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How Zones Helps Streamline IT Operations with a Comprehensive Service Desk Solution

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Abstract: IT departments are constantly reacting to external pressures that expose weaknesses and amplify inefficiencies. The evolution of the hybrid workforce has proven to be transformational for IT and end users, but it highlights problems related to procurement, management, security, and support.

Zones is dedicated to helping companies deal with these challenges with its Zones Workplace Services offering. One specific component of Zones Workplace Services is Service Desk, which is specifically designed to help organizations navigate today's hybrid, geographically diverse workforce.

Hybrid Work is Driving an Increase in IT Complexity

Until recently, end-user support focused almost entirely on users operating from corporate offices from corporate-issued Windows devices, just as it had since the 1990s. Processes and technology evolved, but the place where the work occurred didn't change.

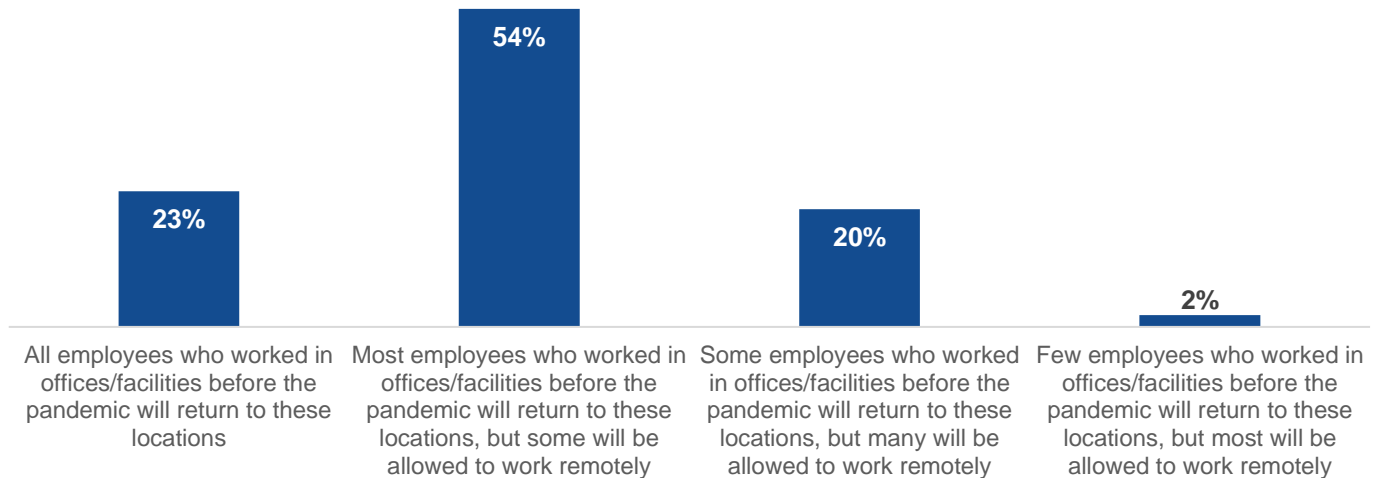
Today's IT departments are dealing with an end-user computing (EUC) environment that has never been seen before, where the very definition of "workplace" has been redefined and can mean multiple things at the same time. Whatever the new definition of the workplace is, one thing is certain: It has become increasingly decentralized. Hybrid work—where users work from both office-based and remote locations—has become the new standard. In fact, in a recent research study from TechTarget's Enterprise Strategy Group, just 23% of organizations said that all of their employees will be returning to the office (see Figure 1).¹

¹ Source: Enterprise Strategy Group Complete Survey Results, [End-user Computing Trends](#), February 2022.

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Figure 1. Predicting Work Locations Is Unpredictable

Which of the following statements most accurately reflects your organization's likely approach to employee work locations over the next 12 months? (Percent of respondents, N=378)



