

WORKFORCE PERSONA STRATEGY SERVICE

Knowing how to evolve the user experience to match business needs

ESSENTIALS

Workforce Persona Strategy service can help you:

- Map users to defined personas
- Identify key technologies required by each persona
- Optimize IT costs to align with actual usage

Business Challenges

When we work and how we work has changed. Organizations struggle to adapt to these changes due to a lack of visibility into resource waste and approaches to increase utilization. Organizations risk over or under-sizing solutions and have difficulty tracking user data storage, consumption and licensing requirements. Another major challenge is retaining top talent. A large percentage of employees say that technology influences the job they take and half of those respondents would go as far as quitting a job with poor technology.

Service Description

It is in this environment that IT must move from a device centric to a user centric approach. To be successful in changing approaches, the organization must provide seamless experiences everywhere we work.

Workforce Persona Strategy service categorizes end-users into defined personas through a combination of analysis and interviews to understand how the end-users use the computing environment to perform their job and where changes should be made for a more personalized experience. The research involved in putting together a user persona report uncovers unique insights about the audience that helps decision-makers validate assumptions around products and services. By capturing the characteristics of the work of different personas, IT can tailor devices and services for the particular requirements of each type of audience.

The assessment approach utilizes an automated data collection tool and interviews with stakeholders, business leadership, department management, IT technical resources and representative end users. The assessment will be conducted on a sampling of up to five thousand (5,000) systems across the organization. The Workforce Persona Strategy service provides beneficial data analysis and connects decision-makers with their audiences and needs, resulting in effective provisioning planning and execution.

The service provides two Consulting resources over a six (6) week duration that includes the installation of the data collection tool, four (4) weeks of data gathering, interviews, data analysis, and creation of the deliverables. Key components of the engagement include:

- **Approach—Preparation**
 - Remote Kickoff meeting
 - Assessment logistics and outcome goals
 - Understand current state
 - Validate pre-defined personas with key stakeholders
 - Distribute surveys to key stakeholders

- Install discovery tool, customer pushes agents to user's systems and start automated data collection on the existing customer desktop environment
- Determine what applications are installed versus utilized, user mobility, and what computing resources the user requires while using those applications
- **Data Analysis and Interviews**
 - Conduct interviews with the customer's stake holders, business leadership, department management, and IT technical resources to gain a deeper understanding of the computing environment and how users perform their job function.
 - Conduct interviews with end users representing targeted personas
 - Compile and review data collection and interview findings
 - Conduct IT stakeholder interviews
 - Create Persona Analysis Findings Report & Discovery Workbook
- **Findings and Recommendations**
 - Create discovery workbook & review Executive Presentation with final recommendations including the following information.
 - Summary breakdown of users by persona and job function
 - Summary of Interview data gathered
 - Top applications in each persona
 - Recommendation of standard computing device by persona including resource requirements
 - Potential issues identified such as application faults, startup times, network errors, etc.
 - Detailed Persona for each audience type
 - Discuss transformation planning

Why Dell Technologies

Dell Technologies is uniquely positioned to provide solution recommendations that can include hardware, software, services and support, enabling organizations to plan for the future, today. We provide proven recommendations on how to personalize user experience to enhance productivity and business capability. We can help you develop seamless communication and collaboration solutions to create dynamic teams. We develop simplified consumption and connectivity models to handle existing or planned client deployment, cloud client computing or collaboration solutions delivered by IT for maximized developer productivity and employee engagement.

Dell Technologies has a strong history of working with organizations like yours to solve your end user business challenges using personas.

Summary of Benefits

We deliver value to organizations by aligning appropriate hardware to each user persona. We reduce cost by ensuring that users have the right device to perform their job efficiently and leverage existing assets. We improve and maximize user experience and satisfaction by aligning the personas and devices.

- Attract and retaining talented personnel
- Increase employee productivity
- Right-size standard computing environments
- Optimize software license utilization

For the Modern Workforce – Applications Anywhere – Mobile Workflow – Emerging Delivery Models



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