



It's all about the
experience

In today's flexible working environment, new challenges are constantly being experienced by employees, by leaders, and by IT teams. Whatever the challenge, it is critical that their number one business tool can be relied upon. Delivering a brilliant service experience has never been more important.



The new workplace

— it's not a single place at all

The post pandemic workplace is in flux. The seamless integration of remote and office-based workers is no longer seen as a band-aid solution to ride out the needs of the pandemic.

Instead, the workforce has shifted to a hybrid workplace with teams finding new and often more suitable flexible ways to work. Behaviours have changed, expectations have shifted, and the pressure for CIOs to match remote tech environments to those of the high-tech office space has never been higher.

Exploring the diverse set of worker types and their associated demands brings a humanity and a challenging reality on how to set everyone up for success across your diverse enterprise.

Different **user types**



Extroverts who are comfortable with technology

- » Want the latest and greatest technology to help them shine in front of their customers and their colleagues
- » They are often in front line roles representing the brand and the values of their organisation



Extroverts who are cautious with new technology

- » These team members have traditionally thrived in office-based and face to face environments
- » The new workplace is challenging for them, and engagement levels can really drop if the technology is not reliable and holds them back from bringing their full self to the workplace



Introverts who are comfortable with the technology

- » Might shy away from being on video all the time, but are often the powerhouse of an organisation, performing high impact, analytical, and operationally critical activities
- » Often need business tools with high-speed processing and multi-tasking capability that won't let them down



Introverts who are cautious with new technology

- » Can often be some of the most experienced professionals and leaders, with deep domain expertise in their field, but might find adapting their skills to the new workplace much more challenging than many of their colleagues.
- » Engagement will drop incredibly quickly with these professionals if their technology tools cannot be relied upon to deliver exactly what they need, every time!

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Across these different worker types in the new workplace, there are a wide range of capabilities and attitudes. The single thing that unites everyone is the need to be confident that it (IT) will just work.

This confidence can only come when there is a true commitment to excellence! Excellence comes in many forms. It is the precision manufacture of products that perfectly match

the needs of a wide variety of user types; it is the speed of delivery of these products to wherever users are across Australia and New Zealand; it is the commitment to fault resolution and onsite support to truly help users if and when issues do occur; and it is the customer first approach that is inherent in strong partnerships that have matured over years to deliver what companies are looking for – locally and globally!

Dynabook **gives you more**

Dynabook is unique in the market with its ability to deliver all elements of this service excellence. Unique, proven over decades, and now with a new name!

For more than three decades, Dynabook Inc. (formerly Toshiba PC Co., Ltd.) has shaped the mobile computing market by pushing technology breakthroughs beyond the status quo and realising over 35 years of World First technology breakthroughs.

Dynabook's passion for innovation dates back 135 years to two brilliant Japanese inventors, Hisashige Tanaka and Ichisuke Fujioka, who with their team inspired the company to develop

products that would change society both in Japan and the throughout the world – from X-ray tubes to electric washing machines to the world's first colour video phone and much more.

By 1985, the company mobilised the personal computer with the introduction of the world's first laptop, the Toshiba T1100, sparking a revolution in thinner, lighter, and powerful mobile devices. The world of computing has never been the same.

Today, although the Dynabook name is relatively new, its heritage is still deeply rooted in this 135-year commitment to innovation, quality, reliability, and all elements of service excellence.

The hybrid workforce brings with it **new IT challenges**

For most organisations, flexible working is already a necessity – or fast becoming one. Organisations that don't adapt will be left behind, whether that is through an inability to attract staff who increasingly demand the option to work this way, or due to an under-prepared IT infrastructure unable to carry the weight of such a strategy. We believe there are five clear needs that must be addressed.

- 1. Technology cohesion across the full user community and all the locations they are now active in.**
- 2. The need to use technology to provide new ways to collaborate and stay connected with colleagues and customers.**
- 3. Matching employee's tech expectations with their remote environment and creating something that is as good, if not better, than the traditional office environment.**
- 4. Speed of access to IT service departments and replacement tech / parts.**
- 5. Varying specification levels of each employee's tech remote environment.**

As an increasing number of work teams move to collaborate across multiple remote environments, the expectation for an office equivalent IT experience is high. The needs of historically mobile teams, sales and service teams for example, now more closely align to those needs of the wider organisation. While flexible and mobile working introduces a variety of challenges, none of which are insurmountable, it will require careful and reliable serviced based solutions.

