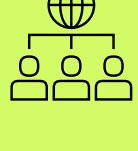


Before, Now, and Next

A quick look at our changing work world

How do you prepare for uncertainty?

Five-year plans are a thing of the past. Instead, businesses must build their strategies around four increasingly key principles: connecting people, simplifying security, equipping workers to thrive, and embracing flexible planning.



Connect Everyone

BEFORE

Collaboration mainly happened in the office

NOW

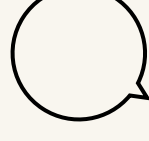
Collaboration happens ad-hoc

NEXT

IT will provide hardware and services that enable seamless collaboration for a distributed workforce



“The jury is out on which companies are going to take the silver lining out of the pandemic to once and for all recognize the fact that people don’t have to be in a specific ZIP code to get their job done.”¹



Lynne Labrador
VP Global Product at Equifax



Simplify Security

BEFORE

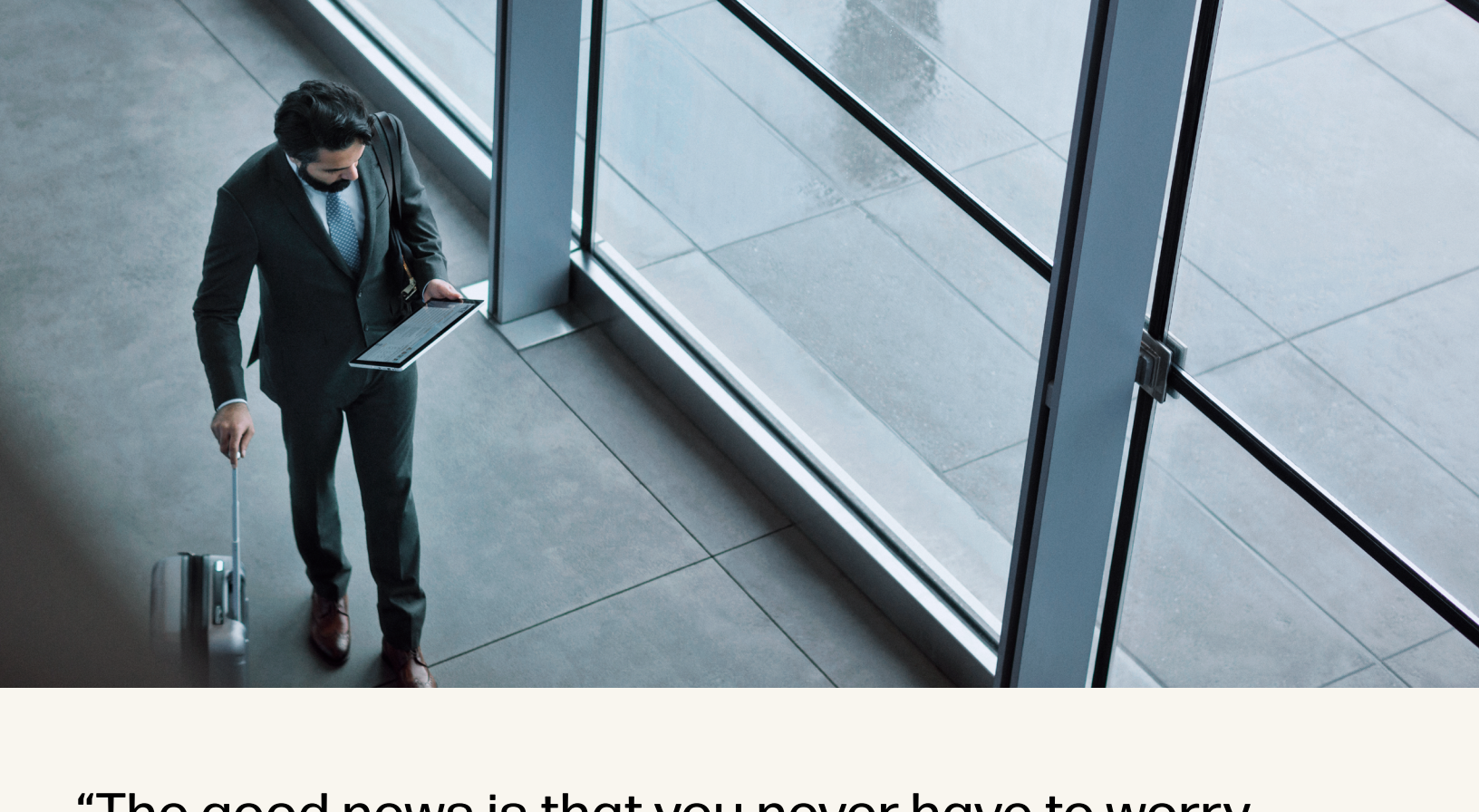
Emphasis was on protecting office workers

NOW

Emphasis is on protecting endpoints everywhere

NEXT

Emphasis will be on assets with built-in protection



“The good news is that you never have to worry about the stuff you can’t foresee. What you need to worry about are the things that are reasonably foreseeable.”¹



