



## Redefining the IT Strategy

### The shift to user centric computing

How IT strategies need to be redefined to accommodate consumerisation, and the opportunity to drive innovation and competitive advantage within the enterprise



We commissioned Ovum to give us a vivid picture of the perspectives of 100 senior IT decision-makers across large UK enterprises.

## A major shift in the enterprise: from desktop computing to user-centric computing



Technology-focused

Outcome-focused

## The shape of the computing environment in 2014



**44%** are allocated a corporate tablet. However, there is still a significant reluctance to issue tablets to other segments of the workforce, even when the role of business requirement appears to warrant it



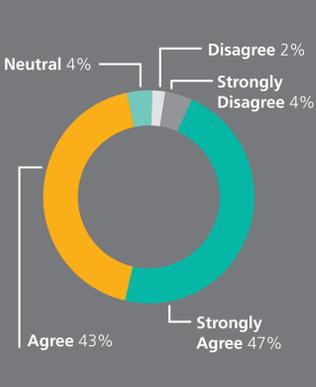
**45%** have not yet deployed MDM solutions, however...  
**61%** say they have mobile application management (MAM) solutions in place.



**56%** of organisations report using thin- or zero-client terminals, as desktop virtualisation technology can be used to support a whole range of end-user computing scenarios, including BYOD

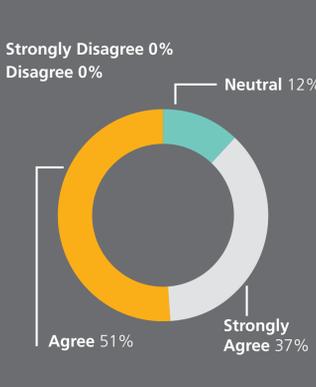
## The business value of a shift to user-centric computing

1



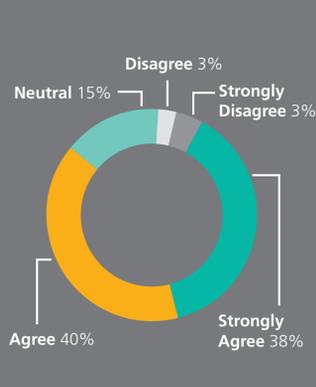
**90%** agree that adopting an end-user computing strategy has a positive effect on the productivity and contribution of the workforce

2



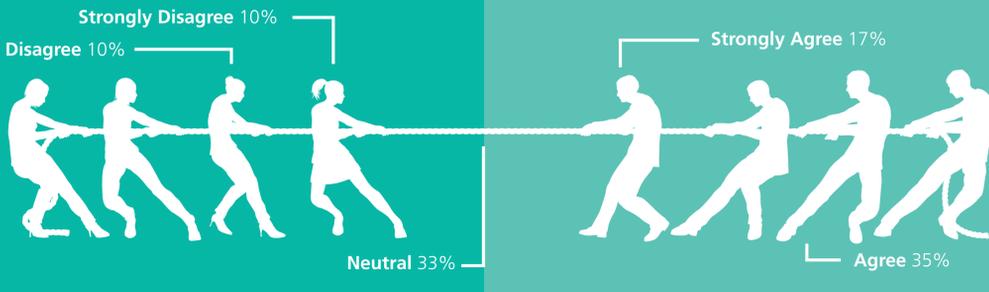
**88%** believe that an end-user computing strategy is an important enabler of business innovation

3



**78%** believe that customer service is inextricably linked with workforce agility

## Who should win the computing tug of war?



When it comes to end-user computing, 52% of UK enterprises are demanding more than the IT department is currently able to deliver.

## Obstacles blocking implementation of an end-user computing strategy

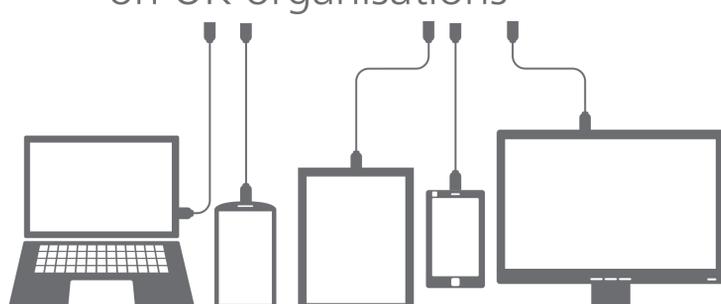


**45%** lack suitable skills & resources when it comes to developing an end-user computing strategy



More than **2/3** of enterprises struggle to produce a coherent end-user computing strategy

## The continued impact of social, mobile, and cloud on UK organisations



1

The impact of file sync-and-share and enterprise social networking will be felt by **80%** of UK enterprises throughout 2014

2

**2/3** say that cloud-based communication and collaboration products will have an impact on their end-user computing strategy throughout 2014

3

**55%** are already reassessing specific business activities to take advantage of developments in cloud services, and a further **29%** plan to do so within the next 24 months

## A consensus is forming:

future competitive advantage will be created through **data and analytics**;  
business models will be shaped by **cloud**;  
and customer and employee engagement will be powered by **mobile and social technologies**

## Recommendations

Engage the **workforce**



Embrace the developments in new device form factors, computing models, and collaborative working



Backfill the IT skills shortage by establishing proactive business relationships with trusted suppliers