

# Eight Benefits of a Digital Workspace Solution



## A NEW PARADIGM PRESENTS NEW CHALLENGES

You don't need to consult an analyst to know that the world of work has changed permanently. Forever. Irrevocably. Post pandemic, remote work, or work-from-anywhere, is now standard operating procedure. Companies and organizations that draw a hard line around where their employees work are going to have a hard time competing for talent. It's as simple as that. The decision for business owners, and leaders of government and educational institutions, isn't whether or not to allow for more flexible working arrangements. The important decisions are now about building a safe and secure virtual environment that meets the expectations of both managers and employees. It's one of the reasons for the rapid adoption of Digital Workspace technologies.

We at AmZetta believe the technical and business benefits of Digital Workspaces are very clear (as compared, for instance, to connecting remote workers to the corporate network using a VPN). We also believe that these benefits apply to large enterprises, emerging midmarket companies, and small businesses alike. Eight benefits stand out in particular:

### 1

#### WORK FROM ANYWHERE



AmZetta's Digital Workspaces solution enables employees to securely work from anywhere, from any device, on any network. As workforces continue to evolve alongside business technologies, many organizations have adopted some form of remote working strategy. Digital Workspaces empowers businesses with the security, flexibility, and manageability that enable businesses to easily manage their workforces while simultaneously enhancing the overall security of their corporate infrastructure.

## 2

### ENHANCE CYBERSECURITY



The IT and business leaders we speak to across a wide range of industries agree: the absolute top concern to any business in this new remote work paradigm is security. Ransomware, phishing attacks, viruses – any of these can ruin a business and its reputation completely. No one is immune; it happens to big and small companies alike. In reaction to the outbreak of Covid-19 and the quarantine, many IT leaders resorted to what are essentially stop-gap measures to secure their infrastructure and data as employees left the office and hunkered down at home. For many, the short-term solution was a traditional VPN configuration.

VPNs are a good start, but they are limited. They provide an access point for an employee to enter the corporate network, but one that's only guarded by simple login credentials. IT professionals know how easily that single sign-on authentication can be compromised.

Digital Workspace solutions from vendors like AmZetta address these vulnerabilities. As an example, our zGateway product goes beyond an encrypted connection and delivers App-Tunneling (employees are only allowed to access those resources they need for their job), along with a host of robust security features including Multi-Factor Authentication, Device Geo-Fencing, USB port control, and Clip Board Control to block screen shots with Watermarking functions.

When remote workers working from home use VPN, they essentially end up connecting their home networks. Even if the corporate networks are secured, the exposure to home networks introduces vulnerabilities over which IT personnel have no control.

## 3

### INCREASED EMPLOYEE PRODUCTIVITY



Think about your own personal experience working from home. Chances are that you've done some work – answered emails, reviewed documents, etc. – from devices outside of your corporate-issued laptop or desktop. Think of all the time you've taken logging in and out of different devices, entering passwords, re-entering passwords, accessing this application vs. that application, etc., etc. An average employee may have need of 5-10 different applications at any time - some may be hosted in the cloud, some in an internal datacenter. It's hard for even the most organized employees to keep it all straight (and certainly frustrating for the IT team that has to field all of the support calls).

Now imagine a scenario where an employee has ONE log in for a single location from where he/she can access all of the applications and tools they need to do their jobs effectively. That's what Digital Workspaces can deliver. Through solutions like ours, your employees don't have to remember 15 different user names and passwords (which creates a huge security vulnerability). A built-in Single Sign On (SSO) feature takes them to a single portal. That portal contains the applications they need to do their jobs – as determined by their managers. AmZetta's solution, as an example, also delivers a host of analytics for managers. No one wants to be "big brother", but it's important for people managers to know their employees are logged in and productive.

## 4

### STRENGTHEN EMPLOYEE COLLABORATION



Digital Workspaces, can also help promote and foster employee collaboration. There is no replacement for actual face time, but virtual connection can be achieved with the right technology. Through Digital Workspaces technology, whiteboard sessions can be easily shared and employees can collaborate on projects together regardless of location - securely sharing links, data and documents.

## 5

### ELEVATE THE EMPLOYEE EXPERIENCE



Remote work is far from perfect. Employees can't look over their cube and ask questions of their peers. Nor can they saunter over to the IT help desk office to get an answer to their technical questions. The simple act of finding the right corporate resources can be challenging when you're at home, connecting into the network through VPN.

With Digital Workspaces, remote workers get exactly what they need. And only what they need as set by them and their managers. They can access their carefully curated portal from any device they want to. The experience is always the same whether they are on their smart phone, tablet, or personal laptop. Time is saved, and the frustrations associated with remote work are reduced. Happier employees are productive employees.

## 6

### SIMPLIFY IT MANAGEMENT



The new distributed, remote workforce has created a ton of challenges for IT teams. The typical IT admin hasn't been trained for this new paradigm as the focus has shifted away from traditional helpdesk responsibilities. Digital Workspaces can help IT professionals manage the new reality. Deployed either in an on-prem or cloud model, Digital Workspaces from vendors like AmZetta provide a centralized location from where the IT team can organize desktops, applications, and other corporate resources.

This centralization helps IT professionals support remote users by significantly reducing response times. It also helps reduce their overall workload by eliminating the threats that come from a BYOD reality. In a VPN context, organizations are much more vulnerable to external threats. IT professionals, as an example, have no control over the steps employees take to ensure virus protection levels or OS patch updates are up-to-par on their personal devices. Digital Workspaces eliminates that threat altogether. That takes a huge burden off of your already stressed IT team.

## 7

## REDUCE COMPANY EXPENSES



Digital Workspace solutions can also help reduce operational costs. Vendors like AmZetta offer subscription pricing models to help reduce the need for capital expenditure. Our particular solution is software based and allows our customers to utilize the hardware platform of their choice. The compatibility for most devices allows organizations to implement a BYOD model, which saves significant dollars as the need to purchase expensive end-point devices is reduced.

The AmZetta Digital Workspace solution provides the flexibility to deploy in the cloud, thus reducing the need for costly on-prem HW. In the larger scheme of things, an effective remote work policy reduces the need for expensive real estate purchases or leases. The cost savings are clear and present. The trick, of course, is to implement remote work in a way that delivers both security and an optimal user experience.

## 8

## ATTRACT & RETAIN KEY EMPLOYEES



As noted in the beginning, employees have a new set of expectations as we come out of the worst days of the pandemic. Unless it's absolutely necessary, no one wants to be told they have to commute 45 minutes in all kinds of traffic conditions and weather to accomplish what they could from the comfort of their own home. The office has a lot of benefits, very true. But many of these can be replicated virtually. Right, wrong, or indifferent, it's a new day.

Companies that adapt to this new reality will thrive. They will also attract and retain the best and brightest. Those that cling to the old paradigm, or those that fail to deliver an optimal remote work experience, will be left behind.

## Interested in testing Digital Workspaces in Your Environment?

Just click the link below, input your name and email ID. We will send you the URL, username and password to evaluate the Digital Workspace solution. <https://amzetta.com/demo/>



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AmZetta Technologies  
5555 Oakbrook Parkway,  
Suite 280  
Norcross, GA 30093

Technical Support  
support@AmZetta.com  
1-800.892.6625

Sales & Product Info  
sales@AmZetta.com  
1-877.991.1809  
<https://amzetta.com>

