

DIGITAL *me.*

IT designed for people

Den Anwender im Gepäck

Khaled Thaler

Unit Director Digital Workplace Sales Germany



A composite image where a human eye is superimposed over a world map. The iris of the eye is the map of the world, with continents in various colors (green, yellow, orange, red) and oceans in blue. The eye has long, dark eyelashes and a dark pupil. The overall image conveys a sense of global perspective and change.

Embracing change





Die Welt hat schnelle
Veränderungen gesehen ...



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung



46

ELEKTRIZITÄT



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

TELEFON



35



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

RADIO

31



Fernsehen

Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

PERSONAL COMPUTER



16



MOBILTELEFONE

Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung



13



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

INTERNET

7



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

SMARTPHONES



5



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

SOCIAL MEDIA



4



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

TABLETS



2



Jahre von
Einführung bis
Nutzung durch

25%

der Bevölkerung

WEARABLES





Wir werden Änderungen noch
viel schneller erleben



Was uns 2022 erwartet



2022



7,6 Milliarden Menschen
Das sind 11% mehr als 2010



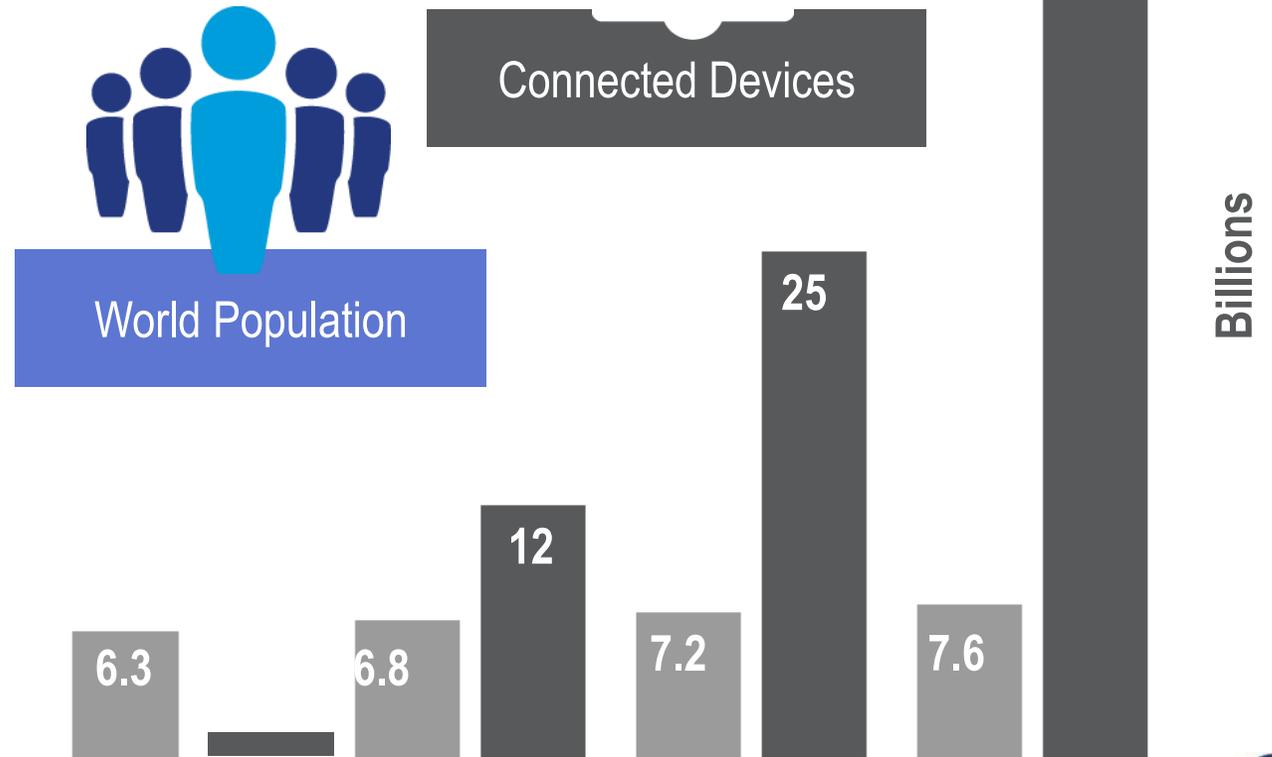
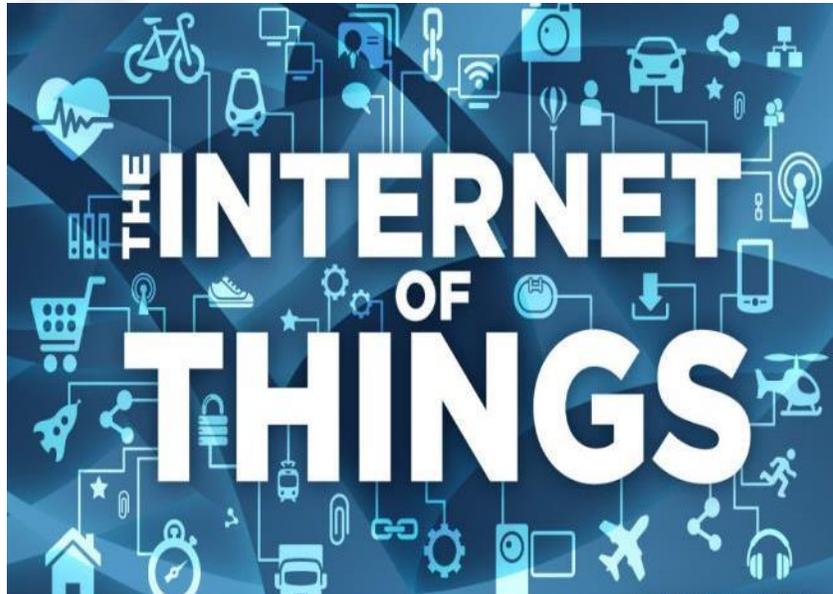
2022



55% davon werden in Städten wohnen



2022 ... gibt es 50 Milliarden connected devices



2022



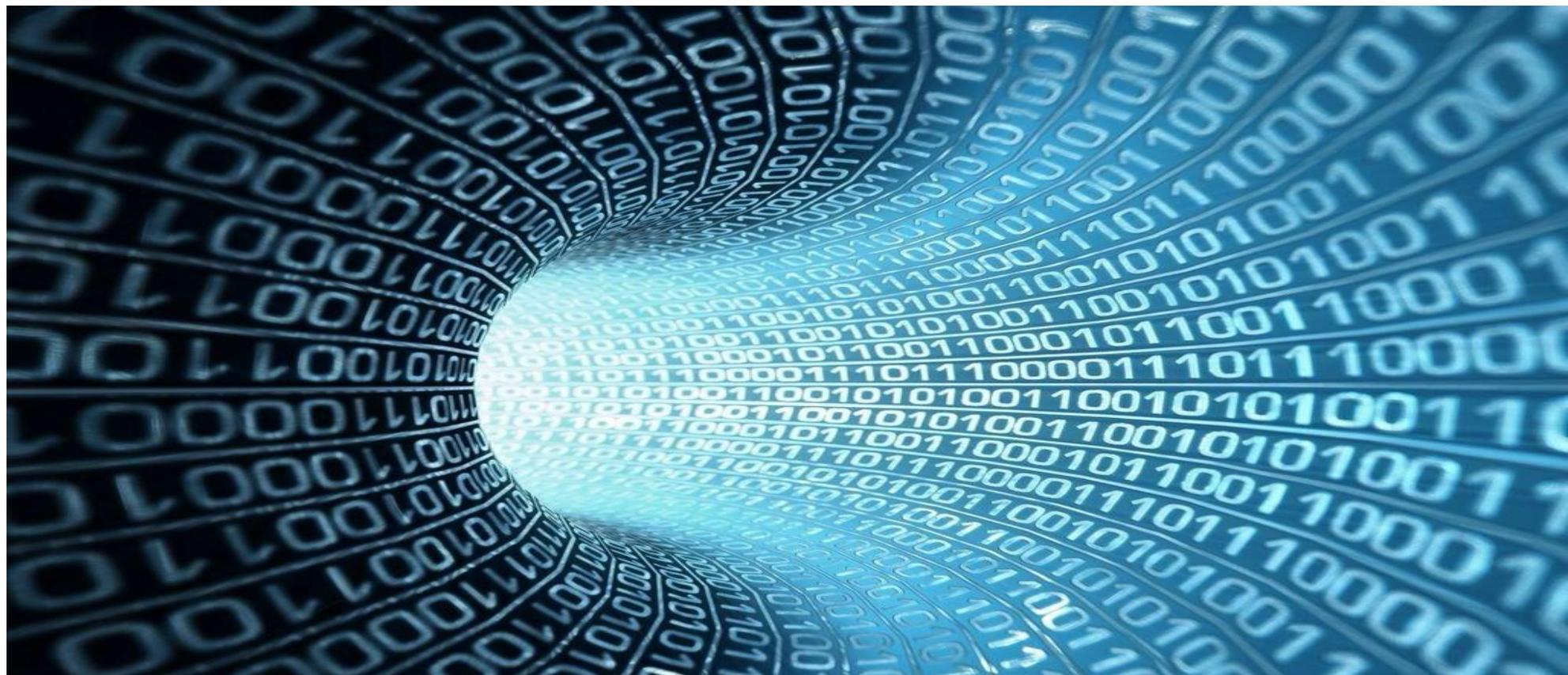
... 212 Milliarden Sensoren die in den nächsten 5 Jahren installiert werden. Das ist 28x die Weltbevölkerung.



