



The 4 factors of the new ROI equation

A device investment strategy that drives long-term value

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70% of professionals worldwide work away from the company office at least one day a week, and 53% use location variety for at least half the week¹

Introduction

We know the way we work is shifting. Workforces are becoming mobile, demanding a new approach to workplace technology. Devices and software are adapting to this shift with more capabilities that support a diverse set of work and ways of working. All these factors add together to make the device decision for your enterprise more complex.



Choosing a technology approach that yields three to five years of positive results is no longer as simple as *lowest cost + most features = greatest ROI*. Simply applying the old ROI equation can lead to a backslide in productivity and can even have a negative effect on workplace morale. For instance, Swiss insurance company Vaudoise adopted a device solution that should have yielded the desired results but had the opposite effect.

"On paper, the devices we had met our requirements. But we were in crisis with them."²

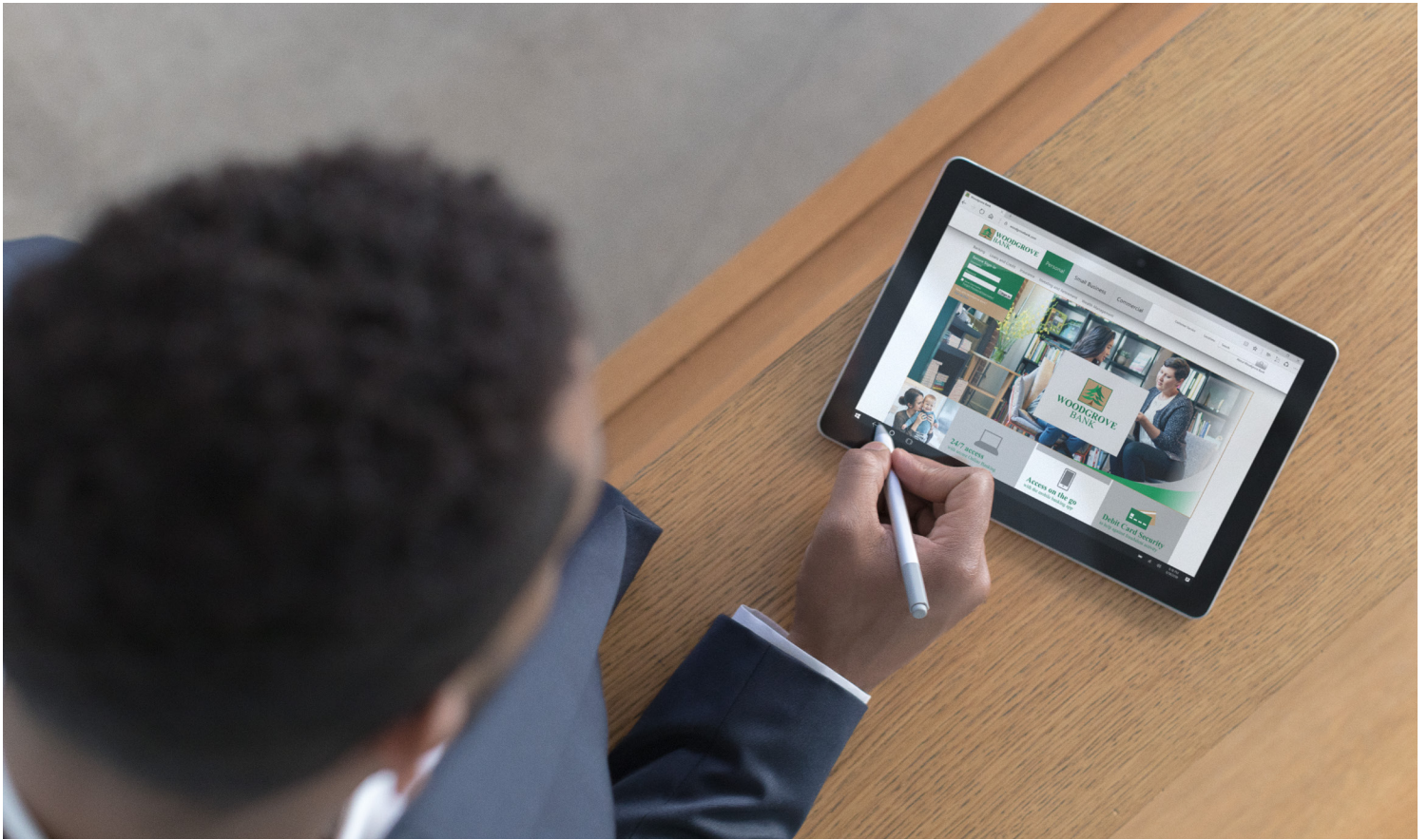
– Renaud Sériès

IT Workplace Team Leader at Vaudoise

"On paper, the devices we had met our requirements. But we were in crisis with them. Our employees were at the point where they would have rather gone back to paper and pen. They found the devices slow to start and difficult to connect to Wi-Fi. We saw that our employees needed to be a part of the device decision," said Renaud Sériès, IT Workplace Team Leader at Vaudoise.²

The modern workplace demands a new ROI equation. While you may understand the complexities and value of finding the right devices for the right employees, your organization's stakeholders may not fully realize the importance of a new approach to workplace technology. We've designed this guide to help, breaking down the factors that drive device value in the modern workplace: flexibility, security, creativity, and power. With the new equation as a resource, it's

