

SHOWCASE

Zones Workplace Services

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ABSTRACT: As organizations embrace the hybrid workforce, IT departments are finding themselves supporting more devices in more locations than ever before. This increase in demand has led to the deployment of both strategic and tactical solutions that, while addressing immediate concerns, can result in more work for IT admins and increased cloud consumption and software costs. Third-party managed services exist that can help companies deal with these demands while also building a unified, strategic solution to meet their IT, business, and end-user goals.

Overview

Zones is a global services provider that delivers end-to-end IT solutions that can help reduce the load on bandwidth-constrained IT departments while at the same time elevating the end-user experience. Their Workplace Services offering is built on the core tenets of:

- Service Desk – Global Level 1 and Level 2 support that includes multi-lingual services, chatbot, and knowledge management.
- Modern Device Management – Services includes configuration and management of unified endpoint management tool that automates the device provisioning process and delivers apps over-the-air, management of end-user devices (Windows, Mac, iOS & android, PoS), patch management, and reporting.
- Digital Experience Management (DEM) – Managing and monitoring of digital experience through self-help, self-heal automations, and enhancement through proactive/reactive analytics and reporting

Let's examine why this is important in today's hybrid workplace.

Analysis

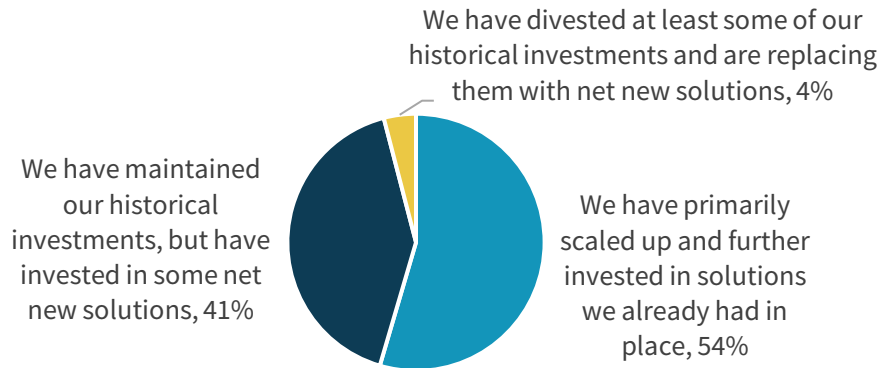
The recent acceleration of digital transformation has put a burden on IT organizations to evolve more quickly than they have over the past 25 years. Until 2020, most of the end users in a typical organization were office-based, using corporate-issued devices and applications. As many organizations turned to remote work, some were ill-prepared for the changes that came with it. Nearly overnight, organizations found themselves supporting users trying to work from their own personal devices, on networks that they installed themselves, physically and geographically separated from the data and apps that they needed to do their jobs.

To address these new challenges, IT departments leveraged existing strategic investments in things like virtual desktops, and VPNs, while also adding tactical solutions like unified endpoint management, collaboration tools, monitoring, and security to help support this expanding edge. Each of these solutions comes with its own data center or cloud footprint, management interface, and monitoring needs, each of which must be accounted for by the IT team. In fact, 41% of

organizations in a recent survey by TechTarget's Enterprise Strategy Group said that they have added net-new solutions to their existing environment, while just 4% said they replacing old solutions with new ones (see Figure 1).¹

Figure 1. Net-new Investments to Support Remote Work Are Abundant

How has the surge in remote work over the last 18 months impacted your organization's EUC strategy? (Percent of respondents, N=378)



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

The result of having all of these solutions is that, while users remain generally productive, IT organizations often struggle to dedicate bandwidth to support each facet of the IT environment with the full attention that it deserves. This often results in an increased demand on Level 1 support resources, which correlates to reduced user productivity and a poor user experience. Often, this taxes Level 2 resources as well, which can lead to dipping service levels, corner cutting, and, ultimately, security issues due to an increased attack surface. All of this, in turn, creates an even bigger demand on IT.

As organizations begin to commit to either a fully distributed workplace or a hybrid one, a sustainable plan that regains operational efficiency and prioritizes the end-user experience is critical to success. According to Enterprise Strategy Group research, more than half of organizations turn to third parties for assistance in strategy development and/or to save time and money. Additionally, 39% percent of organizations surveyed indicated that they didn't have enough staff or skills in-house to meet their needs (see Figure 2).²

Figure 2. Most Organizations Use Third-party Services

For which of the following reasons has your organization engaged third-party services for EUC projects? (Percent of respondents, N=375, multiple responses accepted)