2022



... wird es 60 Billionen GB Daten geben. 80% mehr als 2015.



2022

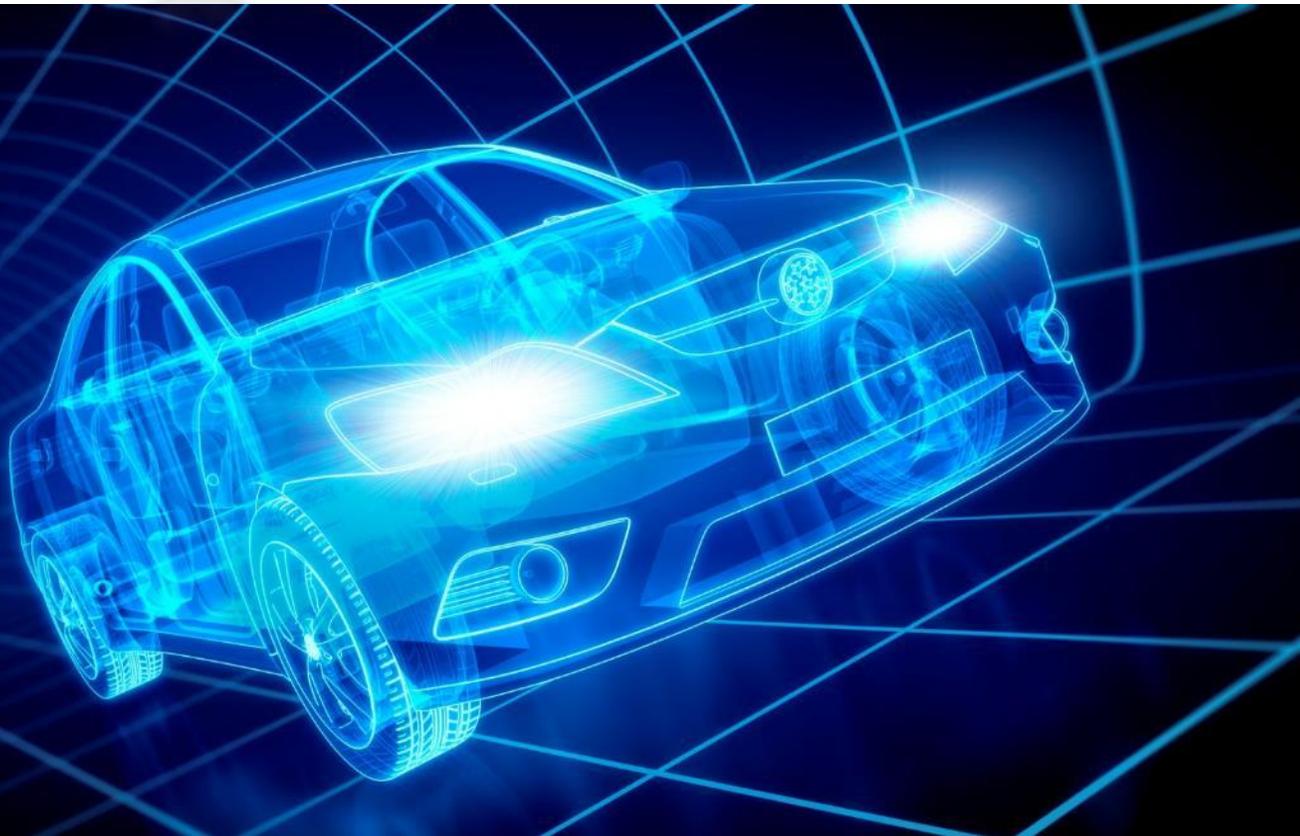


Zwischen 1903 und 2015
erzeugte Ford
6 Petabytes Daten



2022

... generiert ein fahrerloses Auto
1 Petabyte Daten.



Alle 5
Meilen.



2022



...werden wir die Spitze der Förderung von Gold, Kupfer und Öl erreichen.



2022 ... wird 20% der Energie in Europa
erneuerbar sein.



2022

... wird ein Smartphone
sehr flexibel sein



A composite image where a human eye is superimposed over a world map. The eye's iris is the map, with continents in various colors (green, yellow, orange, red) and oceans in blue. The eye has long, dark eyelashes and a white sclera. The overall effect is a metaphor for global awareness and environmental observation.

Open your eyes to
a changing world!



ABOUT COMPUTACENTER

Computacenter's ambition is to be Europe's preferred IT provider to enable users and their business in a digital world

Computacenter's mission is to maximise user productivity and the business value of IT for Enterprise and Corporate organisations. In doing so, we deliver strong returns for our shareholders and enrich our employees' careers.

WHAT WE DO



4.2m
Users Supported

KEY AREAS



Nº.1 For satisfaction in end-user service provision
UK | Germany | France | Belgium Whitelane Research, 2016, 2015



Customers supplied in over
100
countries

End users serviced in over
70
countries

11.4m
contacts per year
689,770
tickets per month

30 languages supported
including Mandarin + APAC languages

14,190
Group employees

25.5m
products shipped every year

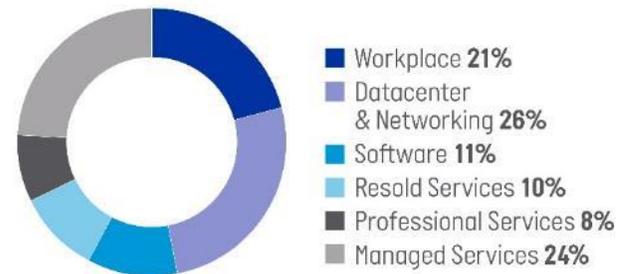
2,840
staff in
30 Service desk locations

1,300
Global Infrastructure staff in
8 Operational Command Centres

1,000+ consultants
4,380 engineers
730+ project managers

100 key vendor partnerships, including: Cisco, HPE, HP Inc., Lenovo and Microsoft