our hope that you'll feel equipped to advocate for a device investment that's right for your team, one that will continue to return value in years to come.



Flexibility
Security
Creativity
+ Power

Greatest ROI

The new equation

The new ROI equation may involve more factors, but it presents even greater possible returns. Every aspect of work is affected by tech and devices, so a pivotal device decision can yield significant returns for teams of all sizes. In a Forrester Consulting study, surveyed organizations yielded a Net Present Value of 11.13 million and an ROI of 112 percent over a three-year period by choosing premium devices that fit their needs (Microsoft Surface devices powered by Microsoft 365 Enterprise).⁶

The key to making the right decision is weighing your team's human needs and hardware needs on the same plane. Both contribute to all-up productivity and long-term business value.

Now let's break it down.



F+S+C+P=ROI

Factor 1: Flexibility

Enable employees to work and collaborate from anywhere

Forty-one percent of employees now spend more time away from their desks than they did two years ago, many significantly so.³ From global team brainstorm sessions to calling into a meeting from the bus, mobility is an essential part of every modern team's day-to-day. Your team's devices will need to support work anywhere, especially as your workforce shifts over time. This is a particularly important point when prioritizing retention, as an increasing number of candidates expect more flexible work location policies from employers. Companies that support remote work have a 25 percent higher retention rate than companies that don't.⁴

