

White paper Fujitsu End-User Analytics

End-user analytics from Fujitsu gives you greater control over your workplace environment, empowering your staff to work productively and securely from every endpoint.



Content	
It's time to rethink the end-user environment	2
Future workplace challenges	2
Make better, data-driven decisions	2
Managed Desktop Services Help Businesses Control IT Costs	2
Exploring the End User Computing landscape of today and tomorrow	3
How to approach data management and security	3
The role of IT is shifting towards "managed services broker"	3
The customer and employee user experience gap	3
Fujitsu end-user analytics	4
The rise and rise of Bring Your Own Device	4
Get more from your technology with Fujitsu	4
Giving businesses the insight to make more informed decisions	5
Power to your people	5
Meeting the evolving needs of customers	5

It's time to rethink the end-user environment

The way people work is changing. Across the world, staff are turning to the convenience of mobile working across the devices they want to use. They're working in their own way – to get more done, more quickly. The demand for increased mobility and anytime, anywhere access to applications is behind the exponential growth in end-user services. Traditional computing simply can't provide the flexibility to accommodate a workforce that expects more from technology than ever before. The challenge for today's IT managers are how to successfully transform the end-user environment, balancing convenience with security while running a cost-effective operation.

Future workplace challenges

In the future, end-user services will enable people to quickly and easily move from one platform to another, allowing for the rapid adoption of new applications and digital services. End users, wherever they're working, will be able to access the applications and data they need, from a wider range of devices.

Who will lead this transformation in the workplace? Traditionally that remit has fallen to IT directors, but driven by markets and requirements outside of their control in the business. Businesses will need to invest well in technology and integrate it with existing systems of varying degrees of maturity and interdependencies. Some of these investments will look to replace traditional end-user services, while others will pull the organization away from legacy systems, many of which are more of a hindrance than a help to new ways of working.

The truth is legacy systems will never truly disappear. New technology and processes will eventually become legacy systems too. And these systems will also come to be defined by their dependencies and integration points with existing software. However, the more agile and flexible a framework is for managing application change, the more cost effective and easy to integrate it becomes.

Make better, data-driven decisions

When it comes to employee end point usage, it's important to remember that one size never fits all. Some users are overprovisioned, that is, they are burdened with a number of applications that they don't and won't ever use. But on the other hand, some people lack the tools with which to complete even the easiest and most straightforward tasks.

Insight into employee usage patterns is now more important than ever as businesses try to get a handle on their total IT environment. As devices, applications and information become more numerous and complex, tangible data is essential for answering the questions below:

- How many applications do we have?
- What type of applications do we have? (Local, cloud, etc.)
- What applications are actually being used?
- What applications are installed or used without our knowledge?
- When do we need to upgrade a user's platform?
- Can the user be migrated to a new operating system?
- When can we retire an application?
- What impact will a system upgrade or replacement have?
- Are employees' applications performing well?
- Do we have objective measures on the quality of IT services that we're delivering?

Organizations can use real data gathering, assessment tools and complementary analytics to better understand their users' needs and working habits. And more importantly, this information will help them to make better sourcing and deployment decisions.

We need methods, techniques and tools to join the dots of the five pillars of end user computing:

- Users: profiles, roles, business units / depts.
- Devices: desktop, tablet, smartphone
- Location / access: office, VPN, public cloud
- Content: local files, internal shares, web
- Applications: .exe, virtualized, cloud

When we join these dots, we can match and rationalize across these five pillars to simplify, standardize and optimize our desktop estate.

An example of the power of this new paradigm is a UK based supermarket which had 1,542 applications installed across their estate. Our analysis identified only 322 applications were actually used. Furthermore we identified 93% of the user estate used only 24 applications. Armed with this compelling insight, our client prioritized the transformation of those 24 applications and planned their desktop transformation accordingly.



Managed Desktop Services Help Businesses Control IT Costs

The costs for today's end-user services typically represent the fourth largest IT budget domain. And within this, personnel costs currently stand at around 42%, which is the largest individual component¹.