GROUP REVENUE BY BUSINESS TYPE



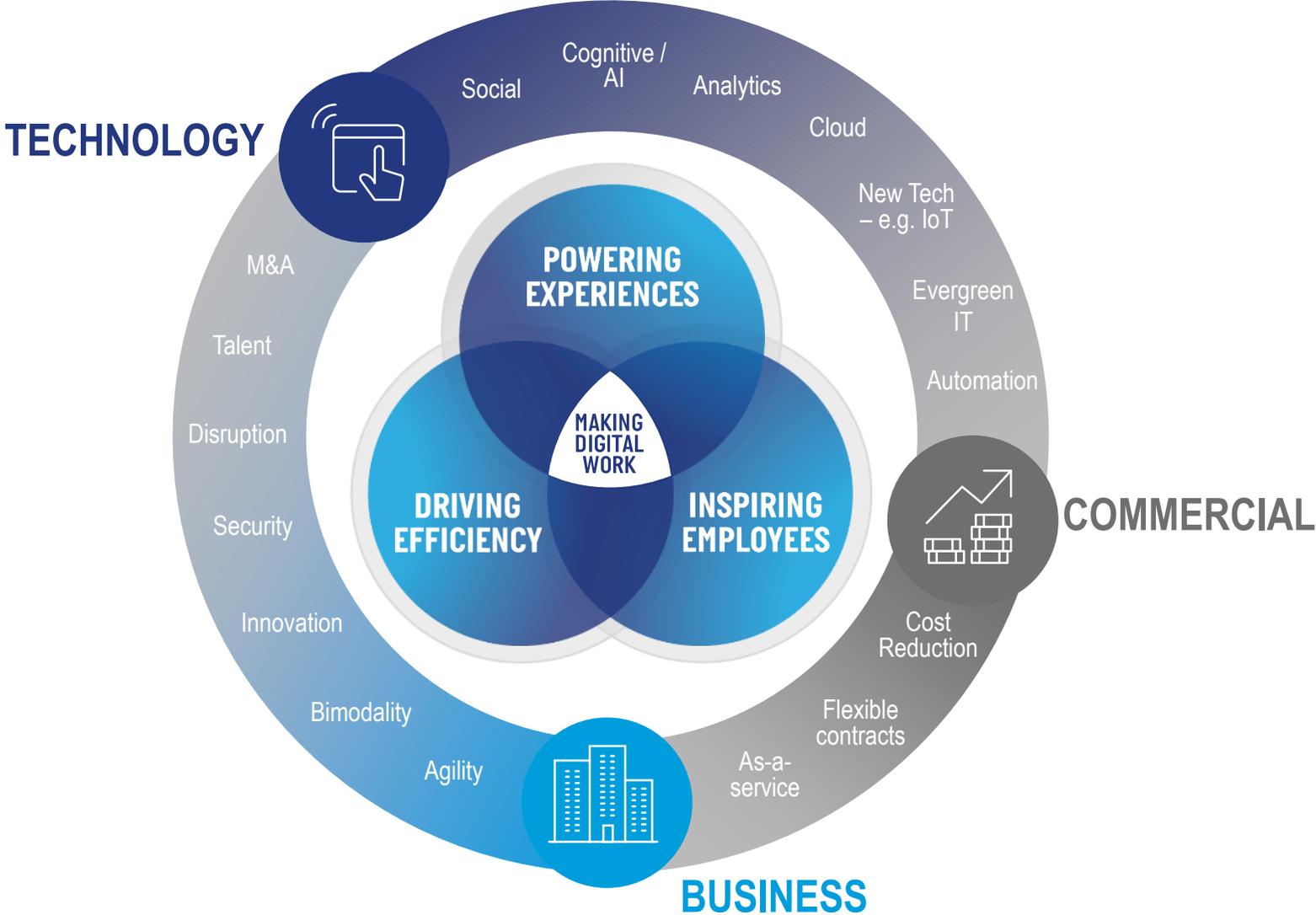
GROUP REVENUE BY REGION

United Kingdom **£1,391.7m**
Germany **€1,702.6m**
France **€495.0m**
Belgium **€69.4m**

GROUP REVENUE 2016

£3.25bn

FORCES OF CHANGE – DRIVING OUR CUSTOMERS



“

We are promising a consumer-grade experience to our employees, as they deserve an experience at work that is at least comparable to the one they get at home.”

Alain Lafanechère,
Digital Workplace Leader, General Electric

“We’re going to evolve the workplace environment so employees are to have a richer experience with more possibilities.

Phil Morris,
CIO, Royal Mail Group

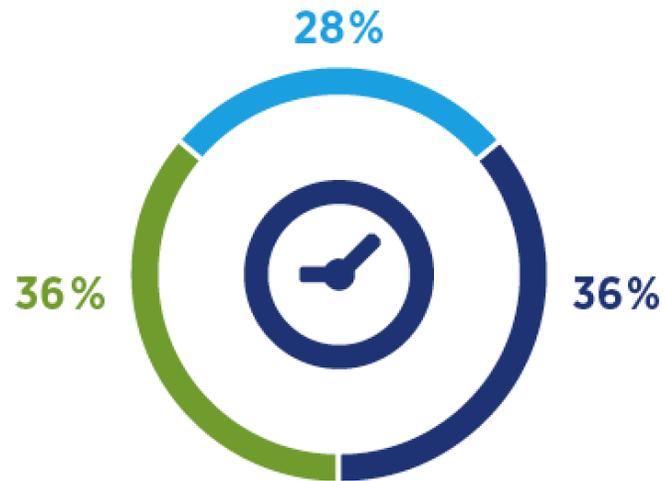
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WISSENSARBEIT & GENERATION X, Y UND Z

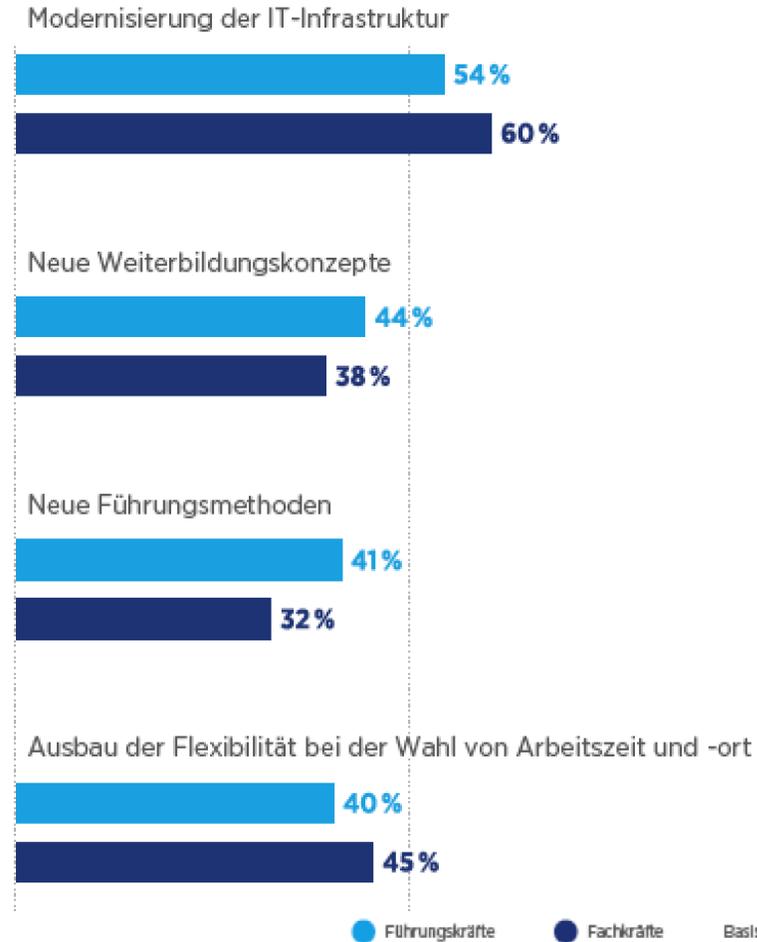
Wofür Wissensarbeiter ihre Arbeitszeit einsetzen



