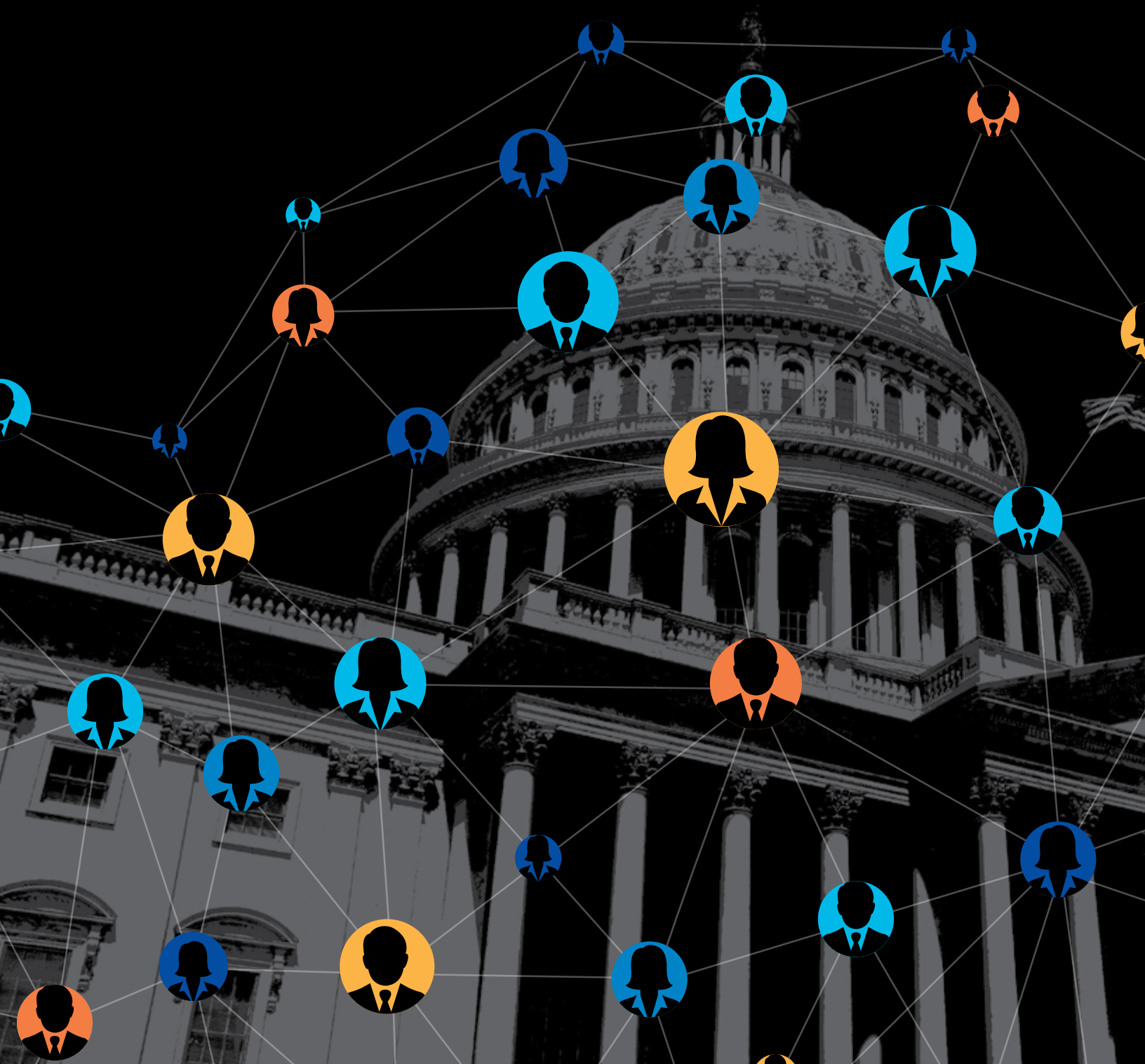SAMSUNG

White Paper:

Developing an Effective Strategy for Digitizing the Government Workforce

Digital transformation is redefining the way work is done in government. Federal executives and IT managers are embracing technology to reinvent the workplace by establishing a customer-centric, engaging employee experiences to attract and retain the workforce of the future. Effective government leaders recognize the need for new skill sets and technology solutions to meet increased expectations for citizen interaction. This whitepaper will set a roadmap for agency leaders to effectively manage the process of digitizing the government's workforce.

A massive generational shift is underway in the economy. One-third of state workers will be eligible to retire in the next five years — as long as this trend is not further delayed —[1] and a similar sea change is occurring at the federal level, as baby boomers plan to retire, making way for a new mobile workforce. Thirty-three percent of American workers today are Millennials and in 2015 they surpassed Generation X to become the largest share of the American workforce.[2]

At the same time, expectations are changing. People have seen how technology can speed up workflows, and they expect government to leverage that change. The public increasingly demands that government be more responsive, and that public processes unfold at the same lightning pace as those in the private sector.