What does this mean? To put it simply, nearly half of the end-user services budget is committed to delivering a quality experience to every single user². But unfortunately, IT has no clear visibility into the user experience. This is far from ideal, and needs to change.

A real world example from a UK retail client: we analyzed specific user behaviors and by "capturing the click", we were able to recommend the replacement of costly full product applications with low cost (or free) viewer alternatives. This in addition to rationalizing the desktop application estate from 7,100 to 500 (based upon usage).

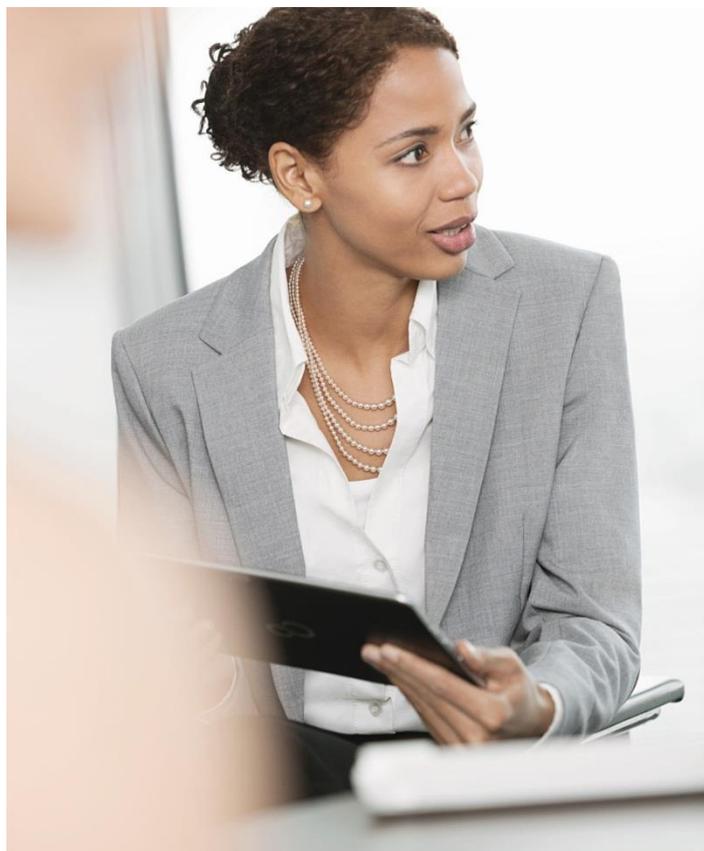
Exploring the End User Computing landscape of today and tomorrow

Every day, it becomes increasingly important for organizations to deploy a more agile and flexible set of end-user services, without compromising on security and governance, in order to remove the need for employees to adopt and use 'shadow IT' – that is, hardware or software that's not supported by the main IT department, and could be used without their approval. Certainly, organizations will have to make IT investments that are based as much on analytics, support, and maintenance and risk mitigation as they are about driving business agility.

Looking ahead, there are some points to take notice of: Firstly, computers running Windows will continue to be an important platform across most industries and businesses, if not necessarily the most abundant. And secondly, with the continued proliferation of Software as a Service, IT will find it more and more difficult to support something it has increasingly less control over.

How to approach data management and security

According to Gartner, end-user analytics and end-user protection will intersect by 2017³. In theory, this is good news for businesses that want to protect their employees – and crucially, their company's data – when they're working on the move. But in reality, enterprises often lack a security and investigative team, and find it hard to hire and train people with the necessary skills. Plus, the low rate of security incidents inside these businesses means it's hard to justify the investment.



By outsourcing their requirements to a specialist, managed provider of advanced security analytics, such organizations can sidestep their lack of resources and in-house expertise.

The role of IT is shifting towards "managed services broker"

The digital business economy, its hyper-connectivity and the data it generates are transforming the world of business. But with this proliferation of data comes a few challenges that organizations need to address. These include scaling IT resources to accommodate the flood of data from new devices, building business intelligence (BI) systems to analyze that data, and securing each endpoint against attacks.



The customer and employee user experience gap

When it comes to delivering a great user experience, far more consideration is given to an organization's customers than to their employees. Although offering an intuitive and enjoyable experience to each consumer is of vital importance, it's also important to do the same with every member of staff.

