



Dynamic Persona Modeling

Enabling People | Empowering Business

Digital Workplace Experience Summit
October 2022

Session Agenda: Dynamic Persona Models



Use cases for workforce personas



Standard Models and Stumbling blocks



Dynamic Persona Models – strategic and data-driven



Success Stories – WWT's clients and how they've used personas



Monitoring your employees' digital experience: current tools and recommendations



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World Wide Technology

David brings 23+ years in the technology industry, aligning, defining, and implementing complex solutions and strategies for Fortune 500 clients, global enterprises, and US federal agencies.

At World Wide Technology (WWT), David focuses on data-driven and actionable Digital Workspace strategies that deliver tangible business benefits and improve the employee experience. He engages with executive leadership, technology product owners, and line of business leaders to deliver insight on industry trends, emerging technology, and strategic solutions capabilities.

David is a CCIE Emeritus and recipient of the Harold Langlois Award for academic excellence for his Masters in Management from Harvard HES in 2021.

Personas exist because leadership recognize that employees are key to transformation

*The organization can only move as fast as the end users are empowered to change. How do we **empower a diverse group of end users**?*

1. Understanding the end user, their role in the organization, and their corresponding needs and requirements.
2. Ensuring the overall strategy accounts for their needs and requirements.
3. Creating a partnership and receiving their buy-in to the strategy.



People | Process | Technology



Why Use Workforce Personas?

Push for customization, personalization

Consumer expectations brought to our day jobs

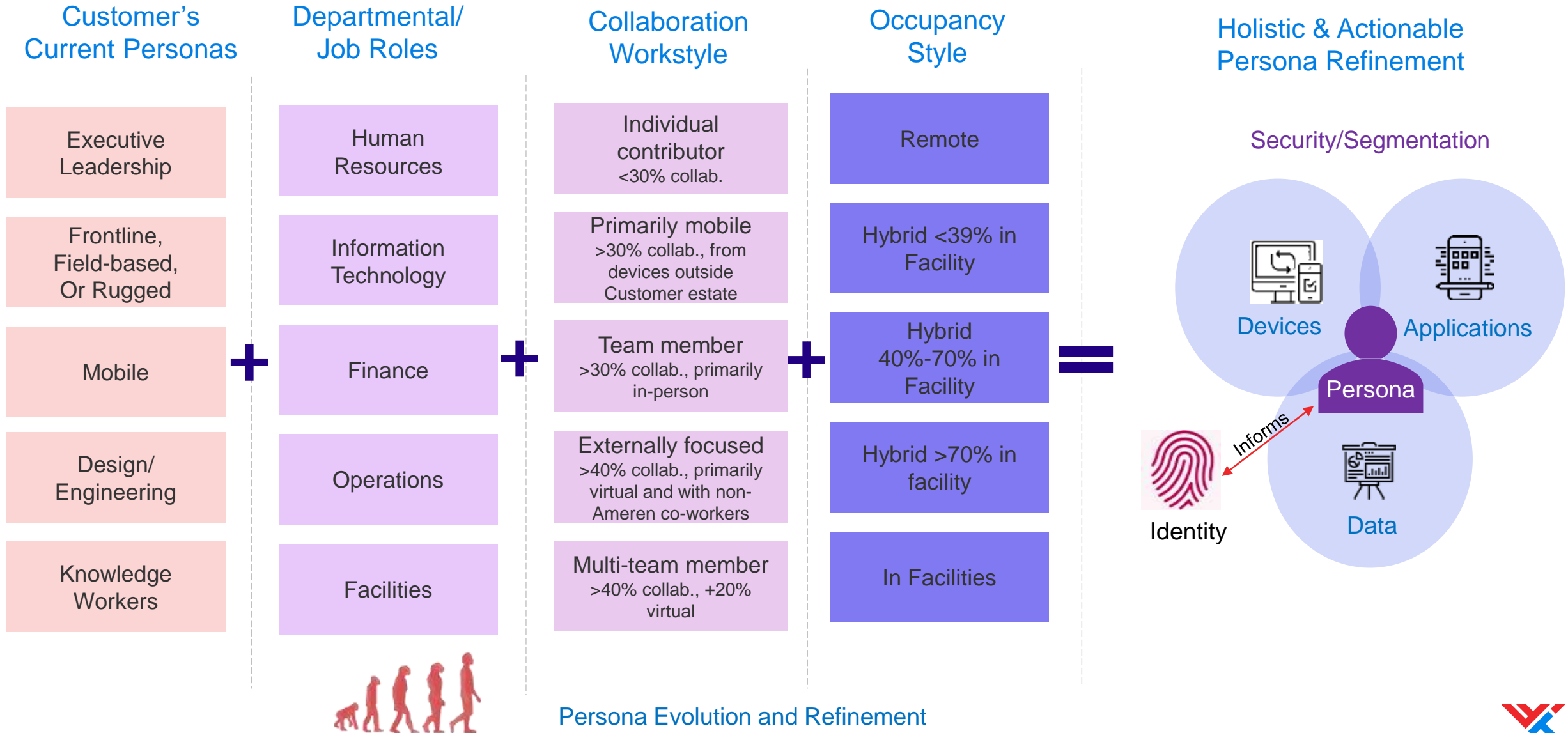
IT: be responsive and minimize tool sprawl

Size 9 shoe vs snowflake

Or you have persona models, but dozens to hundreds of employees are the exception