The answer to these challenges lies in mobilizing the federal workforce and attracting this new and versatile workforce.

A sound mobile deployment can deliver the kind of tools that the future government workforce will seek, while simultaneously driving the service levels demanded by the public. Mobile technology is transforming government agencies by allowing them to do the following:

- Drive collaboration by enabling workers across multiple platforms to share data and applications with colleagues in real time regardless of location.

- Boost productivity by letting workers access government data, applications and workflows from their mobile devices, thus opening up new opportunities for a work-anywhere ecosystem in government.

33% of American workers today are Millennials and in 2015 they surpassed Generation X to become the largest share of the American workforce.[2]

- Ensure mobile device security by deploying systems that keep personal and work data safely segregated. Additionally, they can find solutions that enable them to wipe a lost device remotely, and that deliver biometric authentication for a high degree of access control.
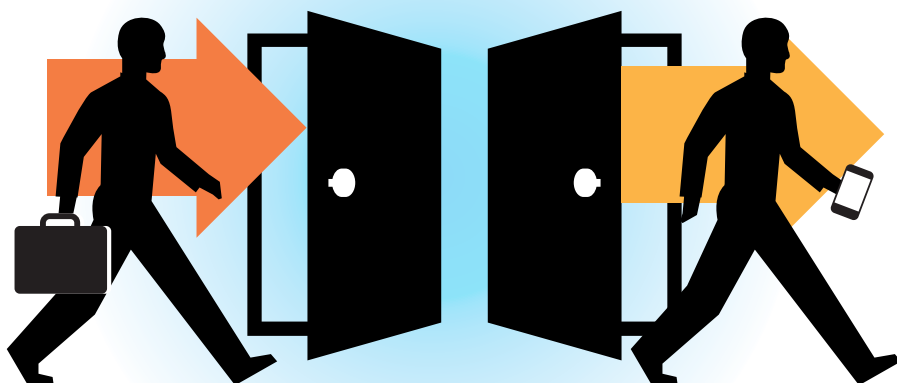
The First Step to Supporting a Digital Workforce

The government is expected to earmark just $250 million dollars for transition and up grade legacy systems — a fraction of the total $80 billion budget.[4]

Before considering key strategies for embracing digitization, government technology leaders should examine the potential costs of not updating. After all, government tends toward inertia and outdated or ineffective equipment is endemic throughout the federal system. Obsolete equipment creates a wide range of problems, from security breaches to productivity hurdles for struggling employees. It can also create compatibility problems for contractors.

One way government executives can examine the costs of not updating their technology is by taking a look at their existing IT spending. A 2016 report found three-quarters of the federal government's annual $80 billion in IT spending goes to supporting outdated technology, noted the Government Accountability Office.[3] And even as funds go to shore up old systems, needed upgrades are neglected. The government is expected to spend $7 billion less on modernization in 2017 than it did in 2010, according to the GAO.[4]

Today's digital offerings are designed to promote a more efficient workforce. By failing to take advantage of these tools, organizations also experience a significant opportunity cost. According to a Frost & Sullivan survey, smartphones save business users 58 minutes each day and increase productivity by 34%.[5] That's a significant opportunity lost to those who don't take a proactive stance toward mobilization. That opportunity cost is compounded when one looks at collaborative tools, or products designed expressly to enhance productivity and efficiency across a diverse range of workplace functions. In neglecting to plan for and implement such solutions, IT organizers impose a direct negative impact on the bottom line.

75% of the federal government's annual $80 billion in IT spending goes to supporting outdated technology.[3]

The Benefits of Change

To appreciate the upside to a strategic digitalization, it's important to look at the technology landscape from the point of view of the emerging government workforce.

As the new workforce comes to the table, its technology expectations aren't merely just higher, they're qualitatively different from previous generations. These future employees embrace technology in general — and mobile technology in particular — in ways previously unforeseen, ways that are fundamentally reshaping the government workplace.

Mobile technology will drive transparency. Seamless communications across multiple platforms with a range of devices and applications will create added visibility across government organizations, both vertically and horizontally. Mobile work will also forge a more cooperative workforce, bringing people together to share ideas and workflows.

Innovation is another hallmark of the rising workforce. Rather than view workplace technology as a stumbling block to new ideas, they see it as an enabler, firing up innovation by giving people ready access to whatever tools are needed to bring their ideas to life.