- Komplexe Problemstellungen
- Wissensbasierte Tätigkeiten
- Routinetätigkeiten

Basis: n = 610

Maßnahmen zur Unterstützung der Wissensarbeit

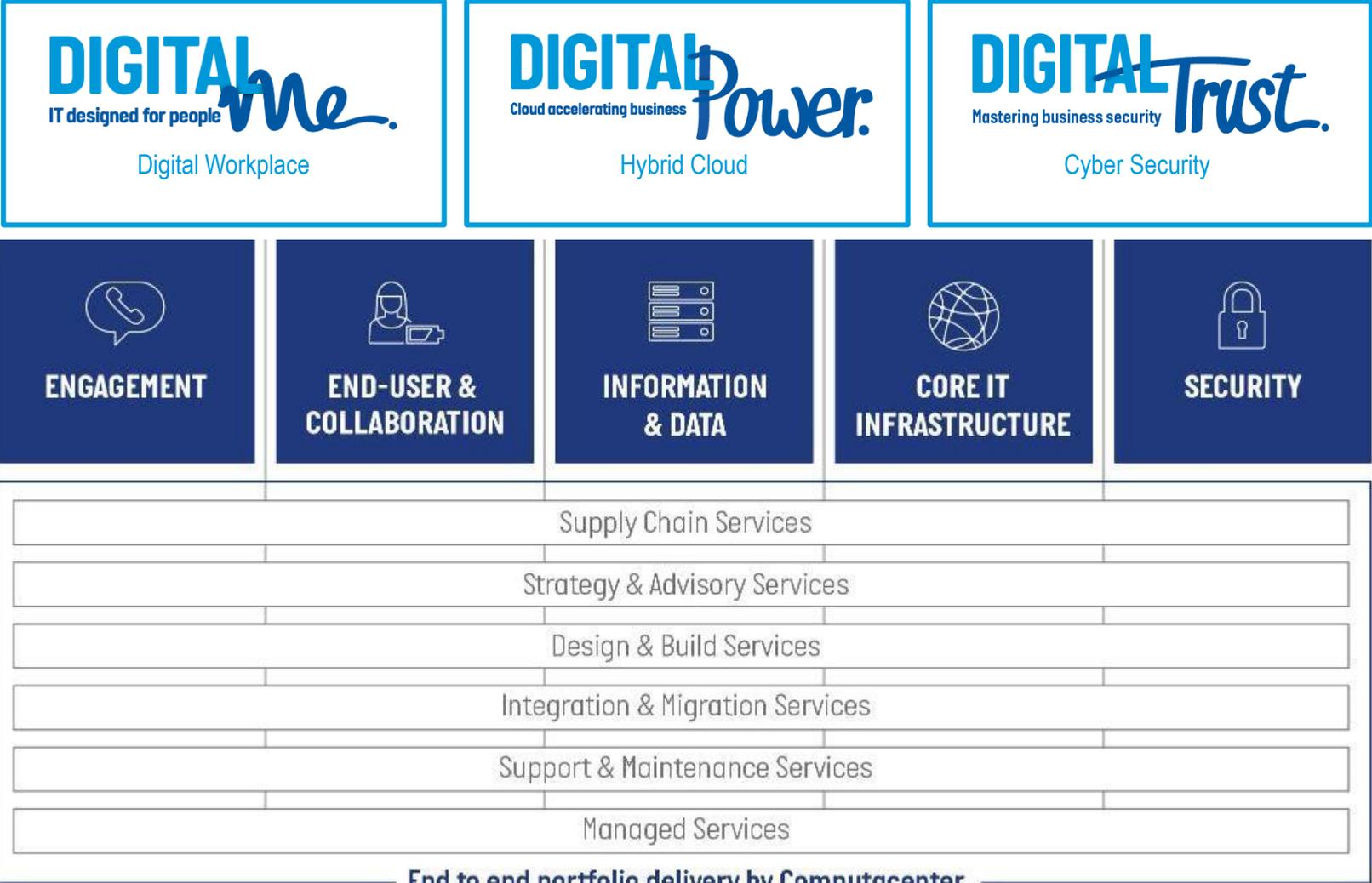


● Führungskräfte ● Fachkräfte Basis: n = 1.215

Quelle: Hays-Wissensarbeiterstudie 2017

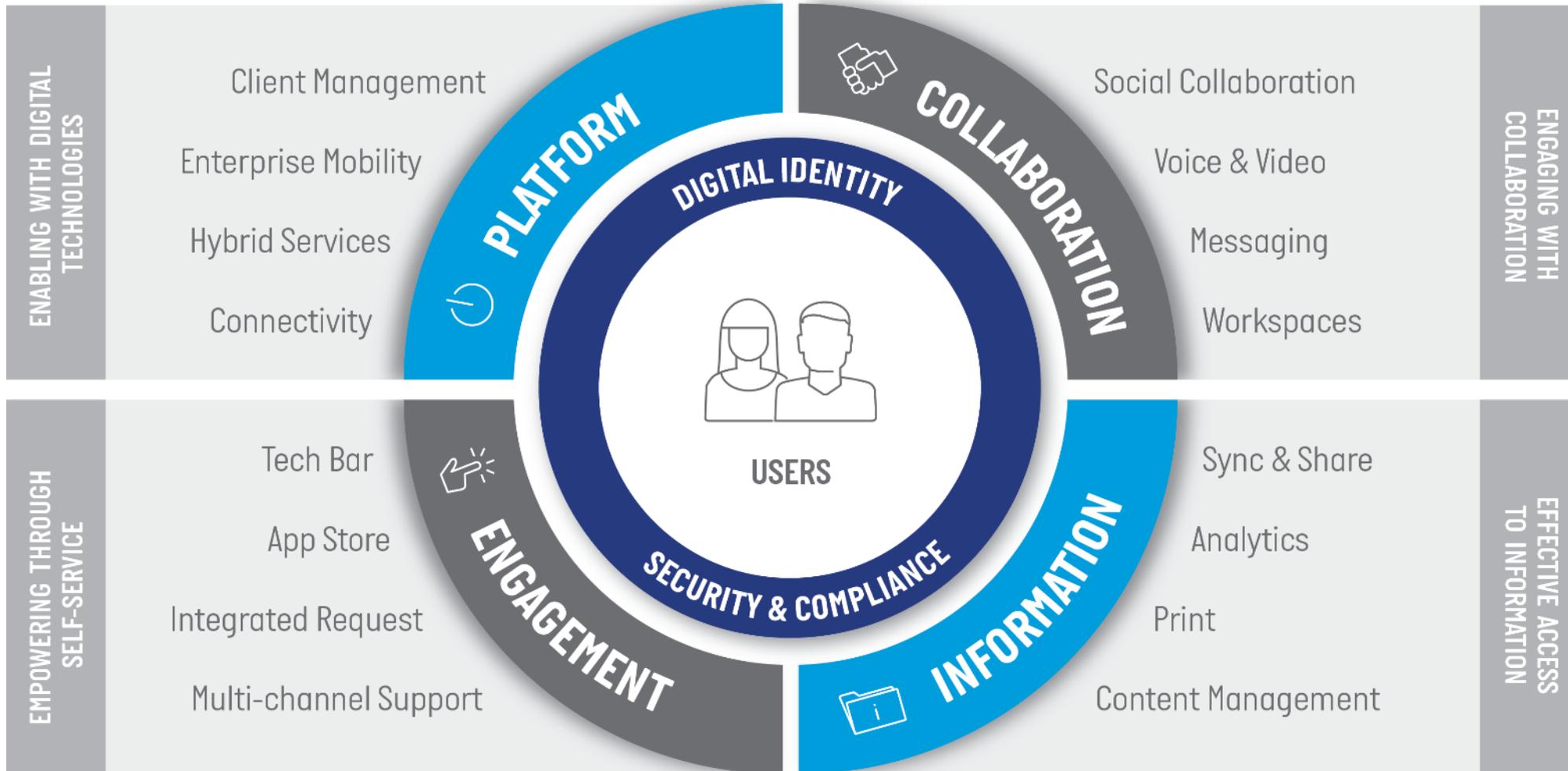


DIGITAL ME, POWER & TRUST

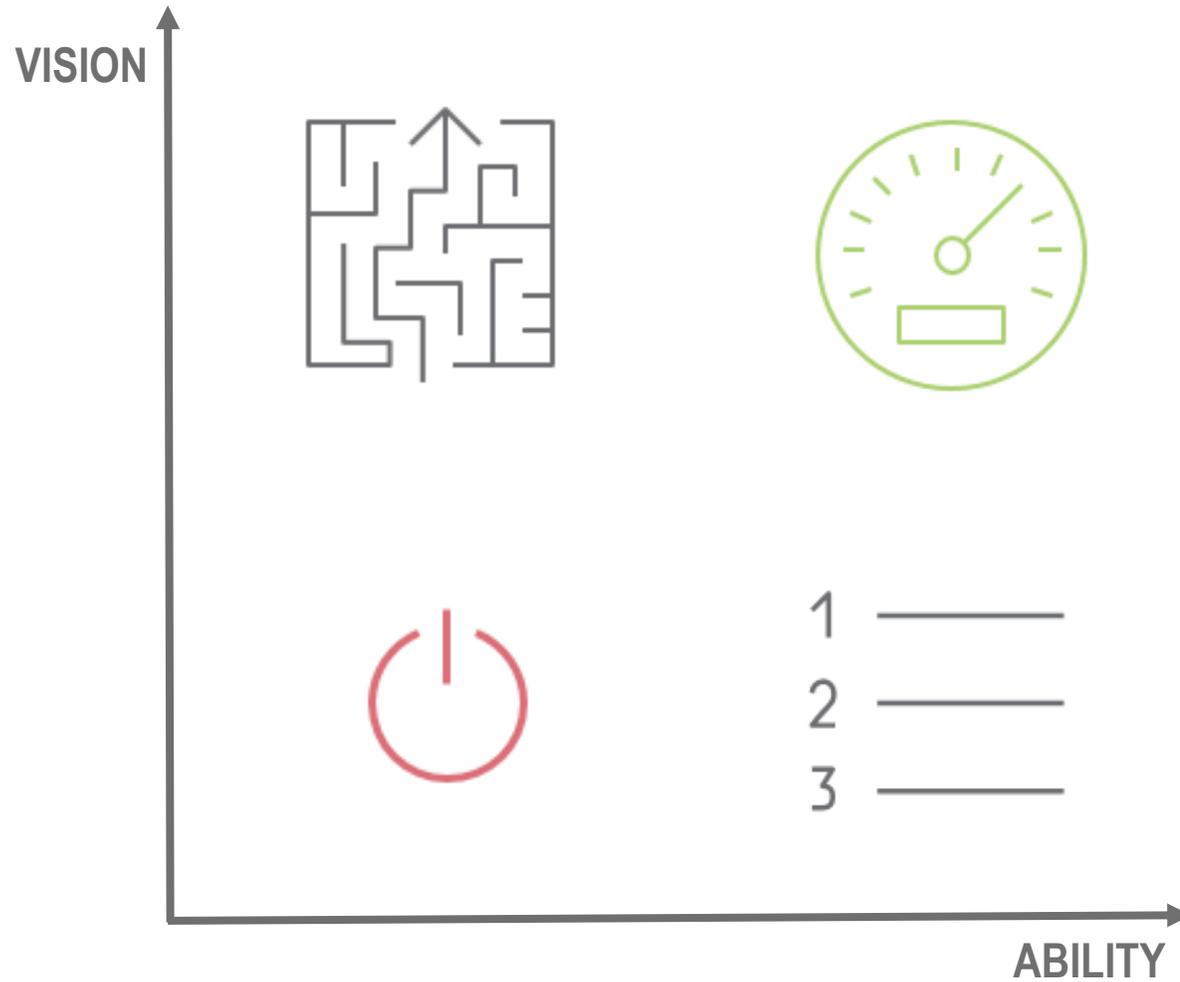


COMPUTACENTER'S DIGITAL WORKPLACE