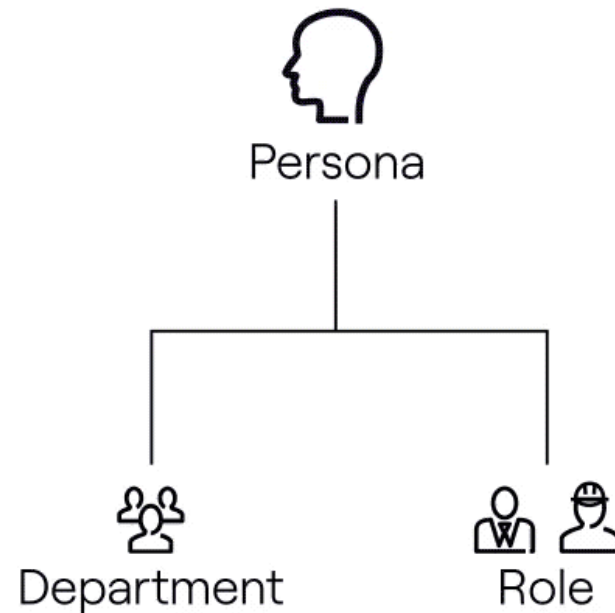


Evolution of Existing Persona Models – 2022

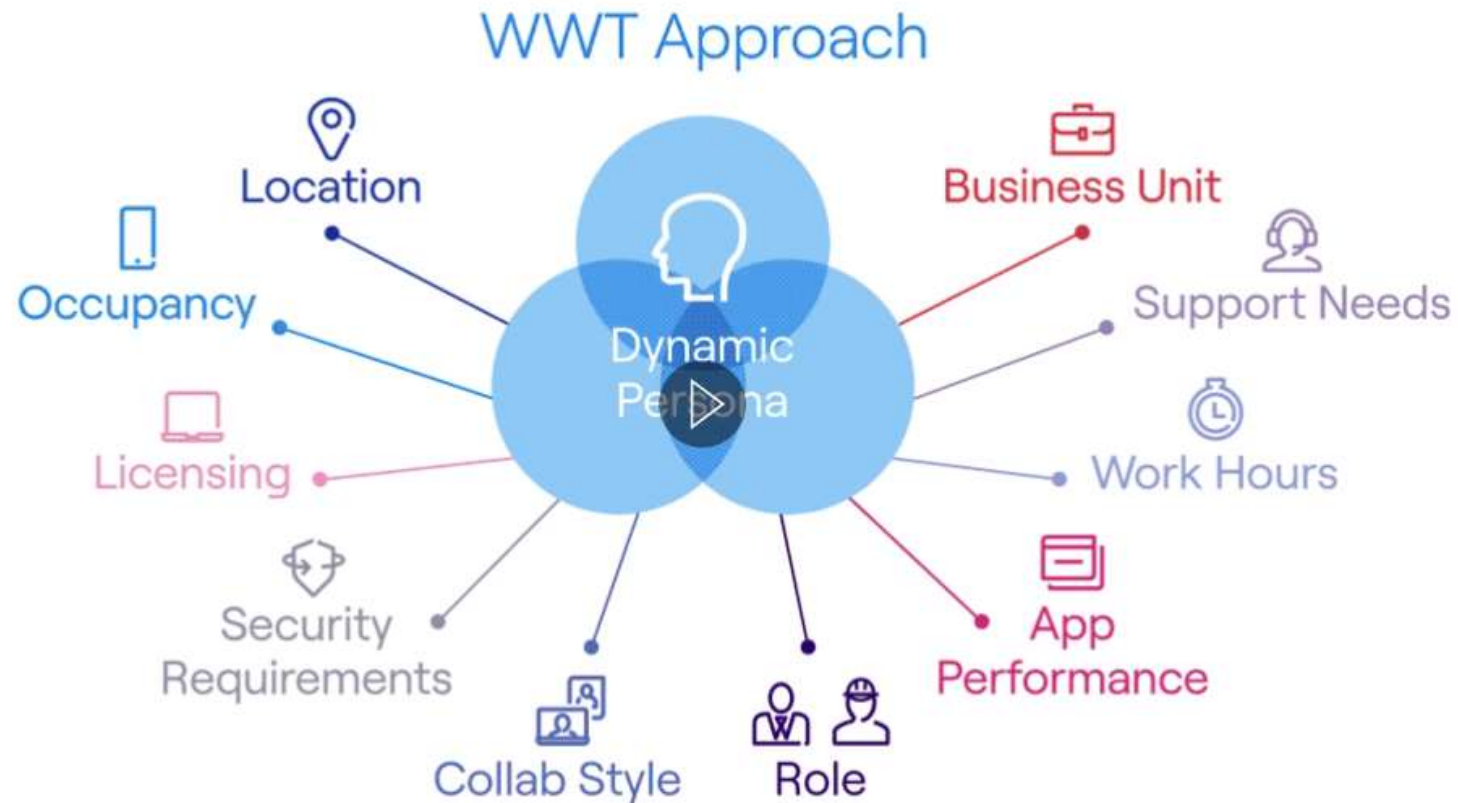


Traditional Personas vs Dynamic Persona Models

Traditional Approach



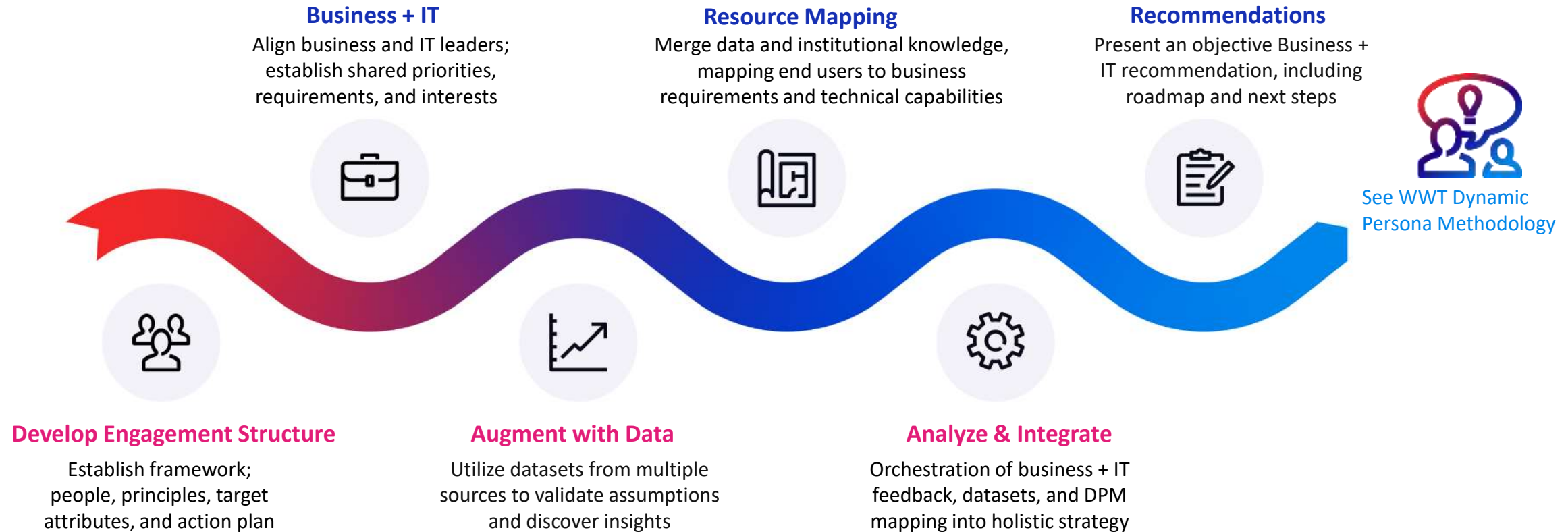
Traditional Personas vs Dynamic Persona Models



Dynamic Persona Modeling Journey Method

DPM merges institutional knowledge with data