Digital technology can also help government agencies attract the best and brightest employees. It's hard
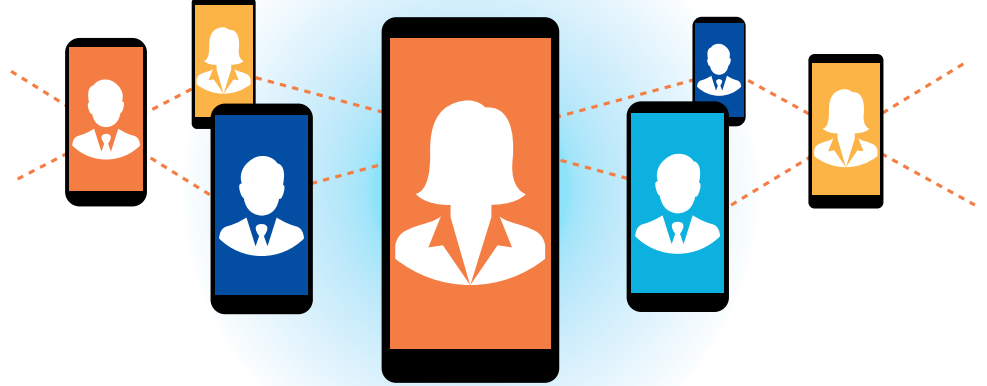
66% of millennials said they would quit a job if the work environment didn't encourage teamwork. An overwhelming majority, 88%, say they prefer to work in a collaborative environment.[7]

enough for government to recruit new talent. Ninety-two percent of hiring managers say recruiting and retaining qualified personnel is a major issue, 80 percent worry about succession planning and 79 percent are concerned about staff development.[6] A mobile deployment can engage and inspire this emerging workforce — but only if it's executed correctly. Specifically, it must drive collaboration, boost productivity and ensure security. It's up to today's IT leaders to ensure government is properly positioned now to take advantage of these powerful changes.

Three Ways to Get Mobile Right

With the right mobile-first strategy comes a powerful new ecosystem for driving results and increasing workplace productivity. The following three ways that technology can benefit both government agencies and their employees illustrate how government leaders can take full advantage of a mobile workplace.

1. Drive Collaboration

To maximize the benefits of mobile technology, agencies need to dig deep into their workflow processes. With the right solution, mobile workers can tap into streamlined processes and tools that make it easy for them to transition seamlessly from one work environment to the next.

Solutions of this type tap into the growing demand for a team-driven workplace. In an Ernst & Young study, 66 percent of millennials said they would quit a job if the work environment didn't encourage teamwork. An overwhelming majority, 88 percent, say they prefer to work in a collaborative environment.[7]

This trend has implications on the IT front. Poorly implemented technology can be a hindrance to collaboration. When applications don't cross-pollinate or when devices cannot communicate with one another, cooperation is stymied. By the same token, a thoughtful investment can do a lot to encourage a collaborative enterprise. Tools that allow a seamless transition between mobile and office applications, for example, allow employees to share

work in a cooperative and collaborative environment. Government organizations should invest in mobile technologies in order to enable new forms of collaboration and develop a team-driven approach in the workplace.

2. Boost Productivity

Those with a passion for collaboration will say that the team-driven approach is more than merely an enjoyable way to organize office life. Collaboration has a direct corollary in productivity: As more people work together, the better results they'll produce.

In a recent Samsung and Frost & Sullivan survey of 500 workers, including government workers in the U.S., mobile workers said that as a result of using smartphones to get work done, they gain nearly an hour of work time daily — and boost their productivity by 34%

> Using smartphones gains workers nearly an hour of work time daily — and boost their productivity by 34% during that time.[8]

during that time.[8] At a basic level, the productivity benefits of embracing mobile are easily apparent. Virtually everyone has checked phone messages on the go or replied to a critical email while away from the office. When we look at a more extensive and thoughtful mobile deployment, the opportunity for heightened productivity becomes even more clear.

Consider the government worker who has mobile access not just to communications tools, but to all relevant work applications and data, who can file forms while on the road and complete tedious paper processes with a few

In a recent Forrester Consulting survey of 305 IT decision-makers at companies that use mobile applications, 76 percent cited increased employee responsiveness and decision-making speed as an observed benefit, while 47 percent believe they have increased productivity.[9]

quick taps, even while working off-site. In the corporate world, a mobile worker accessing the company's data and workflows while on the road is nothing remarkable: Apps and infrastructure enable this. In government, however, it's still a novelty. Yet with that novel implementation comes the potential for big productivity gains. With the power to access agency data across multiple platforms, to launch a process from a smartphone and seamlessly complete the operation back in the office, government workers could bring antiquated processes into the modern age, significantly enhancing citizen service.