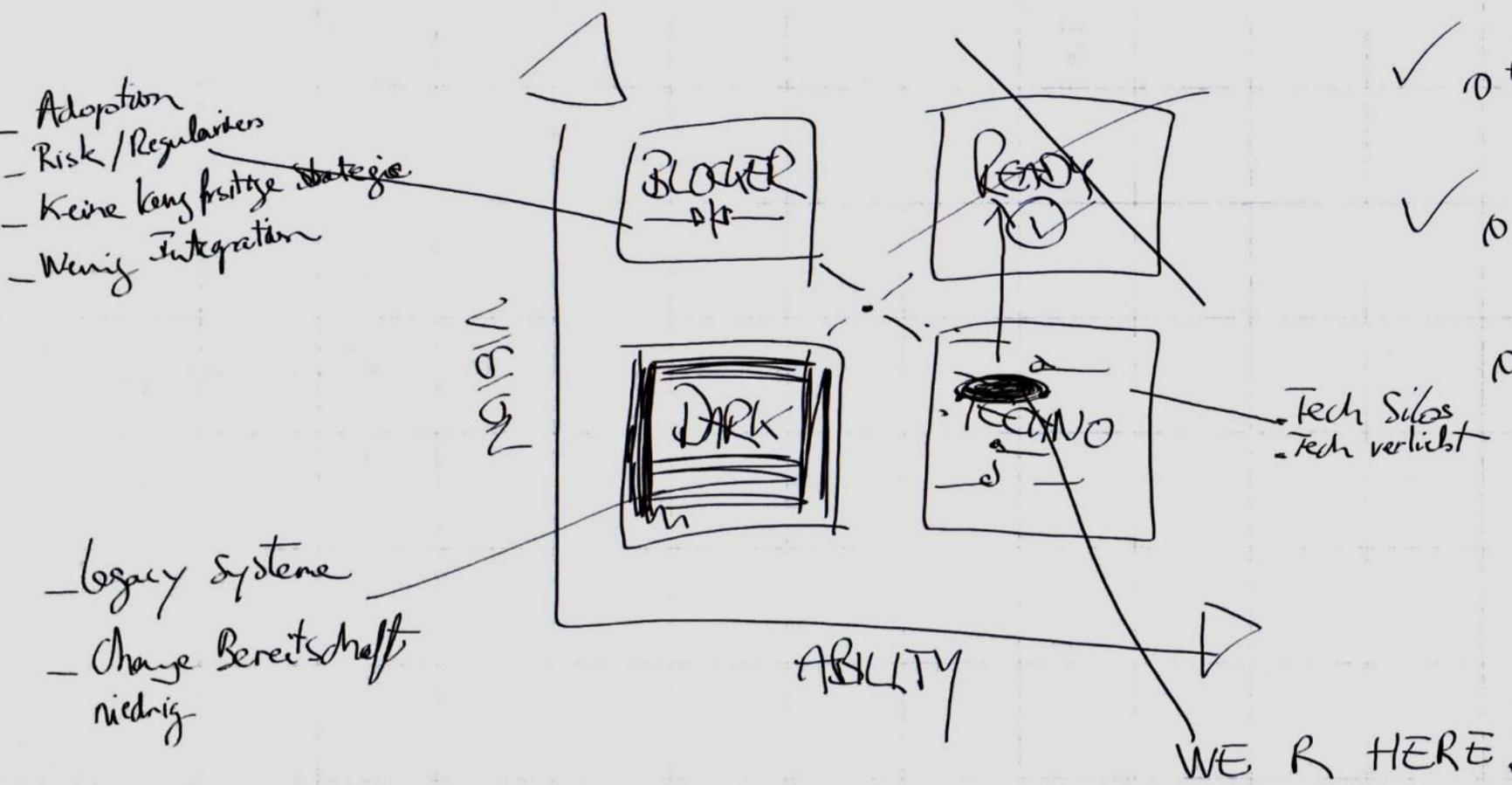
INCREASING PRODUCTIVITY THROUGH ENHANCED USER ENGAGEMENT



WORKPLACE TRANSFORMATION READINESS



TRANSFORMATION READINESS



- ✓ 0 Einordnung
- ✓ 0 Begründung
- 0 Veränderung erforderlich?
- JA? → Wie/wer

- Klärung rechtliche Situation mit Ausblick
 (Abschließung von alten Systemen (D1/DMS etc... MUT!))
 - Klare Vision!
 - Techno + Adoption = Erfolg