...allowing for strategy to be based in real-world evidence and business outcome requirements.



Data Gathering

Enterprises own more than enough data to begin building out a persona framework. Our process merges data gathering with institutional knowledge.

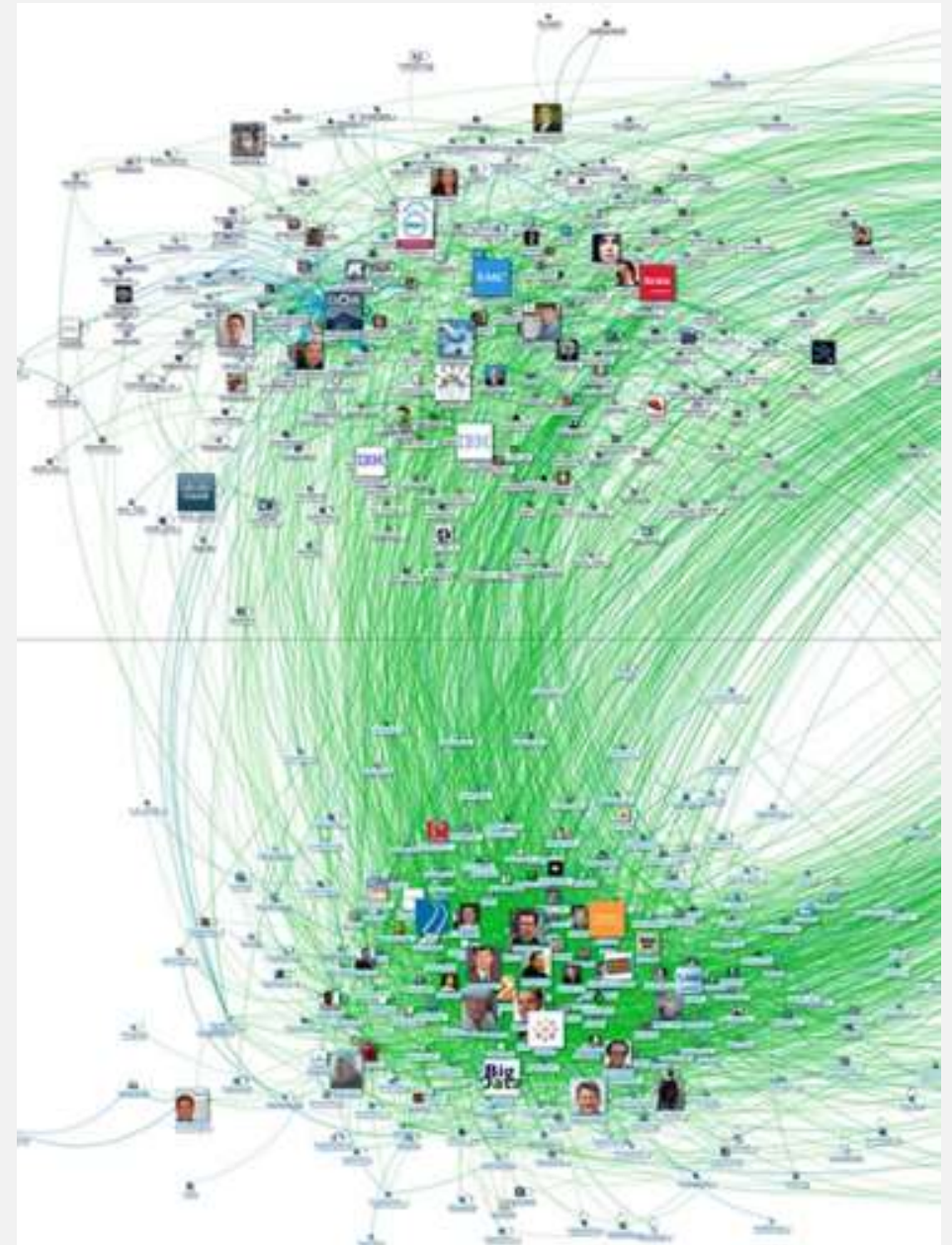
The goal is to build a data model against each end user.