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

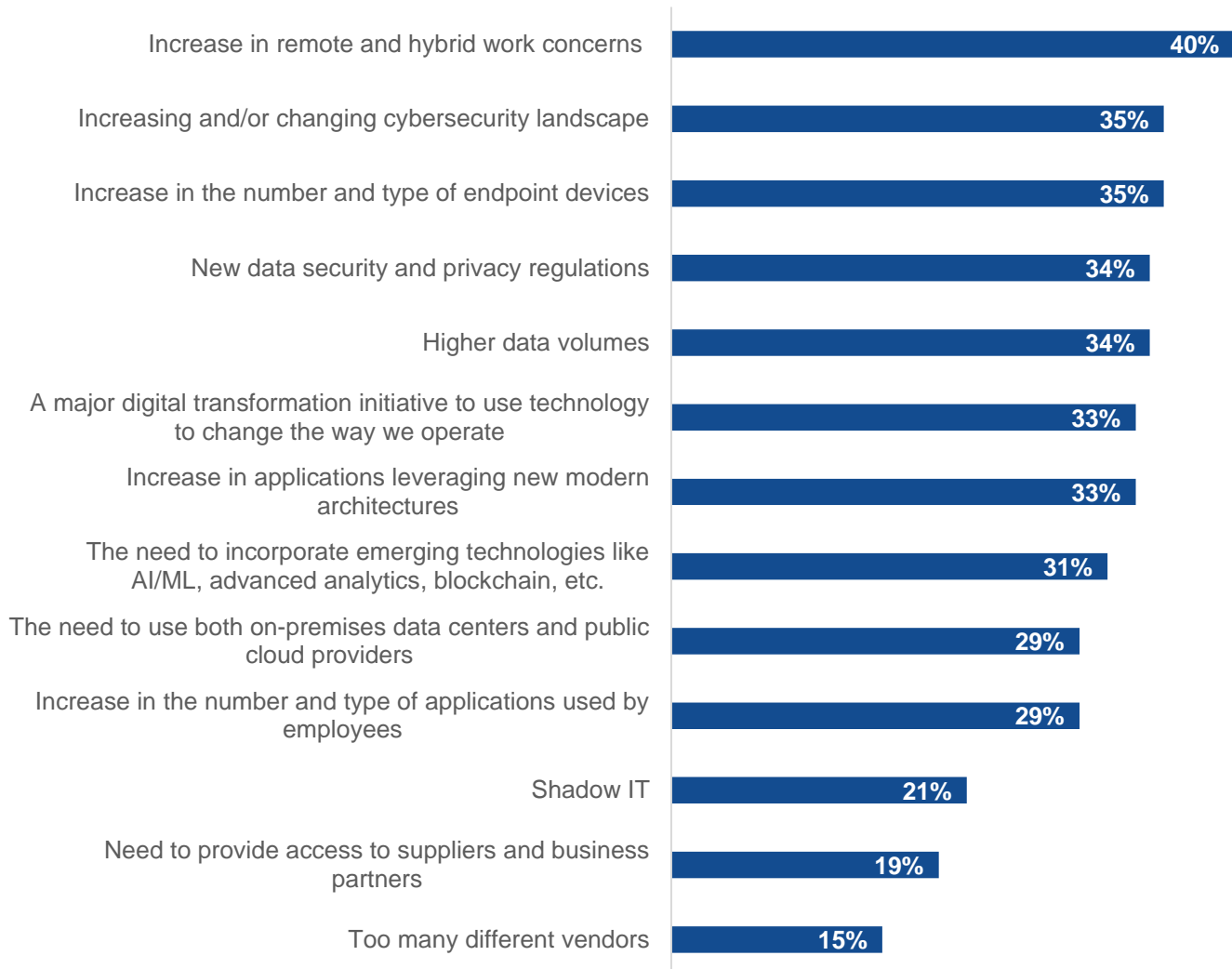
In general, this has had a positive effect on end users, giving them the flexibility to work from wherever they want, often from the device that they want to use, and sometimes even *whenever* they want, all while eliminating their commute. Technology exists to address concerns related to access to applications and data, communication with customers, and collaboration among teams, so workforces can maintain effectiveness and corporate culture while enjoying increased flexibility.

On the other hand, this has led to an increased demand for IT services as environments have become more complex. Hybrid work means that IT must maintain the existing technology, workflows, and skill sets used to support an on-premises workforce while adding resources to support remote users, the unique challenges they bring to the table, and the technology brought in to address those challenges. This is reflected in data collected by Enterprise Strategy Group, which showed that 53% of organizations believe their environments are more complex than two years ago, due in part to increases in hybrid and remote work concerns, the number of endpoint devices, and the number and type of applications used by employees (see Figure 2).²

² Source: Enterprise Strategy Group Research Report, [2023 Technology Spending Intentions Survey](#), November 2022.