Dr. Rois Ni Thuama
Head of Cyber Governance for Red Sift



Equip Your Workers to Thrive

BEFORE

At best, workers were given a choice of desktop PC or notebook

NOW

Workers make do with whatever hardware they can

NEXT

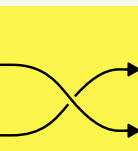
IT will equip staff with hardware designed for seamless productivity wherever they touch down



“We’ve seen entrants into the market that no one could have foreseen, no one at all. I can’t see how we can ever put the genie back in the bottle.”¹



Mark Evans
Managing Partner at Define:Athene



Embrace Flexible Planning

BEFORE

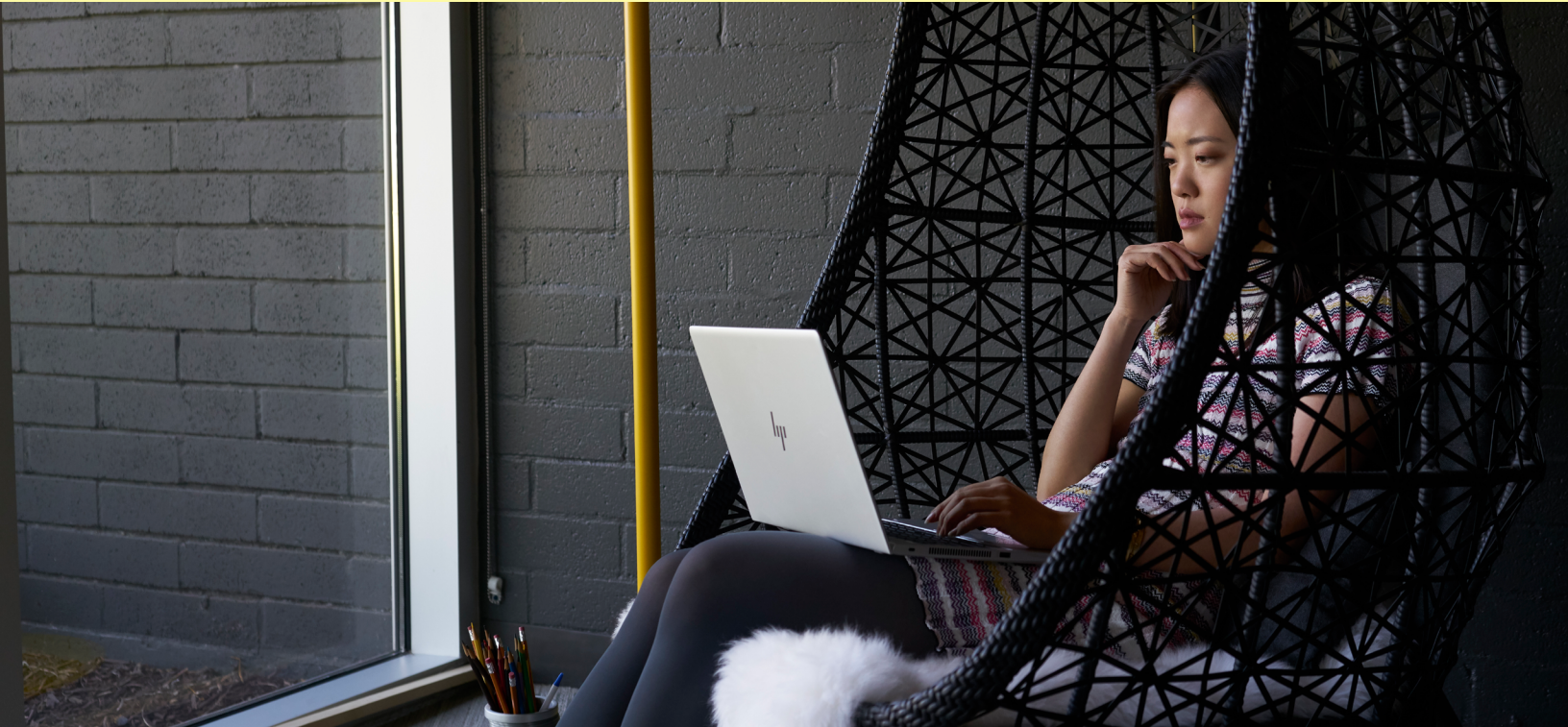
Most elements of business were predictable, from sales volume to skills required

NOW

It’s difficult to predict business elements, even a year ahead

NEXT

A partner will help you see the future



According to Forrester Research, 55% of IT leaders consider the adoption of predictive analytics a top priority to be able to assess device performance, health, and security.²

See the bigger picture [↗](#)

Get additional insights from these sources in the 2022 ebook **“Hybrid Isn’t the Destination. It’s the Starting Point.”**

Sources

¹ Lynne Labrador, Dr. Rois Ni Thuama, and Mark Evans, in discussion with the authors, 2021.

² Forrester Consulting, a commissioned study on behalf of HP, September 2020.