Examples of existing data sources:

- HR demographics data
- Identity and group membership
- Incident & service desk data
- Device Based data
- Application use Data
- Network information
- Collaboration Tools
- 3rd party enterprise tools

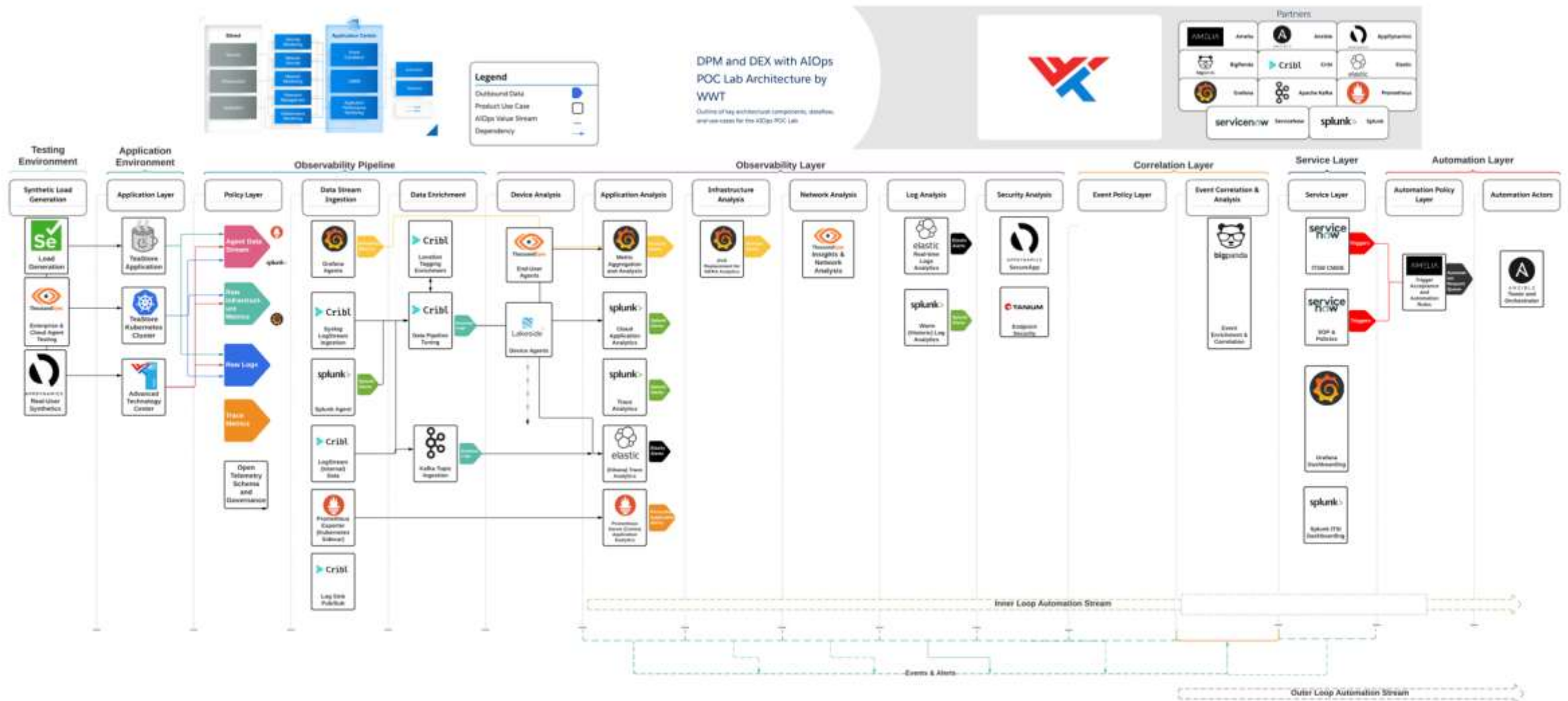
Additional data is often required:

- End user surveys
- Management surveys
- Endpoint profiling monitoring & toolsets