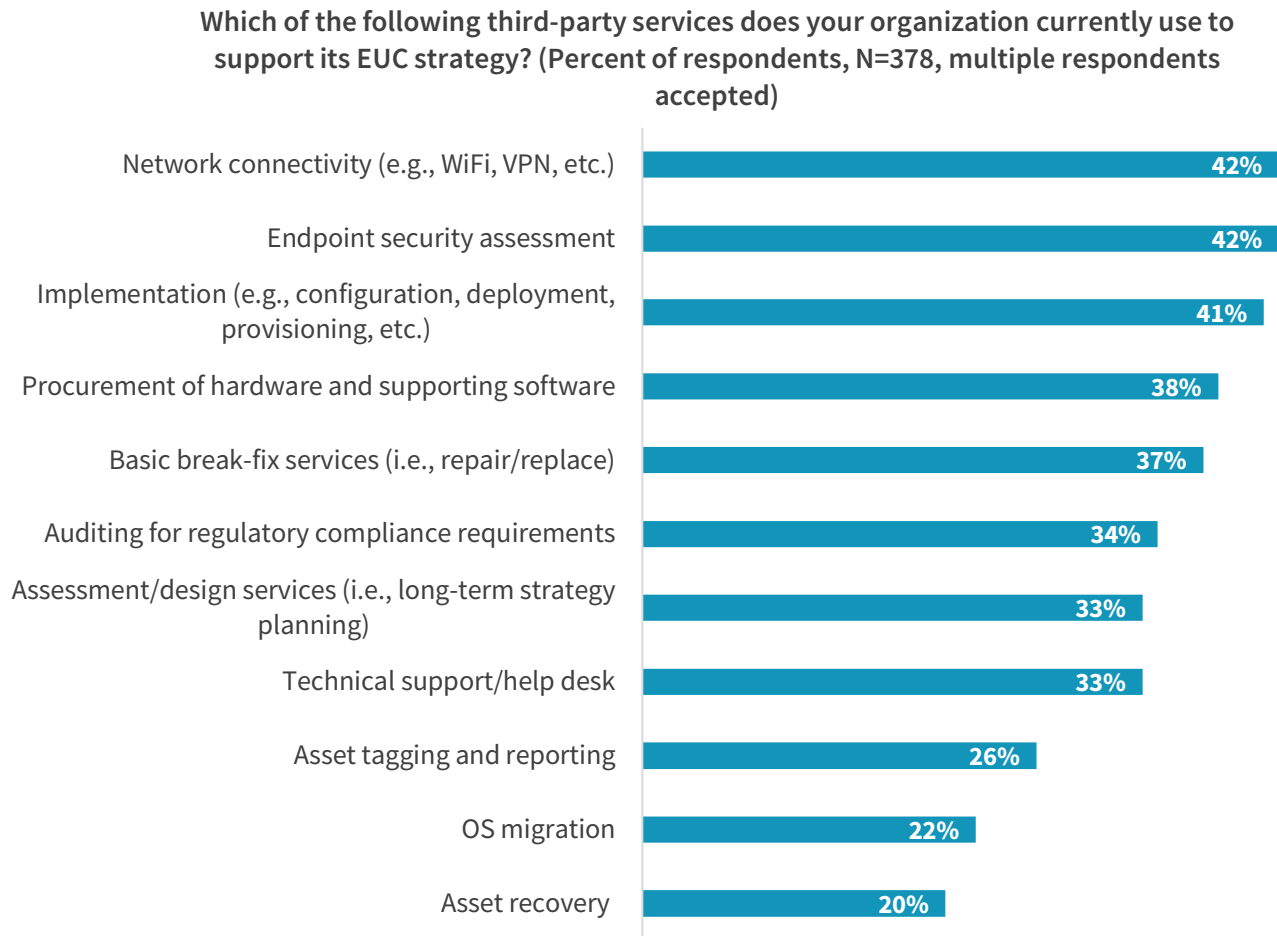
Source: Enterprise Strategy Group, a division of TechTarget, Inc.

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

² Ibid.

Additionally, Enterprise Strategy Group research has shown that organizations rely on third parties for a variety of services to support their end-user computing (EUC) strategy, including networking, security, deployment, break-fix services, and even help desk support (see Figure 3).³

Figure 3. Third Parties Are Trusted for Many Facets of IT



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

Where Zones Fits In

The services that Zones provides as part of its Workplace Services align with the needs of IT organizations at multiple levels, from help desk services and device management to end-user experience and operational efficiency.

Service Desk

Service Desk acts as a global Level 1 and Level 2 (remote assistance) support tier to free up IT resources so that they can focus on other issues that are core to the business and end-user experience. End users can access the service desk resources via phone or chatbot and have access to multi-lingual services and knowledge management, which enables self-service resolution.

³ Ibid.

According to Zones, the Service Desk solution currently supports over 1 million users globally and has the ability to deploy and manage over 10,000 devices per customer from delivery locations around the world. With their dedicated staff, Zones Service Desk fields 1.25 million calls per year across 12 different languages.

Modern Device Management

With more devices at the edge of their networks as opposed to in the office, organizations need to find new ways to manage them without simply adding to the mix of monitoring, patching, and app management tools that already exist. Workplace Services includes Modern Device Management, which adds Level 2 and Level 3 support services to Service Desk. With Modern Device Management, customers can integrate with their existing modern management platform, such as VMware Workspace ONE or Microsoft Intune, or leverage Zones' partnership with ManageEngine to deliver application, device, and patch management services across the entire organization.

This continues to free up IT resources while standardizing on a solution that's built and operated by a trusted provider.

Digital Experience Management

Zones Workplace Services also includes DEM, which focuses on monitoring, analytics, and reporting that gives organizations a complete view of the end-user experience. Using the data collected, DEM provides automations that promote self-heal and self-service so that users can address issues without calling the service desk at all. Plus, there are custom integrations with other back-end systems (e.g., ITSM, desktop virtualization, etc.) so organizations can leverage existing investments. DEM even helps with continuous improvement efforts by providing analytics automations that help identify issues and areas where optimizations can be made.

The Bigger Truth

In an era where IT departments and businesses at large are trying to do more with less, all while supporting a diverse workforce that is rapidly evolving, it's important to consider the effect that decisions have on operational efficiency and end-user satisfaction, not to mention other big picture things like security, compliance, and customer experience. These were all cited by respondents to Enterprise Strategy Group research as business initiatives driving their organizations' technology spending over the next 12 months.⁴

With so many initiatives that are priorities aligned with EUC, it's important to understand where your organizational strengths and weaknesses are. As you evaluate your current state and plan for the future, working with a partner like Zones can help you outsource some of your workload and address some of these critical initiatives, while freeing up corporate IT resources to focus on the rest.

⁴ Source: Enterprise Strategy Group Research Report, [2023 Technology Spending Intentions Survey](#), November 2022.

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