Mobile technology adoption also allows for government workspaces to expand. More than just a way to keep in touch, a well-organized mobile platform creates an entirely new and different mode of service delivery. Users' needs get met more efficiently, and regulatory requirements can be fulfilled more effectively. With the entire digital might of a government agency available in a handheld form factor, the new generation of workers is poised to radically transform the way business

gets done, as mobile government workers can be inherently more productive if equipped with the data they need and the tools to put it to use.

3. Ensure Security

To attain a fully digitized and mobile environment, federal IT leaders not only need to reassess their aging technologies, but also put in place fully robust, multilayered security measures around all their mobile deployments. To take full advantage of the mobile workplace, IT leaders must ensure end-to-end security of mobile devices as well as of personal and work data.

In a BYOD world, IT leaders need to seek out solutions that offer a range of security capabilities. This includes biometric authentication, the ability to draw a hard line between personal and work data, and the ability to wipe a device remotely, should it get lost or stolen. These capabilities already exist through tools such as Samsung Pass, which acts as a master key for mobile services or website login, and Samsung Knox Workspace, which segregates personal and work data on a single

device. This ability to keep personal and work information separate on one device has increasingly become the security paradigm of choice in government. In this scenario, security protocols keep personal data private, while simultaneously ensuring that business applications and content are locked away from prying eyes. Should a device be lost or stolen, the enterprise device container ensures that all corporate data can be locked or wiped permanently.

For mobile users, security and convenience go hand in hand. They're looking for solutions that offer safeguards without requiring them to input an endless string of digits. Iris recognition, for example, offers a fast and easy way to authenticate a user's identity, unlocking access to sites and services without the need for elaborate login procedures. Biometric authentication is considered by many security experts to be the next logical step in mobile security, combining a high degree of accuracy with significant ease of use.

Three Steps to Develop an Effective Technology Strategy

With so many innovations influencing the IT landscape, it can be hard to know where to begin. It's helpful, therefore, to focus in on the workers themselves. Here are some key areas government agencies should focus on to digitally transform and empower their workforce.

1. Focus on technology from the beginning of the recruitment process. Change begins at the front door, with the recruitment process itself. Accenture states that more than 85 percent of active candidates use their smartphones to begin a job search, and 70 percent of active candidates want to apply using a mobile phone.[9] Agencies need to recognize and respond to this need. One way is for them to implement digital recruitment processes, including career apps optimized for mobile devices, making it easier for potential recruits to get in touch anytime, anywhere. The Navy is doing this already, using virtual reality to give potential recruits a 360-degree view of life in the service. This immersive experience helps the service to make its pitch to a new, digitally-savvy target audience. Accenture urges agencies to develop job search apps along with interactive tools and links to the agency's social media sites as a draw to potential hires.

2. Give employees a focused digital workflow process. Agencies need to dig deep into their workflow processes, their connectivity tools and the security apparatus that protects it all. The tech-savvy new workers the government needs to focus on recruiting need tools that make it easy for them to transition seamlessly from one work environment to the next. Samsung DeX offers a great example, as it enables mobile professionals to connect their smartphones to a monitor, keyboard and mouse to create a complete desktop experience. The aim is to turn any space into a workspace, with a desktop experience with the same applications and content that's available on the user's smartphone. Technology-focused government workers will recognize the urgent need for this. Too often, obsolete technology and outdated security protocols create barriers that stifle the modern worker. They crave a solution that will meet the regulatory bar while still giving them safe and ready access even to secure government systems regardless of their device or their location.

3. Find the right technology partner. In order to take full advantage of the benefits of mobile technology and attract top-tier talent, it's critical that government IT leaders identify trusted technology partners in the vendor community. Look for companies that hold a leadership place in emerging technologies and mobile security who can offer products, services and solutions as well as practical guidance to government IT officials looking to take the next step.

Using Technology to Drive Productivity to New Heights

This is by no means an exhaustive list of the technology enhancements government may undertake in the quest to meet the needs of a new generation of tech-savvy professionals. Rather, these select examples suggest what is possible, offering a glimpse into how the working world could potentially be organized by those seeking to engage effectively with the demographic shift now underway.

These new approaches will enable a mobile government workforce that can serve its constituents and citizens better, more effectively and with greater confidence. New security solutions will deliver data privacy and protection alongside greater simplification and streamlining.

Collaboration, productivity, security: these are necessary imperatives that must be embraced within government IT departments. It's also imperative for government managers looking to backfill an impending wave of retirees and draw into public service a new generation of talent. The face of government is changing, and in order to address the combined forces of employee demand

and citizen expectations, government IT needs to be updated. Tomorrow's government will be leaner, smarter and digitally more engaged and responsive to the needs of its employees and constituents. Only by taking bold action now will government IT leaders be able to claim a place for themselves at that table.

Learn more: samsung.com/government

Footnotes

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