EIN HAUS

... VIELE MÖGLICHE VARIANTEN



Quelle: <https://de.wikipedia.org/wiki/Haus>

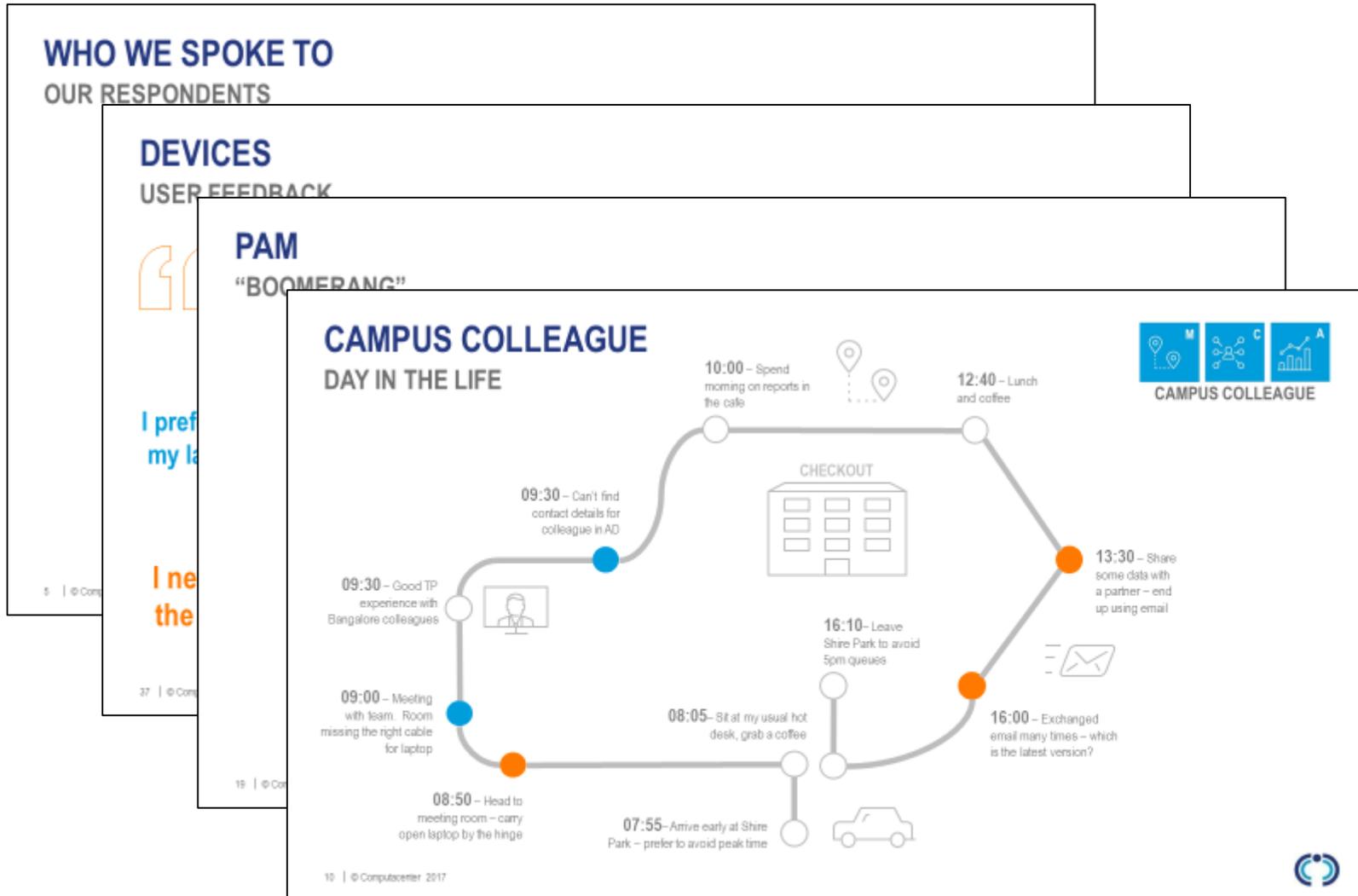


Quelle: <http://www.pinterest.de>



WORKSTYLE AND PERSONA ANALYSIS SERVICE

EXAMPLE CUSTOMER OUTPUT

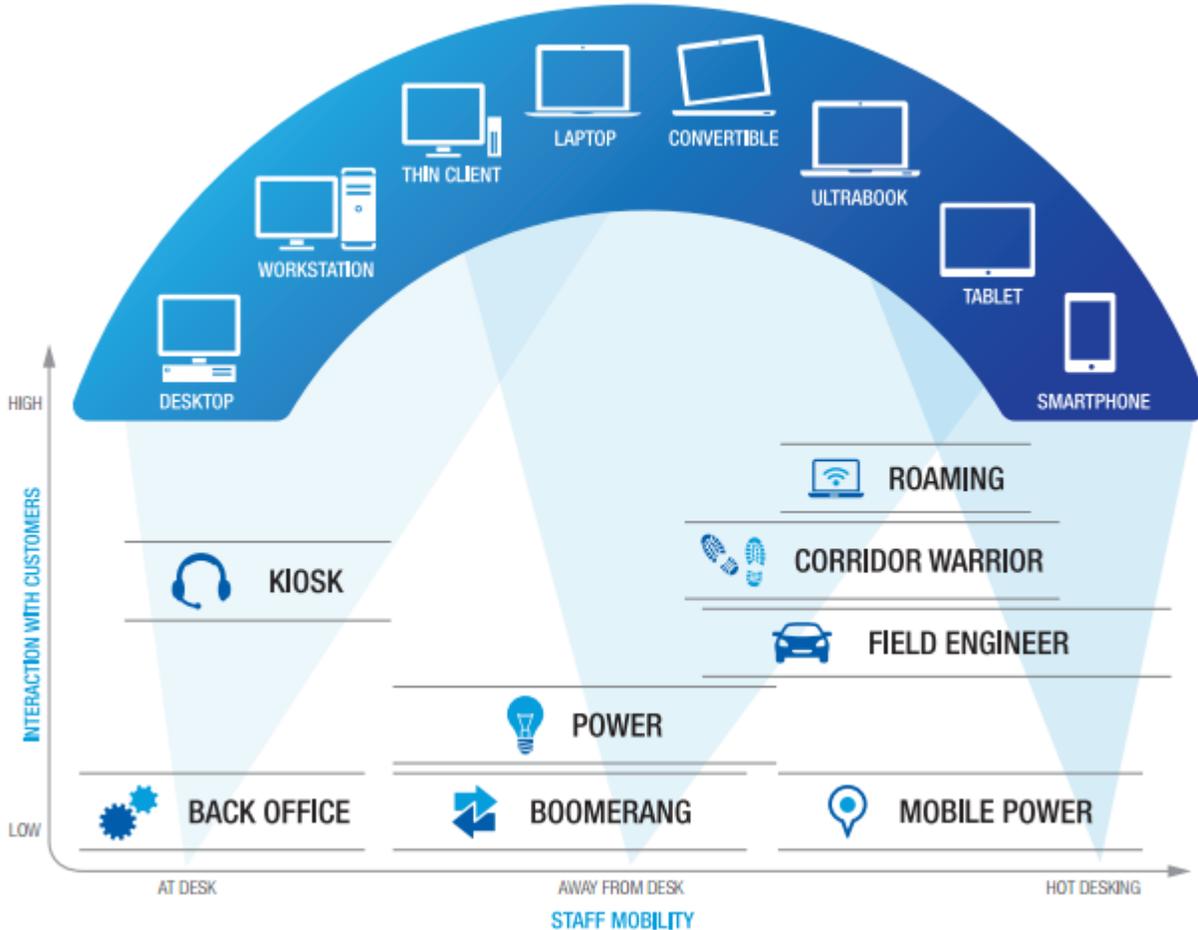


PERSONAS

ROLLEN UND WORKING STYLES

WORKSTYLE PROFILES

WORKSTYLE AND DEVICE ALIGNMENT



Mobility index	Workstyle	Definition	Example job roles	Business need
0	Back Office	A role performed from a single location	Accounts Payable, Facilities, Procurement	Consistent user experience, high customer service levels, rapid implementation at new sites
0	Kiosk	Multiple users at a fixed point, information input and referral only - not data creation	Receptionist, Shop assistant, Bank cashier, Call centre	Rapid sign on, consistent user experience high customer service levels, rapid implementation at new sites
0	Power	Single location specialist user	CAD designers, Traders, Media Production	Multiple applications, Digital Video
>10%	Mobile Power	Mobile location specialist user	CAD designers, Traders, Media Production	Multiple applications, Digital Video
<20%	Boomerang	Home desk with occasional visits to various locations	Personal assistant, HR Manager, Solicitor, Architect, Social worker	Remote access to selective corporate apps, synchronised email and calendar data, data and device loss protection
<50%	Roaming	Employees that move between multiple fixed locations, including company offices, customer sites and their home	Community nurse, Project manager, Senior executive	Remote access to corporate applications, real-time collaboration,
>50%	Corridor Warrior	Although based at a fixed location, the worker needs to be mobile within this environment	Warehouse supervisor, Stock controller, Factory maintenance operator, Showroom sales assistant, Merchandiser	Repetitive tasks made easy and clipboard replacement, constant data and application access, no downtime
>80%	Field Consultant	A non-office-based role where the majority of work is performed remotely at a variety of sites	Police officer, Surveyor, Sales Professional	Remote access to corporate applications, real-time collaboration
>80%	Field Engineer	A non-office-based role where the majority of work is performed remotely at a variety of sites	Engineer, Driver, Maintenance Engineer, Service Engineer, & Courier	Data and device loss protection, simple document and information management, in-field support



EXAMPLE PERSONAS

Secure or Non Secure.