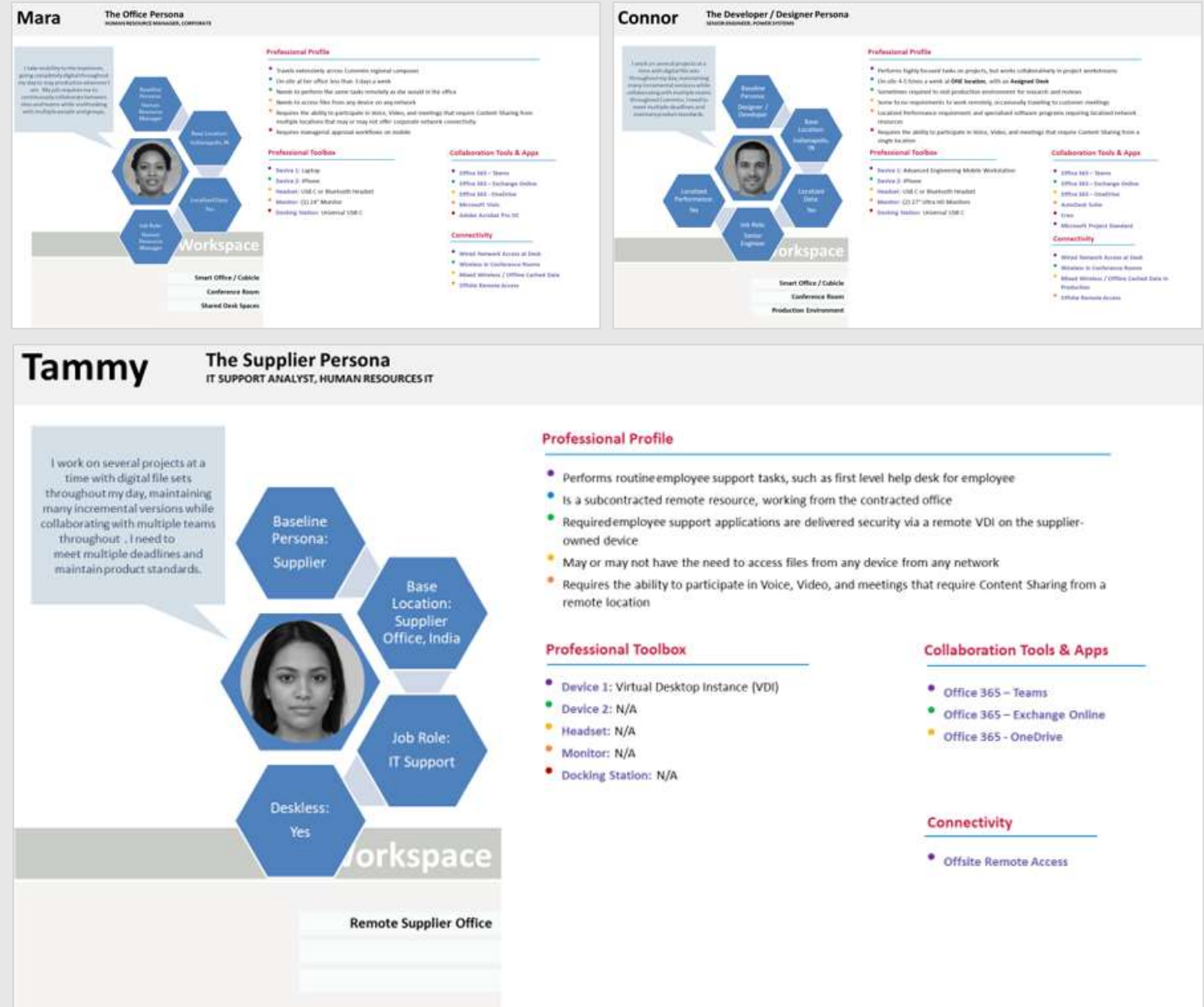
Data Gathering

Data Ingestion, Filtering, and Correlation across Sources is a Critical step to Making Actionable and Dynamic Personas
It is also necessary for Closing the loop by tracking the Realtime impact of changes and enabling Automation



Persona Based Approach

- Profile
- Tools
- Applications
- Team Membership
- Workstyles



Mapping Future Personas to Capabilities

Personas align user groups with enabled technology attributes to optimizes ROI

Persona Capability		Applications De-Coupled From Device	Training & Adoption	Community/Enterprise Social Spaces	Fixed Compute Device	Instant Messaging/Presence	Digital Media & Video	Email	Office Productivity Applications	Voice Services (Physical Phone/Soft Phone)	Online Conferencing (Audio/Screen)	Secure File Access & Sharing Across Devices	Meeting Spaces (Audio/Screen Sharing/Video)	Smartphones	Collaboration Stack	Next Gen Wireless Location & Analytics	Next Gen Wireless (Wave 2)	Mobile Compute Devices	Digital White Boards	Unified Identity (Beyond SSO)	Co-Authoring	Improved File Sharing/Caching Across Devices	In Room Digital Content Share	NextGen Wireless (Wayfinding)	Self Service Application Portal	Universal Device Management	BYOD/CPD	Mobile Device (Tablet)	Mobile Device (Softphone)	Mobility (Full Collaboration Capabilities)	Mobility (Simplified Login/Derived Credentials)	Laptops (Off-line Capabilities)	MDM/EDM	Mobile Device (MRA Softphone)	Mobility (Productivity/Corporate Apps)	VXME	Huddle Spaces	Re-Configurable Physical Space	Free Address Space (Flexible Seating)	Improved Room Scheduling	Short Business Continuance SLA	APP Based VPN	Hi Performance Compute	Multiple Monitors (4 - 6)	Secure VPN-Less Access	Compliance or Regulation	Hi Performance Telephony (Turret)	Weighted Score	Chart KEY																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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The Persona Framework helps us to align priorities across workstreams and technology Silos, Establish Candidacy, and Accelerates Transformation

Persona Models are Leveraged to

- Builds a business case
- Empowers decision points
- Informs transition strategies
- Help the Organization Prepare end users for a smooth transition
- Establishes end-user management framework
- Allows the business organization to maintain continuity and achieve outcomes

Personas Help Us to Answer:

What do different groups of end users need?