Enterprises must realize that their staff not only need, but now also expect and demand, a great user experience across the applications they use. Most application developers understand this. But this is in stark contrast to the way IT administrators often perceive the employee user experience.

As such, employees can often struggle with outdated, poorly designed applications and platforms that, if the decision were up to them, they'd never choose to use. In fact, some people will use their own preferred applications and devices, rather than endorsed or approved systems. As a result, these 'shadow IT' activities could increase security risks, and companies must put in place solutions to mitigate them.

Fujitsu end-user analytics

Fujitsu has invested heavily in end-user analytics to help make digital business transformation a reality. With deep domain expertise and visibility into their clients' environments, Fujitsu is helping businesses to gain the insight they need for better operational agility.

Fujitsu provides organizations with a single platform in which to gather real time and historical data from any source, including license data, user data and application data. The software can detect application crashes and hangs, decipher between single user issues and globally widespread problems, and identify risky behavior and applications.



Two other highly effective tools include Root Case Analysis and Kill Chain Forensics. These give IT professionals the ability to 'rewind the tape' and identify root causes throughout their enterprise, using time-correlated graphical analysis for systems, users and applications. It also enables them to pinpoint areas of concern to better monitor their IT landscape, and improve security, response times and performance. This is enriched by a proactive service desk philosophy and a thorough commitment to great service.

The rise and rise of Bring Your Own Device

It is a fact that users today often have access to superior IT solutions and devices at home than are provided by their corporate IT service. Users have experienced the joys of consumer freedom in the home (Android, iOS, Windows, tablet, smartphone, laptop, desktop) and now demand the same freedoms and flexibility in the workplace.

As more people work using their personal mobiles, tablets and laptops, their respective companies have to find new ways of successfully and safely integrating these devices into the working environment. Fujitsu has evolved beyond offering just IT support – and towards supporting the digital agenda of modern organizations. By running robust and efficient end-user operations, we're able to address the growing needs of businesses globally.

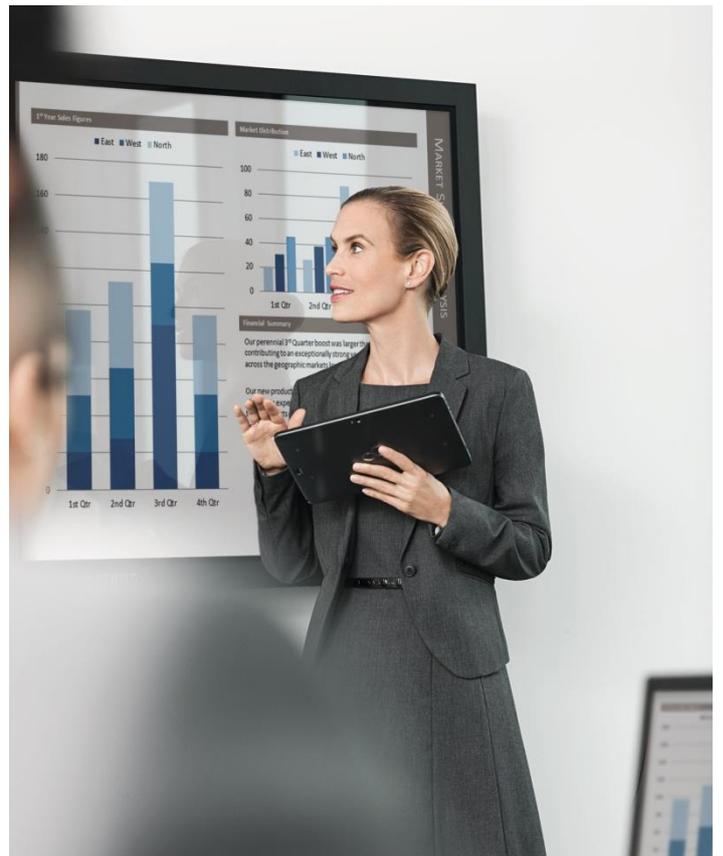
Get more from your technology with Fujitsu

The workforce of tomorrow will be even more diverse in its working habits than it is today. Some users will be proficient and extremely comfortable with new technology, happily trading more involvement in supporting their own environment for a greater choice of devices, applications and services. Others will be less comfortable with their existing technology, and at the pace in which new technology is being adopted.