Knowledge - External



Knowledge - Professional



Task - On Campus



Executive / VIP



Knowledge - Engineering



Support



Knowledge - Mobile



Task - Mobile



GENERATION Y

CHANGE IN COMMUNICATION

% of Centers Reporting Most Popular Contact Channels by Generation					
	Internet / Web Chat	Social Media	Electronic Messaging (e.g. email, SMS)	Smartphone Application	Telephone
Generation Y (born 1981-1999)	24% (1 st choice)	24% (1 st choice)	21% (3 rd choice)	19% (4 th choice)	12% (5 th choice)
Generation X (born 1961-1980)	21% (3 rd choice)	12% (4 th choice)	28% (2 nd choice)	11% (5 th choice)	29% (1 st choice)
Baby Boomers (born 1945-1960)	7% (3 rd choice)	2% (5 th choice)	24% (2 nd choice)	3% (4 th choice)	64% (1 st choice)
Silent Generation (born before 1944)	2% (3 rd choice)	1% (4 th choice)	6% (2 nd choice)	1% (5 th choice)	90% (1 st choice)

Quelle: [KPCB TRENDS, 2016](#)





Khaled Khalifa

Leading the Digital Workplace Sales in Germany. Working with clients in a digital world.
5 Monate

100 likes

4.500 views

Full House @Computacenter Gesprächsstoff München



Gesamtes Unternehmen



Mike Norris – am 21 Juli um 3:15pm

This Week by Mike Norris

I often get asked why I don't make more acquisitions. The main reason is that I don't have the time. I'd like to see higher quality profit in the local companies that I can acquire. It's very challenging, particularly integrating, as we are in a people business and I'm very conscious that in a near full market, which is what the IT industry is in Europe, people have a choice of who they don't like.

[Erweitern >](#)

[GEFÄLLT MIR](#) [ANTWORTEN](#) [TEILEN](#) [ÜBERSETZEN](#) ...

Véronique De Poes, Kopp, Malaika, Tobias Staacke und 27 weitere gefällt das

[1 vorherige Antwort anzeigen](#)



Manav Patel – am 21 Juli um 4:55pm

Great article again This Week.

[GEFÄLLT MIR](#) [ANTWORTEN](#) [TEILEN](#) [ÜBERSETZEN](#) ...

Hannig, Angelika und Anamaria Gibbons gefällt das



colin williams – am 1 August um 2:49pm

Great post. I have referred back to it a few times and continue to use the "treatments" - priceless...

[GEFÄLLT MIR](#) [ANTWORTEN](#) [TEILEN](#) [ÜBERSETZEN](#) ...

Linda Massey, Edward Kenny und Lesley Wyre gefällt das



So what is it then...?

DIGITHON

YOU WILL HAVE:

- ✓ A COMMON UNDERSTANDING
- ✓ A VISION OF WHAT YOU WANT TO ACHIEVE
- ✓ CONSENSUS ON WHAT NEEDS TO BE DONE
- ✓ A PLAN AND DEFINED 'NEXT STEPS'

Computacenter | **YOUR COMPANY**



SPEED



DIRECTION

Computacenter
 Hatfield Business Park, Hatfield
 Avenue, Hatfield, AL10 9TW
[Map](#)

10:00 – 17:30
 (please arrive by 09:30)

DISCOVER THE DIGITHON

The DIGITHON will bring together ...



IT BUSINESS USERS

YOUR organisation

&



INDUSTRY EXPERTS TECHNOLOGY EXPERTS STRATEGISTS TRANSFORMATION TEAM

OUR experts

As work becomes more digitised and users more demanding...

Business Growth

Digital Transformation



IT Strategy

User Pressure

...it's harder than ever to plan and prioritise.

ORGANISATIONS SEEK HELP TO:



understand the opportunities the digital workplace offers



define and accelerate their plans



formulate a digital workplace strategy



turn their vision into reality



understand what a Digital Workplace is

'DIGITHON'

Digital Marathon

THINK 'BACKATHON' BUT FOR DIGITAL STRATEGY!

This is where a DIGITHON can help

OUR ENERGISED WOKSHOPS CAN...

- ✓ PROVIDE UNDERSTANDING
- ✓ SET PRIORITIES
- ✓ GIVE CLARITY
- ✓ DEFINE THE OUTCOME
- ✓ GAIN CONSENSUS

...and provide the foundations on which a digital workplace can be built

The DIGITHON is one step on the way to Digital Workplace Transformation

Other foundations include...

USER ANALYSIS

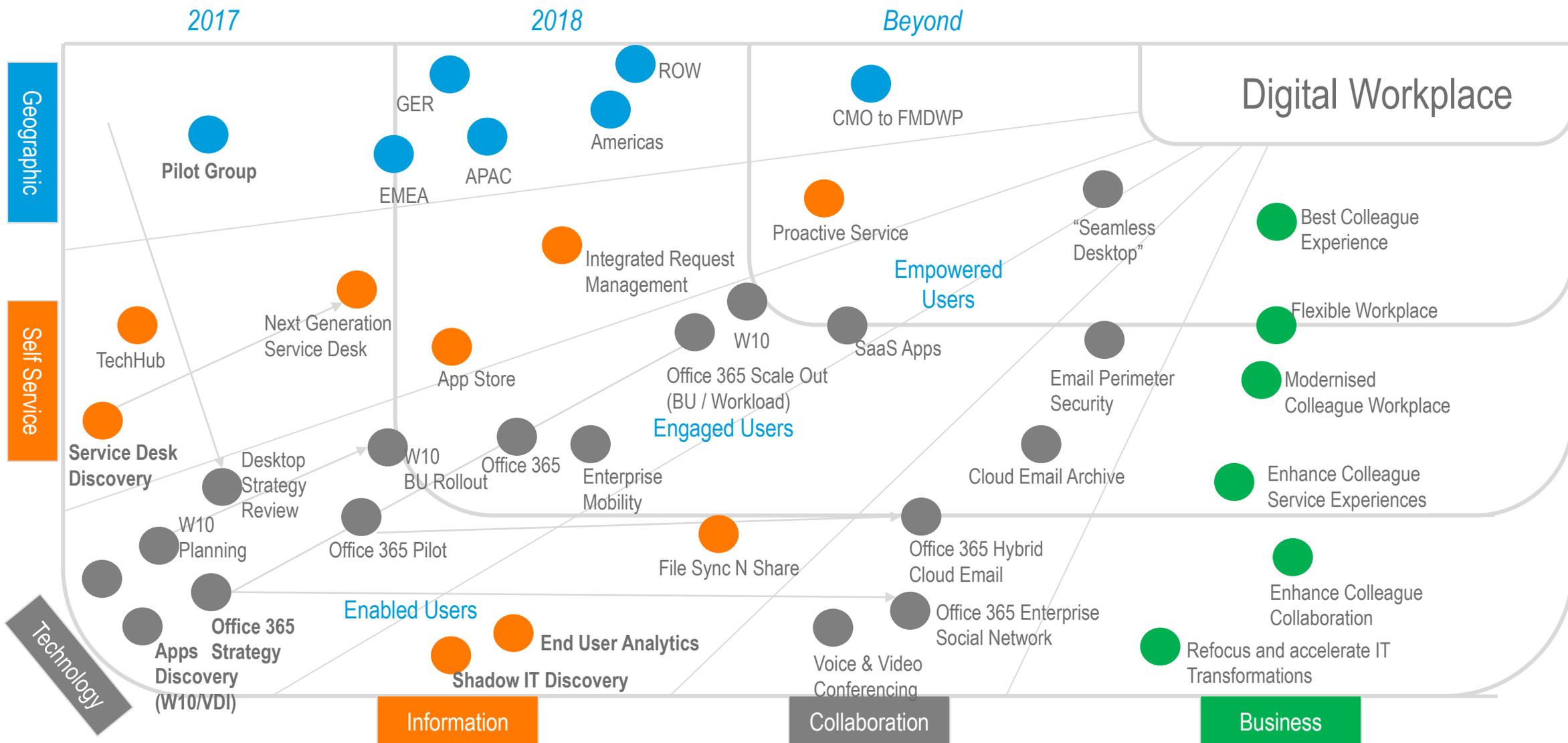
REQUIREMENTS DEFINITION

VISION & ROADMAP

DELIVERY PLAN



TRANSFORMATION ROADMAP EXAMPLE





TECHNOLOGY

+



ADOPTION



= SUCCESS





„Wenn Sie einen Dollar in Ihr Unternehmen stecken wollen, so müssen Sie einen weiteren bereithalten, um das bekannt zu machen.“

