What Application Leaders Are Asking About: Digital Workplace Applications, 2Q20

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Initiatives: Digital Workplace Applications

This is an autogenerated, quarterly report on the most common concepts discussed with Gartner clients and how these concepts interrelate. Application leaders responsible for digital workplace applications can use this research to track their peers’ priorities and to inform their strategy.

Data Snapshot

**Figure 1: Top 10 Concepts Clients Discussed Within Digital Workplace Applications, and How They Correlate With Each Other**

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<td>9. Cloud Office</td>
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<td>8. Change Mgmt.</td>
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<td>7. Conf. Solution</td>
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<td>6. Digital Signage</td>
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<td>5. User Experience</td>
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<td>4. Insight Engine</td>
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<td>3. Collab. Tools</td>
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<td>2. Unified Comm.</td>
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How Often Topics Are Discussed Together
- High Overlap
- Moderate Overlap
- Low Overlap

n > 9,500 Client Inquiries From April 2019 Through June 2020

Source: Gartner
ID: 734866

Data Insights

Figure 1 shows the top 10 concepts that clients discuss with Gartner experts for their digital workplace application initiatives. Application leaders can use the matrix to understand which
topics come up together most often in these discussions and understand how their peers view these topics.

Gartner client interest in digital workplace applications has increased by 76% over the past year. Instituted remote work has become the norm and will continue to be so for the foreseeable future. Increasing numbers of application leaders highlight that the digital workplace remains a critical component of their current, and also long-term, digital resilience strategy. Remote working is no longer a one-off benefit that is seen as a solution for flexible work. Instead, it is a reality that challenges organizations, which must ensure the architectural coherence and situational relevance of their new work nucleus that supports new ways of work. The overwhelming use of unified communications, content services and collaboration technologies is no longer surprising. Organizations have now shifted their attention to minimizing disruption from continuous technology change. More importantly, organizations are focused on delivering multi-experiences across their application portfolio. As some geographies begin to open up, such experiences also include the physical office. Digital signage — which supports employee communications, wayfinding, and even meetings — is being fueled by real-time feeds from insight engines and content management systems (that is, content services). Accordingly, clients see these as immediate challenges, and they are looking to address them as a priority.

What You Need to Do

Discuss these digital workplace application trends with your team, and evaluate the impact that they will have on your strategy.

Talk with a Gartner expert about this research and your current digital workplace application initiatives. Consider these questions as possible topics:

- How can we better utilize the new work nucleus technologies already in the organization to drive change and new ways of working?
- How can we derive an effective decision-making framework to rationalize our digital workplace technology portfolio?
- How can we minimize disruption from continuous technology change by driving an increase in workforce digital dexterity?
- How can we prioritize internal communications as a strategic digital workplace pillar rather than a stand-alone application effort?
- How can we deliver multi-experiences across our digital workplace applications by capitalizing on the interlinkages between customer experience (CX), multiexperience (MX), user experience (UX) and employee experience (EX)?

What You Need to Know
This report is intended to display trends based on inquiry data and may or may not be suitable for every organization’s needs. The information contained in this research, other than the “Data Insights” section, is produced by an algorithm and may use different terms or suggest different conclusions than a Gartner expert would offer.

Acronym Key and Glossary Terms

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<th>Acronym</th>
<th>Description</th>
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<td>CX</td>
<td>customer experience</td>
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<td>EX</td>
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<td>MX</td>
<td>multiexperience</td>
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Evidence

This report analyzes more than 9,500 client inquiries with Gartner experts that were completed from April 2019 through June 2020 and that were classified against the “digital workplace applications” client initiative. Application leaders can also review the complete list of initiatives to identify others that may be relevant to their organization.

These inquiries were from Gartner clients of varying sizes and maturity levels, and may not reflect all Gartner clients, or all companies generally.

Methodology

Gartner tracks and analyzes the concepts clients discuss with Gartner experts. This report covers client interactions about initiatives related to digital workplace applications. It is intended to display trends based on inquiry data and may or may not be suitable for every organization’s needs.

Gartner classifies all client interactions against its taxonomy of client initiatives and the topics that are part of those initiatives. We relied on that classification to select the data in this report.

The concepts discussed in inquiries are extracted from the text of clients’ questions and experts’ notes about the inquiries. The extraction employs a machine learning algorithm that is trained on these datasets. This process is followed by the removal of filler words, generic terms related to the content area, and vendor and product names. Identical concepts are grouped with standard lemmatization approaches and a Gartner-specific “thesaurus” of identical terms and abbreviations. A Gartner expert reviews the result and removes any spurious output.

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