What are the prerequisites?

In what order do we Deliver these improvements?

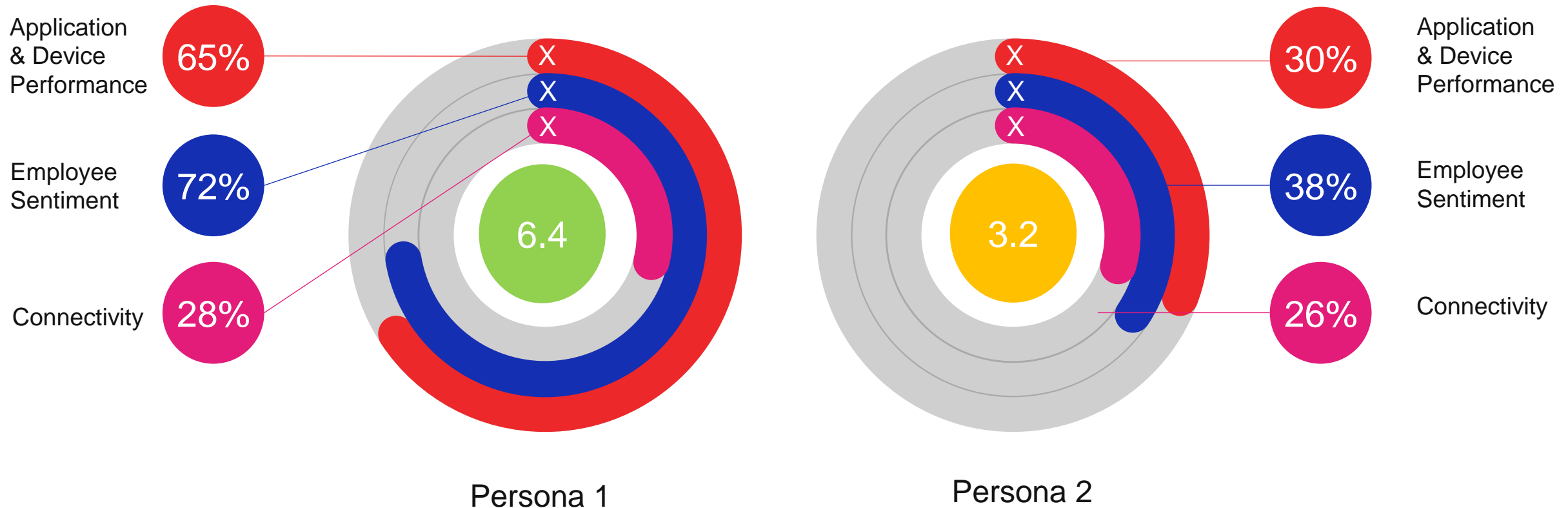
Which users are ready for the transformation first?



Monitor the Employee Experience – DEM or DEX

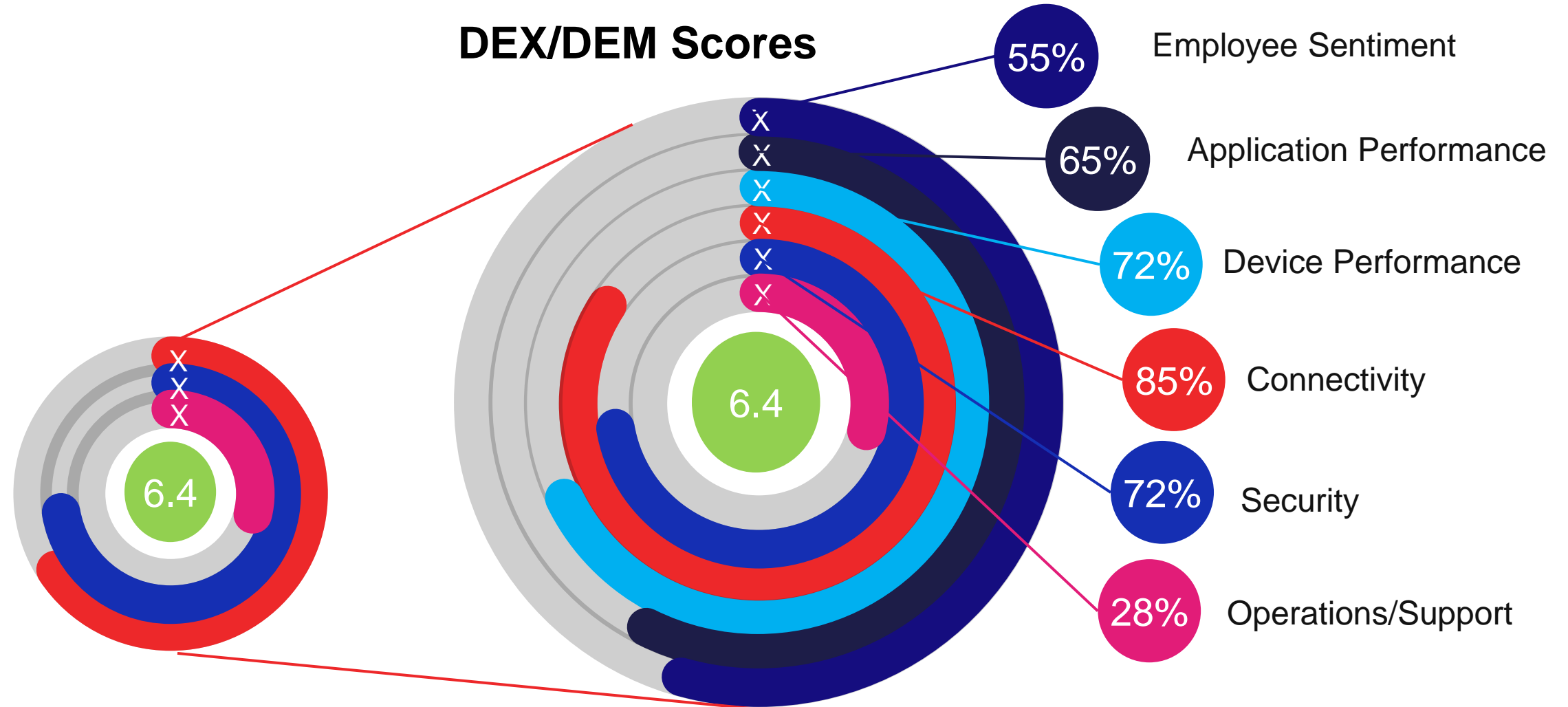
Also known as **D**igital **E**mployee **eX**perience (DEX) or **D**igital **E**xperience **M**onitoring (DEM), ideally combines real-time analytics, employee sentiment data, and automated remediation that can be used to help organizations better engage, empower and delight people at work.