HENRY FORD



COMPUTACENTER USER ADOPTION CONCEPT

AUSZUG MÖGLICHER ADOPTION MAßNAHMEN



Anwender-
qualifizierung



Projekt-
kommunikation



Service

Präsenz- schulungen	Webcasts	Akzeptanz- Konzept	Flyer, Plakatte, Tischaufsteller, etc.	Genius Bar	Concierge Service
Trainings- materialien	Handbücher / Leitfäden	Business- Storytelling	Videos (Simple Show)	Vending Machine	Cabinet Solution
Umstiegshilfen (Soluzione)	Sprechstunden & Hotline	Intranet- kommunikation	Use-Cases	Welcome Lounge	Self-Service
Multiplikatoren Schulung	Lernvideos	User- kommunikation	Landingpage	VIP Service	Next Generation Servicedesk

Kontinuierliche Überprüfung des Nutzens für die Anwender (Messen, Fragen und Verbessern)



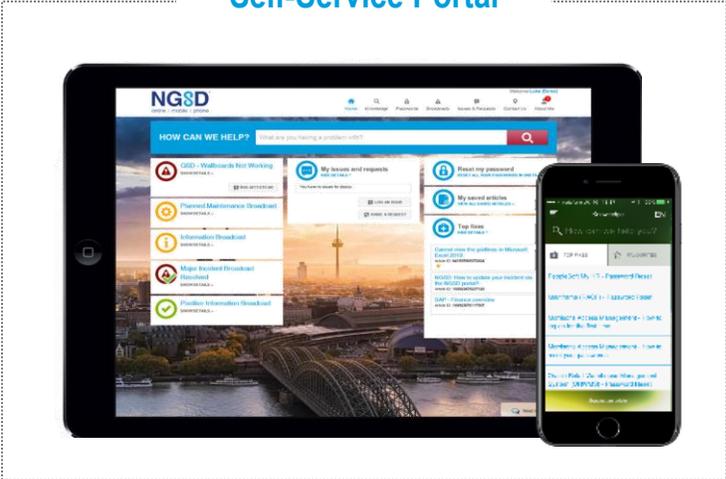
USER SUPPORT

A MULTI CHANNEL EXPERIENCE

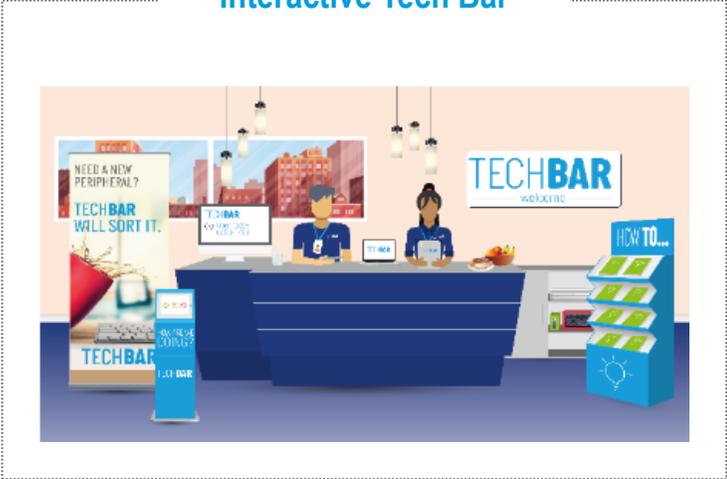
Global Service Desk



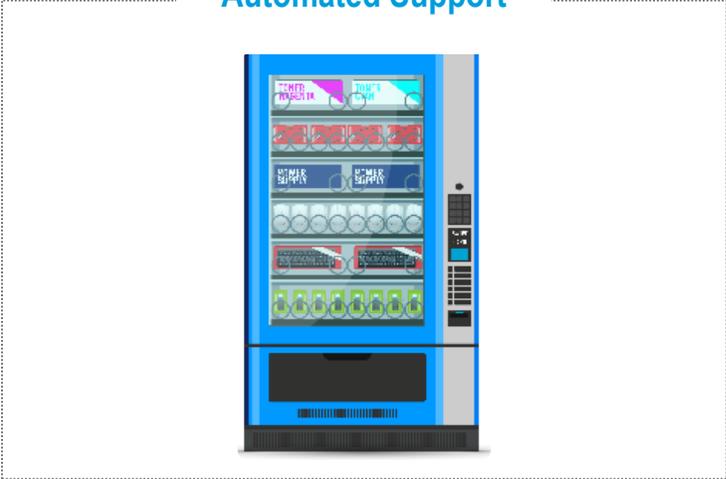
Self-Service Portal



Interactive Tech Bar



Automated Support

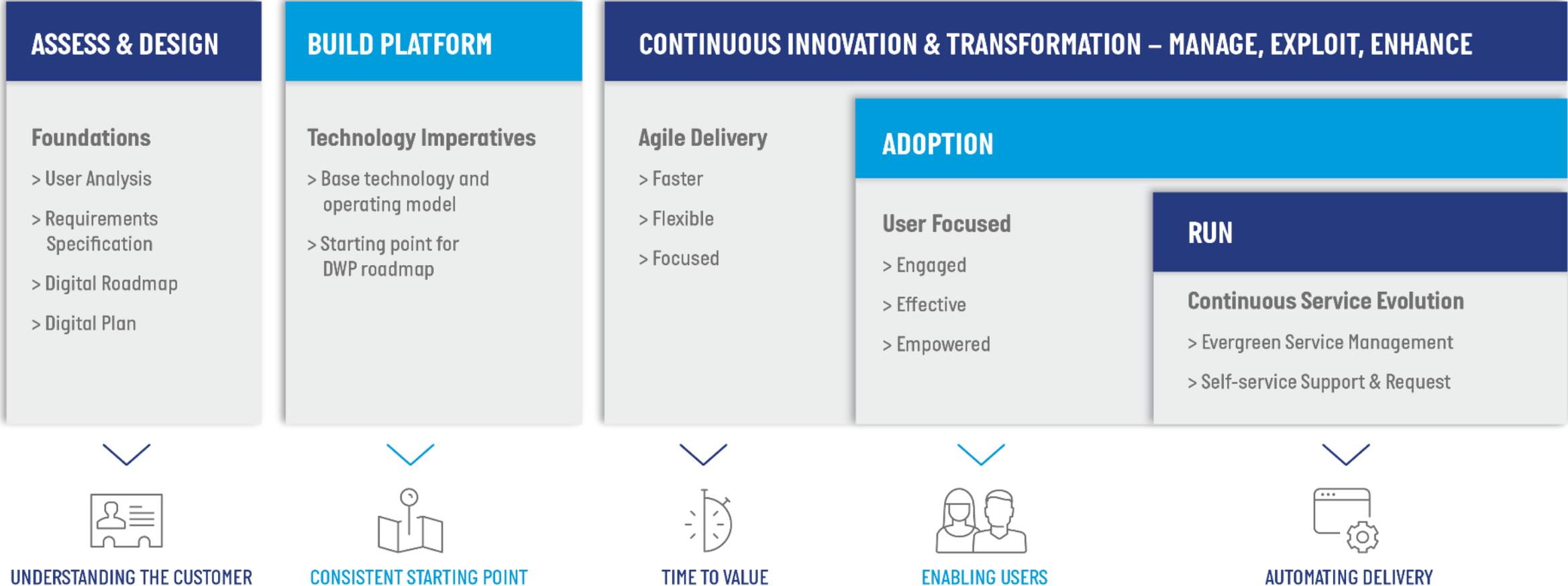


DER WEG ZUR ERFOLGREICHEN TRANSFORMATION



COMPUTACENTER'S TRANSFORMATION JOURNEY

ENABLING CHANGE THROUGH STANDARD TRANSFORMATION METHODOLOGY





**VIELEN DANK!
HABEN SIE
FRAGEN?**



**ERFAHREN. SMART. AGIL.
IN DIE DIGITALE ZUKUNFT
MIT COMPUTACENTER**