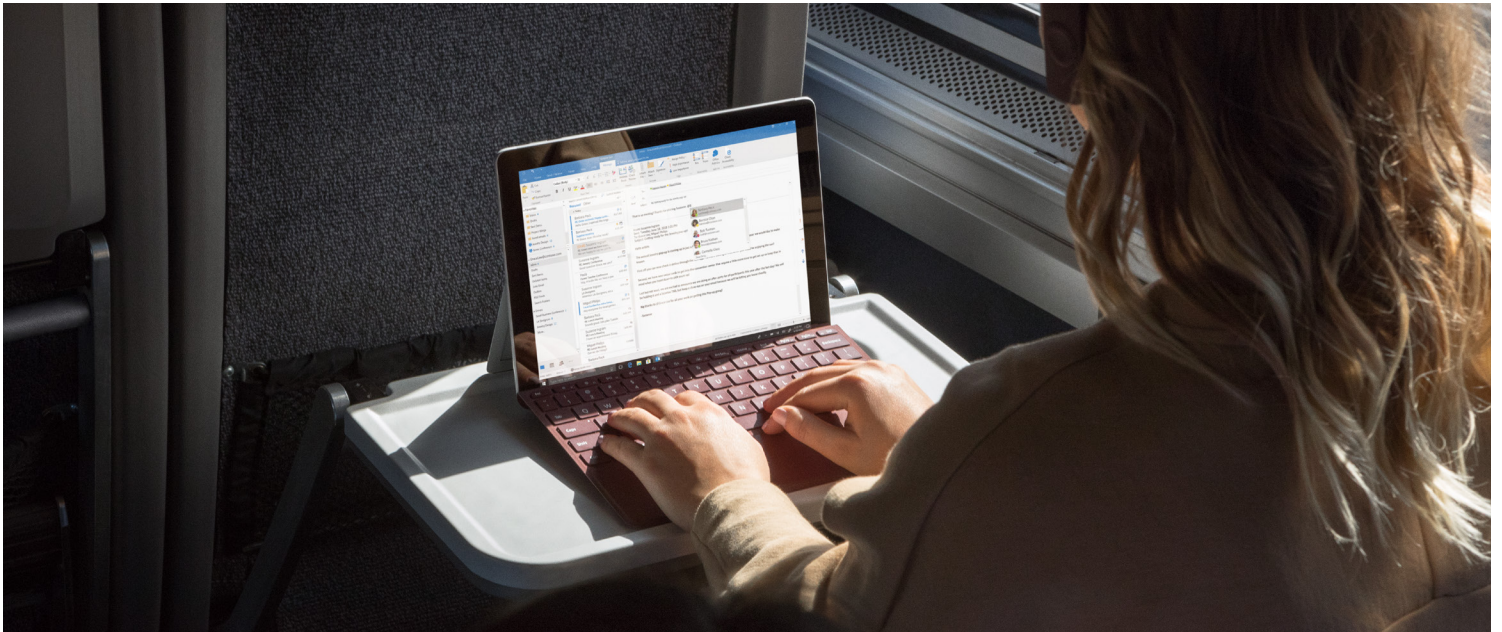
Vaudoise, for example, after involving their employees in the device decision, made a key discovery:

"What mattered to the employees was the ability to work anywhere."²

— Renaud Sériès
IT Workplace Team Leader at Vaudoise

"What mattered to the employees was the ability to work anywhere. That translated to a light, effortlessly portable device that was fast to connect to the internet, was easy to use over the course of a busy day, and—perhaps most importantly—had a sleek, modern design that was enjoyable to use and impressive to customers."²

Companies like Vaudoise that embrace devices that support mobile work stand to gain significant business value by improving employee productivity and retention. Mobile employees estimate they can take advantage of 25 percent of time previously unavailable for work, enabling them to get more done more quickly wherever they may be—gaining an estimated \$7.3 million in worker productivity.⁵



Key variables: remote collaboration and employee retention

Even if your organization does not currently have a robust work-from-home or remote work policy, as the trend toward mobile work accelerates, the devices you buy today must support flexible work tomorrow to maximize returns on your investment. Devices that enable seamless remote collaboration will prove to be the most valuable over time, both from a productivity and retention standpoint.

Vaudoise chose Surface devices to allow their employees to conduct business from anywhere and noted a positive impact. Their results are supported by a Forrester Consulting study that found Surface's mobility features, including strong battery life and the ability to run multiple applications side-by-side, compounded by the mobility benefits of Microsoft 365 Enterprise yielded a 58 percent increase in Net Present Value per user over the three-year analysis. Additionally, up to 76 percent [of survey respondents] agreed Microsoft 365 with Surface helped improve employee satisfaction and retention and positioned their organization as a top employer.⁶

Up to 76% agreed Microsoft 365 with Surface helped improve employee satisfaction and retention⁶



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Factor 2: Security

Protect your data wherever it is

While enabling more mobile work increases productivity, it also increases and diversifies your security needs, especially as security breaches become increasingly commonplace. The average global probability of a recurring material breach over the next two years is 27.9 percent, and the average total cost of a data breach increased by 6.4 percent last year to \$3.86 million.⁷

But it's not all bad news. The right premium devices can help protect both your company data and your team's work—no matter where they are.

Gartner predicts, "by 2020, 60% of digital businesses will suffer major service failures due to the inability of IT security teams to manage digital risk"⁸



Key variables: ease of management and enterprise-grade security

The pursuit of more stringent security protocol, while important, shouldn't overload your current team. Premium devices with enterprise-grade security technology will likely save your IT team configuring time, consequently increasing overall productivity while diminishing security risks and costs. Devices that deliver robust security features, integrate with your current system, and save your IT department time will return the most value.

