devices mean that workers can start fast and stay focused with **no interruptions**.

Enjoy access to **premium hardware** in a variety of form factors when choosing devices to suit your needs, from the frontline, to the office, to the field. These include, but are not limited to, clamshell, convertible 2-in-1 with stylus functionality, detachable, and more. **Machine learning capabilities** are embedded into user workflows to boost productivity as each device adapts to an individual's work style. One example of this is adaptive launcher, which suggests the apps workers might need to use at any given time. Another is universal search, which performs a search across the web, applications, contacts and more. Universal search auto-suggests search queries and prioritizes search results based on the individual user for heightened efficiency.

Chrome devices are manufactured by leading brands, such as Samsung, Lenovo, Acer, HP, Asus and Dell.

Technology Designed For Enterprise

Secure by design

69 percent of Fortune 500 companies were affected by phishing in 2017¹, so it's more important than ever to safeguard your enterprise end-to-end. That's why Chrome OS keeps your customer and business data safe across every endpoint, with a 6 percent higher phishing catch rate than its nearest competitor.

Mitigate costly breaches and the impact of human error with multi-layered protection, including firmware integration on employee devices, centralized management, and AI-driven threat detection. Auto-updates and bug fixes run in the background while employees work, minimizing disruption and maximizing uptime.

Granular control

A Chrome Enterprise license allows you to enforce policies across a wide range of criteria to choose which types of websites, apps, and extensions can be accessed by users.

With 200+ user and device policies, Chrome OS centralizes management while maintaining data privacy and compliance. Provision and monitor your devices efficiently by adjusting user permissions and preventing unauthorized access. With these systems in place, as well as flexible EMM and IDP options, your enterprise is free to expand at scale within a controlled environment.



Smart investment

An investment in Chrome Enterprise is **cost effective, year on year**. The ESG's Economic Value Validation process revealed that deploying Chromebooks – as opposed to other devices – in the workplace can provide significant cost savings, as well as opportunities for economic benefit in three primary areas:

1. Reduced acquisition costs, including hardware and software.
2. Reduced operational costs, including deployment, administration, support, maintenance and power.
3. Improved business uptime, including less data risk, increased user productivity and less downtime.

Total annual savings per device

\$482²

¹ Work Smart and Stay Safe with Google Chrome Enterprise, CSO Conference, February 2018

² ESG, Quantifying the Value of Chromebooks with Chrome Enterprise, 2018

Where to go next

The workplace is constantly improving. Information is boundless, yet useful. Our jobs are global, collaborative and ever-changing. New technology has the capacity to enable us to get things done without interruptions. Organizations of all sizes are embracing these key shifts and discovering the wonderful advantages offered by cloud technology.

Individuals, too, are more proficient than ever when it comes to everyday online transactions, from shopping to ordering food and transport, and connecting with our loved ones. We use the cloud to operate in our everyday lives and expect our professional tools to reflect this seamless, data-driven experience.

Legacy systems are impeding progress for next generation workers, preventing them from moving quickly and making the most of collaborative tools to maximise their performance. In fact, employees spend a total of five days each year¹ waiting for technology to update or reboot.

Organizations looking to remain competitive are moving information, processes, and interactions outside the physical office space and into a virtual arena. They are successfully implementing flexible work arrangements and dissolving boundaries around where, when and how work gets done.

Increasing diversity of locations, times and needs for computing access, and gaining insight into these contextual moments, can help you optimize experiences for your people, rather than for specific devices.

What can you do to get on board?

Accept change is here, now, and work with Chrome Enterprise to define what it means to be a Cloud Worker within your organization, and better support your employees in the face of change.

1. Establish a culture that chooses collaboration, insights and adaptability at every step, including the technology you are arming your workforce with.
2. Be the champion of change; nurture agility and re-skilling within your organization.
3. Segment your workforce to identify which pockets of your organization are already collaborating, working remotely, and can work better with cloud-native technology.
4. Break down departmental and geographical silos that inhibit cross-functional collaboration.
5. Democratize decision-making and give your employees choice.

Google Cloud meets you where you are and helps you grow. Start your journey with Chrome Enterprise today.



Visit cloud.google.com/chrome-enterprise/cloudworker to learn more →