Fujitsu can help organizations to overcome the huge diversity in their user base, and to help their employees get the most from their choice of devices, platforms and application delivery. User segmentation will be crucial in order to determine each workplace transformation initiative and will act as the basis for designing new technology options.

By focusing upon how users actually use their applications and devices we can help corporate IT services address their three main challenges:

- Business demands: reduce costs, increase agility, maintain regulatory compliance
- User demands: flexible working, personalized experience
- Technology demands: migrate to latest platforms, virtualization, cloud



Giving businesses the insight to make more informed decisions

Fujitsu's End User Services deliver highly flexible managed services designed to relieve IT teams and give end users the right tools and services delivering a high-quality, consistent customer experience. Industrialized services are balanced with highly configurable workplace services aligned with role-based user segmentation. End-user analytics provide visibility into risk as well as productivity in order to aid business in making predictions in real-time and evidence-based decisions.



This deep, rich insight into application and content usage through analysis of every user session brings unparalleled understanding of the end-user landscape. It also provides vital input into desktop transformation projects as well as ongoing IT and software license optimization initiatives.

Power to your people

Service catalogs help enterprises manage large amounts of IT, aiding staff with specific job functions, across different verticals. Our customers use these catalogs to support their employees in whichever sector they work, whether it's medical, education or something else. By giving them the ability to access the applications they need, when they need them, business can cut costs and work more efficiently.

Sources

¹Gartner: How to Manage the IT Budget Wisely Through Cost and Value Optimization, May 2014, Barbara Gomolski, John P. Roberts

²Gartner: IT Market Clock for Client Computing, 2015, August 2015, Federica Troni

³Gartner: Making the Right Choices for End-User Computing Investments Over the Next Five Years, published 27th July 2015, Authors: Nathan Hill, Federica Troni

⁴Gartner: How to Manage the IT Budget Wisely Through Cost and Value Optimization, May 2014, Authors: Barbara Gomolski, John P. Roberts

⁵Gartner: Magic Quadrant for End User Outsourcing, Europe, August 2015, Authors: Gianluca Tramacere, Claudio Da Rold, Federica Troni, Eric Goodness

Meeting the evolving needs of customers

Already today, around 40% of IT spending is controlled not by the IT department, but by departments outside of its control – meaning that almost half of an organization's IT budget is determined by business units⁴. The trend is growing as business leaders increasingly look to influence technology decisions, thus bypassing traditional IT procurement, provisioning, and management.

Fujitsu has once again been positioned as a leader and highest for ability to execute in the Gartner Magic Quadrant for End-User Outsourcing Services, Europe⁵. We understand business leaders' value services that offer flexibility, agility and service granularity. Fujitsu is constantly analyzing user productivity trends and is dedicated to addressing business needs through technology, rather than the other way around.

End-user services are only successful if IT provides staff with the right tools to be happy and productive. Fujitsu end-user analytics enables our customers to understand and support all their business technology, while ensuring staff can continue to meet the evolving needs of their customers.

To properly support the business, employees must approve the technology that is rolled out for them to use. By aligning technology objectives with end-user analytics, IT leaders now have the opportunity to delight their users, with an experience that feels intuitive, natural and familiar, yet new and modern. Fujitsu's innovative range of solutions is personal and easy to use, requiring little or no user training.

And now, with the release of Windows 10, businesses have the chance to adopt Fujitsu end-user analytics straight into their end-user environments from the ground up. This will make it easier for them to support their end users, as well as efficiently interact with Microsoft and other Software-as-a-Service providers. Fujitsu provides unparalleled continuous analysis of IT components, such as storage, memory, compute and bandwidth, whether these are virtual or physical, local or cloud based, as well as visibility into the state of end-user experience – so that our customers can see for themselves how Fujitsu is improving the productivity of their business users.

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