For instance, IT departments that use Surface Enterprise Management Mode report saving an average of two and a half hours per device when configuring hardware settings for Wi-Fi, Bluetooth, cameras, microphones, and other features.⁶ With smart integration with your organization's existing software, simplified rollouts, and remote wipes and installs, security with Surface streamlines management while increasing protection. Companies using Microsoft 365-powered Surface devices report reducing annual security breaches by 50 percent and remediation costs by 80 percent.⁶

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Factor 3: Creativity

Empower and motivate innovative thinking

In an ever-changing landscape, creativity is key for all industries—even those outside of the traditionally “creative” space. Especially when it comes to innovative problem solving, your team’s creative potential could be one of your greatest untapped resources. Of a global representative sample, 72 percent of workers believe their future success depends on their ability to be creative.⁹ Yet, 61 percent of leaders don’t think their company is creative¹⁰ and 84 percent of workers say they can’t easily express and share ideas.¹¹

Breaking down limitations on ideation within your team is essential to spark creativity and improve your team’s engagement. According to a 2016 Steelcase survey, 30 percent of workers are either somewhat or actively disengaged.¹² When teams feel they can work and express themselves freely, they’re more engaged—and organizations with a high level of engagement report 21 percent higher productivity.¹³

72% of workers believe their future financial success depends on their ability to be creative⁹

When you choose devices that are versatile enough to adapt to a diverse set of working styles and agile enough to support ideation wherever and whenever it may strike, you enable your team to work in a way that keeps your company innovating. Plus, when your people can work more naturally, their productivity increases, and your returns increase as a result.



Key variables: flexible form factors and ink and touch capabilities

To allow ideas to flow freely, consider devices that support a diverse set of working styles, so ideas can be recorded and communicated easily. Today tablets and laptops both have touch interfaces and support enterprise-level work, so you can choose the form factor that works best for your team. Or, choose a premium option that provides both. For example, the flexible Surface Pro empowered the highly mobile sales team at Vaudoise to work their way.

"It has helped us to be a lot more agile and mobile—to respond much better to the needs of our customers. We can even write our signatures on the device. It's an amazing tool ... I take my

Surface under my arm everywhere I go. Paper notes are now a thing of the past. Everything happens on Surface Pro."²

"Paper notes are now a thing of the past. Everything happens on Surface Pro."²

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Pen and ink capabilities—combined with touch, voice, and dial—also enable more natural interaction with devices, so teams can think and create in ways that complement their style of working. Of those surveyed in a Forrester Consulting study, 80 percent agreed that Microsoft 365 with Surface helped employees be more creative.⁶



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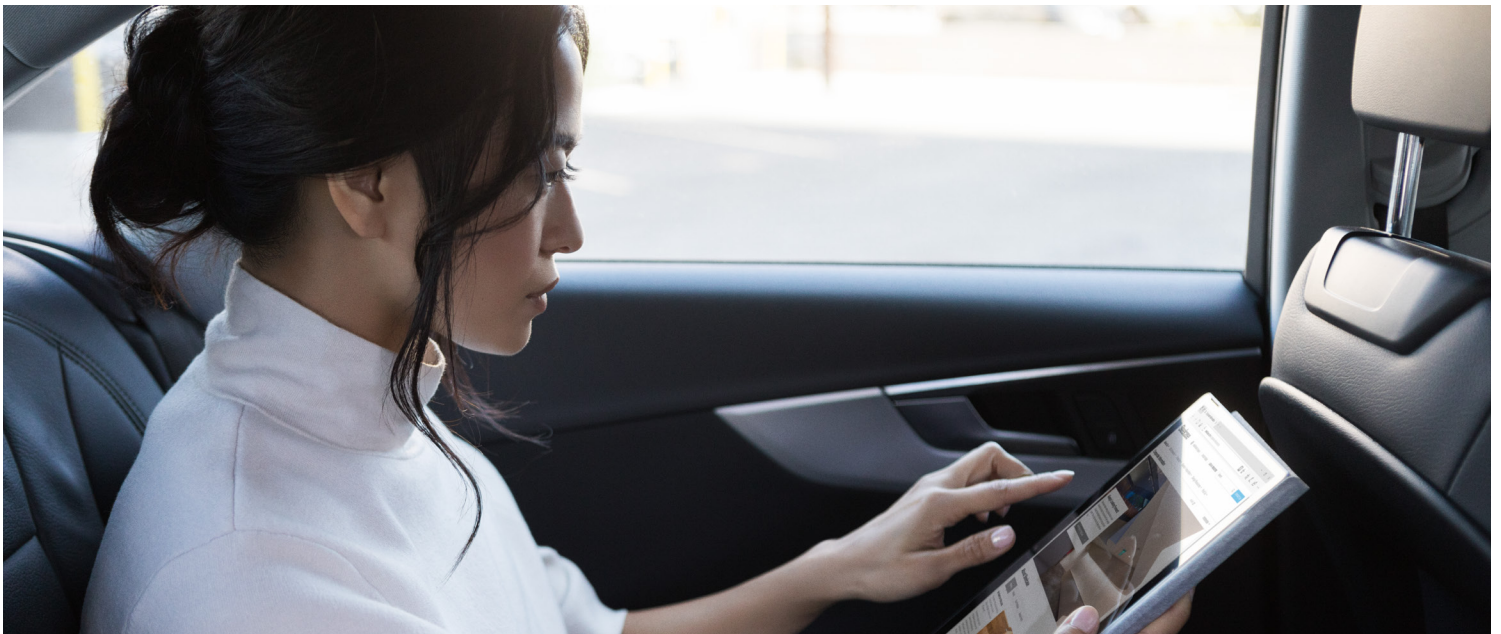
Factor 4: Power

