

# Build your flexible work model with AWS Digital Workplace Competency Partners



**Today, many people have shifted to a flexible work model**, working full or part-time from home. Businesses are learning to scale differently in order to support business goals in this new time and effectively support employees.<sup>1</sup> The key to achieving this are cloud based desktop solutions like Amazon WorkSpaces and Amazon AppStream 2.0 from Amazon Web Services (AWS).

Considering the following anticipated business impacts, the need for flexible work has accelerated with the onset of the pandemic, further creating accessibility and security challenges.

**48%** of employees will likely work remotely at least part of the time after COVID-19<sup>2</sup>

**32%** of organizations will replace full-time employees with contingent workers<sup>2</sup>

**63%** of organizations expect an increase in mergers and acquisitions, which expands accessibility challenges for users<sup>3</sup>

Companies are trying to manage a user base that's constantly changing. Users need access to desktops, applications, files, and content when traveling outside of their company network. With the constant flow of data and people, security is increasingly challenging. Pursuing cost efficiencies and enabling accelerated onboarding for the remote workforce are also key directives.

## Security

- **Providing secure access for a remote workforce:** With the dramatic rise in the remote workforce in 2020, IT departments are trying to figure out how to provide remote users secure access to applications and data they need to be productive without having to invest more in endpoint devices and standing up more VPN appliances.
- **Enabling the Zero Trust model:** Zero Trust is a security concept that requires all users, even those inside the organization's enterprise network but working remotely, to be authenticated, authorized, and continuously validated before being granted or keeping access to applications and data. As people expand their flexible work plans, addressing security with a Zero Trust model becomes more and more relevant.

## Cost efficiencies

- **Remote work brings built-in savings:** After organizations were forced to move quickly to support remote employees with the broad shutdowns in 2020, businesses are realizing longer term cost savings by reducing physical office space. Allowing employees to continue working from home is now part of a larger strategy.
- **Secure access for the contingent workforce:** Outsourcing is a cost reduction strategy, but is not without its own set of expenses. Organizations need to cost effectively deliver secure remote access for contractors and partners without provisioning, shipping, and managing physical devices.

## Speed of onboarding

- **Accelerating Windows application migration:** Delivering Windows apps hosted on the cloud without trading-off application performance for end users is achievable quickly with app virtualization.
- **Speeding up mergers and acquisitions day-one integration:** Post acquisition or day-one following a merger or acquisition can be complicated for both the parent and acquired company from a systems integration perspective.

<sup>1</sup> Forrester. "Many Of Your Employees Won't Return To The Office, So Learn How To Support A Remote Workforce Permanently." June 12, 2020

<sup>2</sup> Gartner. "9 Future of Work Trends Post-COVID-19." June 8, 2020

<sup>3</sup> Source: Deloitte. "The state of the deal: M&A trends 2020." 2020

# Digital Workplace is enabled by AWS Cloud and AWS Regions

AWS global infrastructure makes it possible to provide a great user experience, maintain agility and elasticity, and optimize costs to all of your employees, regardless of where they're located around the globe.



## Enable users to securely work from anywhere

With AWS there's no hardware to purchase, deploy, and operate. Building a digital workplace with the right combination of tools and solutions lets customers securely onboard contractors or employees in hours or days by streaming the desktops, applications, and the content that they need on demand.



## Optimize costs by paying for what you use

AWS offers a pay as you go model, with no upfront cost for infrastructure, so customers no longer purchase and ship desktops around the world or build out VDI servers for peak user capacity that sits unused.



## Improve your security and reliability

- Centrally manage your deployments and provide a responsive experience to users across the world leveraging 22 AWS Regions.
- Desktops, applications, and data are secured on AWS instead of users' devices or on-premises VDI servers.
- You can start with agile workloads at the edge of your enterprise (such as contractors, remote employees, or handling mergers and acquisitions) before moving to workloads at the core of your enterprise.
- AWS Regions offer a reliable, redundant, elastic cloud infrastructure, improving employees' experiences.
- You can leverage AWS and AWS Partner expertise when securing your environments, instead of learning new solutions or tools.

"Today, our customers are making investments to support flexible work requirements and ensure business continuity. They are building long term strategies to achieve secure access, reliability, and business agility for their users no matter where they work or from what device. AWS Digital Workplace Competency Partners offer valuable solutions that address endpoint and application management as well as collaboration tools to meet various customer requirements. In addition, these AWS Partners are skilled at bringing these solutions together to deliver a digital workplace that fits our customers' needs."

– *Kristin Escobar,*  
Global Segment Lead,  
AWS Digital Workplace



## Team up with an AWS Digital Workplace Competency Partner

**To succeed with cloud adoption** in today's complex IT environment, and to continue to advance in the future, team up with an AWS Competency Partner. These AWS Partners have demonstrated and proven technical and consulting expertise across industries, use cases, and workloads to help you achieve digital transformation.

**AWS Digital Workplace Competency Partners** can help your end users work securely on any device, from anywhere, and at any time. These AWS Partners provide as well as implement solutions that help reduce security risks and meet compliance requirements while allowing you to effectively support remote workers and implement business continuity plans.

**The AWS Digital Workplace Competency** is comprised of these use case categories:

- **Collaboration Platforms** use collaboration-based tools and resources for individuals and groups to interact one-to-one, one-to-many, or many-to-many, with the intent of achieving an outcome.
- **Application Management** focuses on provisioning, protecting, or gathering intelligence from web applications, client operating system applications, or mobile device applications.
- **Endpoint Management** provisions, protects, or gathers intelligence from mobile devices and devices running desktop client operating systems.