DEX/DEM Scores



Monitor the Employee Experience – DEM or DEX

Expanding on EUEM and Deciding on what Factors are important to you organization and how those components are going to be measured.



DEM or DEX – Key Measures vary by Stakeholder

Reporting and Dashboards need to support varying perspectives on how value is delivered.

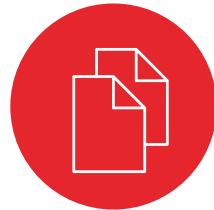
End User

End user experience
Stable, performant access to applications
Support experience
Fear of change
Disruptive nature of change
Frequency of change



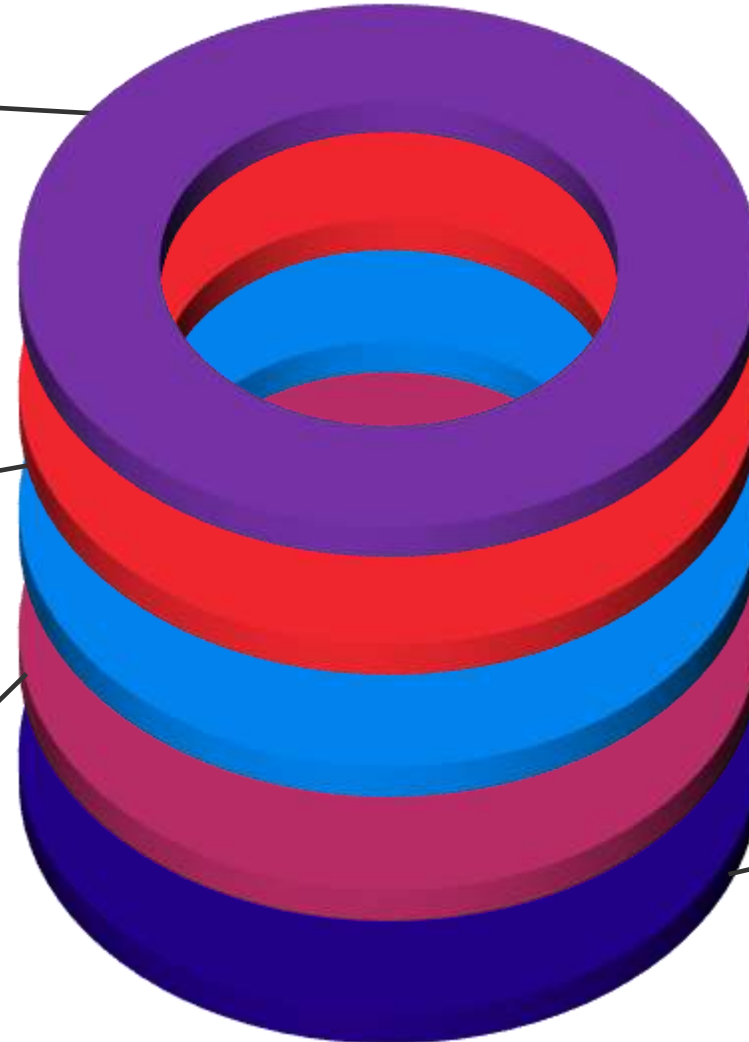
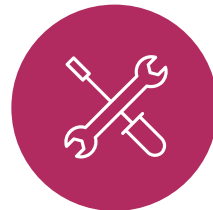
EA & Governance

Continuous improvement Architectural Development,
Service usage, compatibility, and adoption
user trends
license consumption and Inventory planning



IT

Application and hardware lifecycle management
Testing overhead
Support overhead
Application ownership
Remediation



Management

Performance Metrics
Cost
Resource capacity
Ownership and accountability
Prioritization – impact to other activities