Help your team get the job done—today and tomorrow

The most fundamental capability your device investment will deliver is, unsurprisingly, power. But modern “power” goes beyond simply being good enough to get through the day. Today’s work demands processing power and rapid connectivity that allows your team to multitask and adapt—no lag time allowed. And your team is not willing to compromise. In a Gallup study, 60 percent of surveyed employees expect employers to provide state-of-the-art technology¹⁴ and one in four employees would likely quit their jobs over poor workplace technology.¹⁵

From both a business and retention standpoint, it’s pivotal to choose devices that provide power today and maintain their relevance in an ever more connected world. Support modern work today and adapt to the landscape of tomorrow with productive devices that were designed with an eye toward future needs.

60% of surveyed employees expect employers to provide state-of-the-art technology¹⁴



Key variables: mobile connectivity and multitasking

One of the greatest benefits of premium devices is the ability to connect and collaborate quickly, no matter where work is happening. Look for device options that provide dependable connectivity, or even better—LTE connectivity. Make sure your devices support the software your team needs to juggle multiple tasks at the same time, elegantly.

Multitasking power and future-ready connectivity are core to the Surface device family. In a Forrester Consulting study, Surface devices paired with Microsoft 365 helped highly mobile workers save nine hours a week on average. The devices also saved nearly five hours in weekly productivity gains on common daily tasks and business processes—more than 12 percent of the average workweek. Of those surveyed, 75 percent said Microsoft 365-powered Surface devices improve productivity.⁶

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Conclusion

As modern workplace technology needs become more complex, finding the right device investment for your team can seem like a moving target. Led by this new ROI equation, however, your organization's approach to technology can adapt to meet that target as it moves. When weighing your device options, consider these key takeaways:

Your team's needs will evolve and change over the next three to five years

As work becomes even more mobile, organizations need to equip their teams with technology that will both support and protect their ideas as they work their way, from anywhere.

Device purchases are an important investment, not a sunk cost

Choosing a lower price point no longer guarantees a sound investment. When weighing costs and benefits, consider the long-term value of investing in more premium devices that meet your team's needs.

Weigh factors of the new ROI equation as they impact your organization

Flexibility
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Creativity
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Greatest ROI

Depending on your industry and team dynamics, you may prioritize one or more factors from this equation. The most important consideration? Your people. Involve your employees in the device decision, and you'll likely fulfill needs you may not have realized were there, unlocking new levels of productivity and work satisfaction.

Ready to get started?

Reach out to your Microsoft account executive or solutions specialist to learn more. If you don't have an account manager, you can request a call from our sales team **here**.

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