Figure 2. Remote and Hybrid Work Concerns Continue to Create IT Complexity

What do you believe are the biggest reasons your organization's IT environment has become more complex? (Percent of respondents, N=392, five responses accepted)



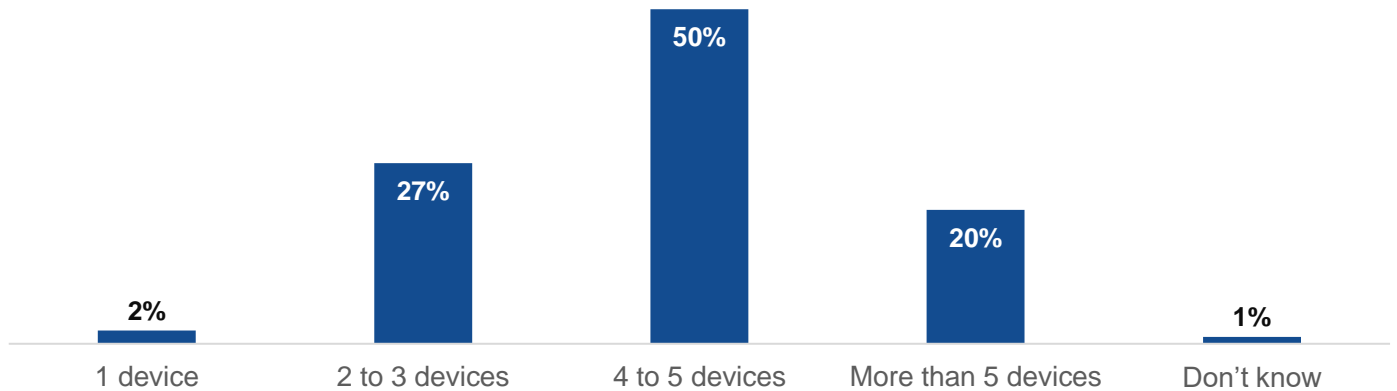
Source: Enterprise Strategy Group, a division of TechTarget, Inc.

The increase in endpoint devices is particularly notable because each endpoint device has an operating system, and each operating system has different applications, all of which leads to more management and support resources—not to mention security and compliance issues. This problem is extensive: The vast majority of organizations reported users having more than two devices, with 50% noting that users worked from four to five devices on a regular basis (see Figure 3).³

³ Source: Enterprise Strategy Group Complete Survey Results, [Managing the Endpoint Vulnerability Gap](#), April 2023.

Figure 3. Usage of Multiple Devices Per User Is Becoming the Norm

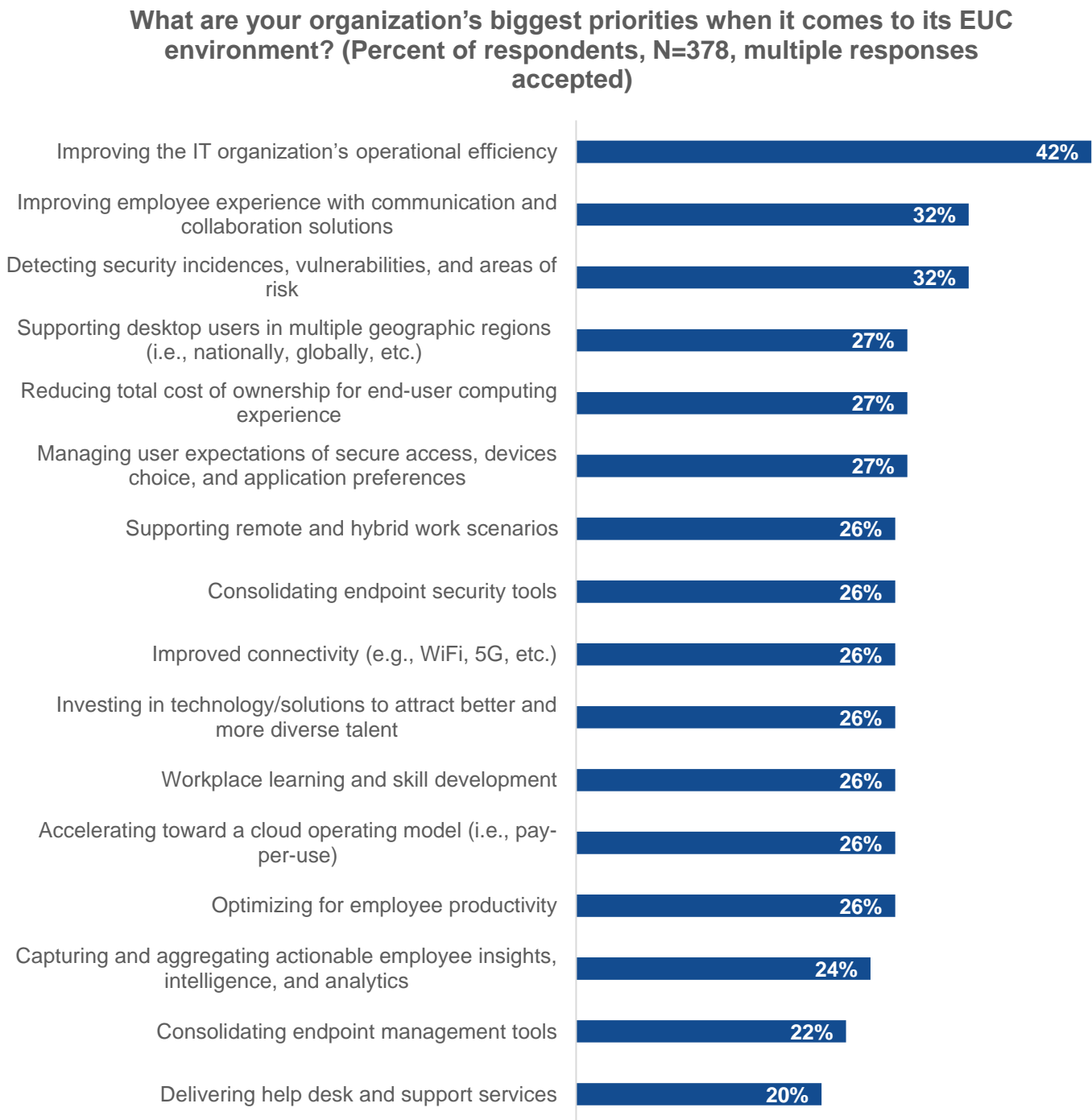
On average, approximately how many endpoint devices does each employee in your organization interact with daily? (Percent of respondents, N=381)