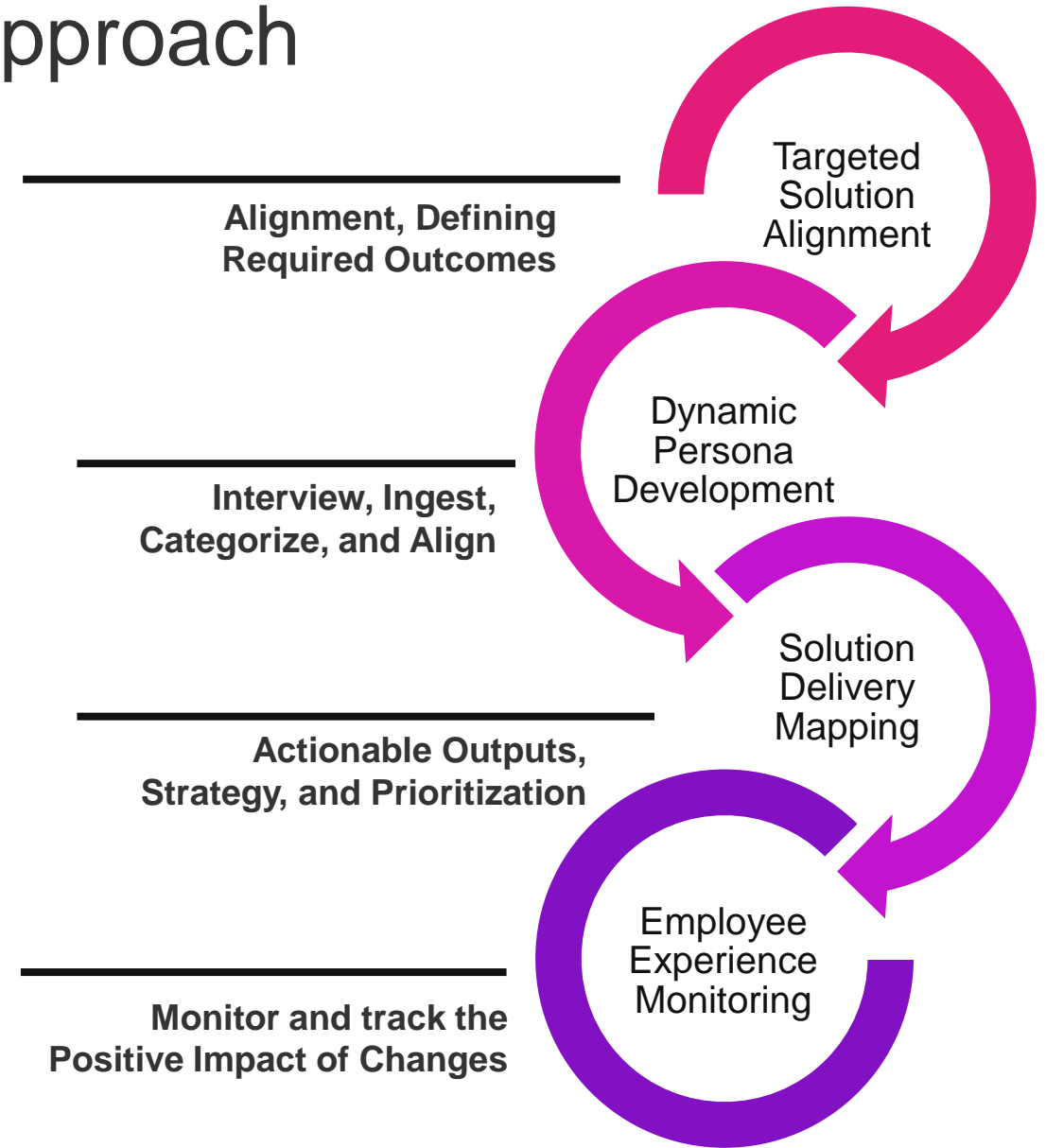
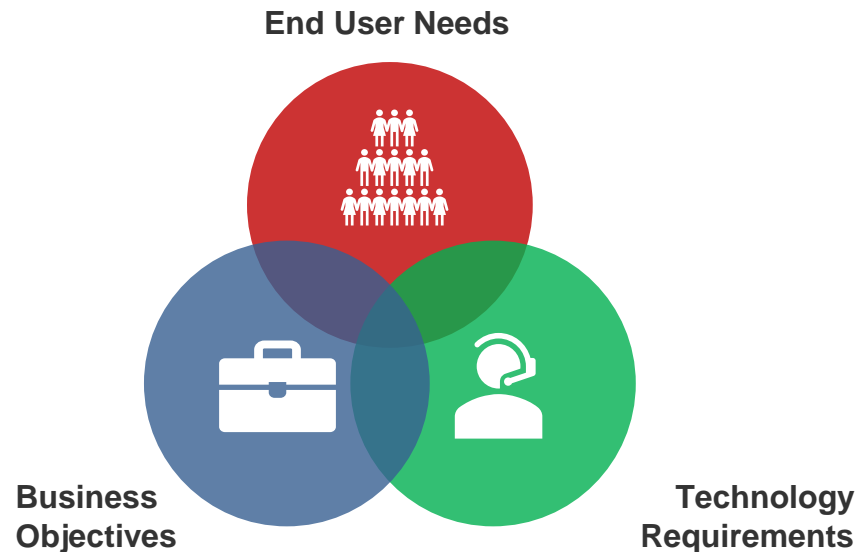
Business

Productivity
Risk, Compliance & Security
Critical application availability
Stability
Performance
Vendor support
Agility



WWT's Employee-Centric Approach

- Dynamic Persona Modeling builds a holistic framework that merges institutional knowledge with data.
- Start with Business, End User, and Technology Alignment.





With \$14B in annual revenue, WWT is a financially strong, privately held global technology solution provider.

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TIME
100
MOST
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