The very best in **mobile computing products**

The Dynabook business line-up now has the most comprehensive and varied range ever. You are sure to find an ideal device for everyone in your organisation. From ultra-mobile two-in-ones for those who are always on the move, to powerful desktop replacement laptops for desk-based workers, Dynabook work with you to find the right PC for every specialism.

Throughout the range there has been significant attention placed on the following factors.

- » Industry leading quality and reliability
- » Providing flexibility for customers (built to order)
- » Offering the right technologies at the right time
- » Backed by industry leading service and support
- » Intelligently designed with smart features
- » Advanced computing to unlock new levels of business success

Simple to Use

Selecting the right laptop for each worker type doesn't mean a headache in terms of manageability; with common software image, power options and docking across most models, we can make managing your full fleet simple and efficient.

With this approach, Dynabook can be confident that fleet wide control can be achieved without compromising the different needs of the diverse user community, especially as some workers are now more often without the frequent physical proximity to colleagues and helpdesks they used to have.

Powerful

In terms of business-critical applications selected hardware needs to be powerful enough to seamlessly run these applications, so it doesn't hinder employee performance and connectivity. Data usually needs to be retrieved quickly. It always needs to be retrieved securely. Whichever expert service is used for the task must be able to ensure the confidentiality that every business requires.

Mobility

The mobility demanded to varying degrees by all worker types, has two key facets: physical and remote access.

In terms of physicality, organisations need to optimise the mobile device to meet the needs of the role being undertaken by each employee. The balance of screen size, processing power, and weight will vary by role and intended user experience so this will now be a consideration for more of the workforce than before.

Today's business models are increasingly data-centric and providing remote access to centrally stored organisational data is a business-critical need. Centralising such intellectual property allows for employees to access it remotely, whilst maintaining the corporate memory intact. Having the power for such on-demand connectivity and access for employees wherever they are working is a non-negotiable business requirement.

Service experience

The new demands placed on CIOs to support multiple hybrid workplaces mean they're increasingly being asked to deliver against the following three Cs – Consistency, Collaboration, and Connectivity. In order to deliver the needs of their employees, CIOs need to work with partners and suppliers to deliver a brilliant service experience.

Consistency

Planned hardware cohesion will help IT departments address issues that may arise with equipment that is now more often out of the office. If hardware does break down or experience issues with certain components, it needs to be dealt with swiftly to avoid serious impact on an employee's productivity. Hardware estate standardisation will help to mitigate such support issues.

Collaboration

In a hybrid workforce where many employees possess the means to work remotely, it can feel isolating for those requiring regular connection and collaboration with their colleagues. Neglecting to adopt and train teams in best practice remote collaboration tools will result in a bigger digital skills gap, improper use of technology and a decline in employee engagement.

Connectivity

Secure connectivity needs to be at the forefront of any flexible workforce to ensure employees remain well connected through a range of ports, benefit from the power of the latest processors, and are protected by a range of biometric and in-built security barriers. If devices share common accessories and components such as docking ports and batteries, it becomes far easier to provision for a hybrid or fully remote working environment. Hardware cohesion across teams will enable an always connected, flexible workforce.

Conclusion

We all recognise that work is now a thing you do and not a place you go! However, the new workplace is a complex mix of different worker types, different levels of technical skill, and different personalities all trying to adapt to the fast pace of change and deliver their contribution to the business.

Whether we are enabling extroverts who are comfortable with technology or supporting introverts who are critical to our business success but feel cautious with the new working environment - the single truth for all employees is that they need to have complete confidence in their key business tool.

Dynabook has a new name, but a long-standing commitment to delivering brilliant workplace technology. The quality, the design, the innovation, and the production process behind Dynabooks' extensive device range delivers the single thing that unites everyone - the demand for a brilliant service experience.

As the workforce evolves in Australia and New Zealand, Dynabook will continue to focus on the relentless pursuit of service excellence with a progression of cutting-edge mobile solutions that help mobile professionals excel where, when, and how they want.