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

With all the technology associated with hybrid and remote work and the proliferation of endpoint devices, operating systems, and apps, IT organizations have a lot on their plate. These reasons, coupled with other priorities, such as improving employee experience and collaboration, increasing security, supporting users in multiple geographic regions, optimizing employee productivity, and delivering help desk and support services, are why IT is viewed as so complicated today. It should be no surprise, then, that improving IT operational efficiency is one of the top priorities for many organizations (see Figure 4).⁴

⁴ Source: Enterprise Strategy Group Complete Survey Results, [End-user Computing Trends](#), February 2022.

Figure 4. IT Operational Efficiency is a Clear Priority in EUC Environments

Source: Enterprise Strategy Group, a division of TechTarget, Inc.

With so many demands on the IT organization, many organizations turn to third-party providers to help with their EUC strategies, to save time or money, or because they don't have enough in-house staff or skills.⁵ This enables IT to focus on other priorities while still achieving all its goals.

⁵ Ibid.

Zones Service Desk

Zones Service Desk helps organizations embrace the realities of supporting today's remote and hybrid workforce by acting as a dedicated, global level 1 and level 2 support team. This can both increase support efficiency and free up IT resources.

Pressure Relief for Admins

Through integration with existing support staff, workflows, and IT service management tools, Service Desk helps lighten the load on IT organizations without disrupting support services. Its "single desk" model gives end users a single number to call for all issues, and Service Desk staff can triage support calls and provide resolutions for level 1 and 2 issues while following an organization's standard operation procedures. If more support is needed, the call can then be escalated to in-house IT staff. This lets organizations focus their efforts on level 3 support as well as the high-profile initiatives that are waiting to be addressed while maintaining—or even improving—end-user communications and overall management.

Better Experience for End Users

While Zones Service Desk is designed to relieve pressure on the IT organization, the end-user experience is also a priority. Omnichannel support is included, letting users interact with Service Desk via voice, email, or chat. Remote assistance can also be delivered as needed. Since user personas vary, Service Desk also includes a VIP hotline reserved for executives and other high-profile use cases. Most of all, Zones Service Desk is intended to be a customizable service that supports how each organization does business. More than 500 dedicated technicians are available to help give global organizations 24/7 coverage.

A Capable Partner to Help Meet Your Goals

Zones Service Desk is an end-user-facing service that can lighten the load on IT organizations by handling the level 1 and level 2 issues that arise daily in organizations of all sizes. An approach like this can help organizations remain flexible and adapt to the increased demands the hybrid workforce has placed on IT support while meeting their goals of increasing operational efficiency, end-user support capabilities, and employee productivity.

As a service provider, Zones also has other resources available, such as Innovation Center, which is an admin-focused set of tools and assets that gives IT organizations the ability to explore and experience new solutions without having to dedicate time to building labs and conducting research from scratch. If desired, those solutions can be integrated as add-ons.

Zones Service Desk by the Numbers

- Over 1M users covered today
- Support for 10+ languages
- 5 global delivery locations
- Over 1.2M requests/tickets handled annually

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