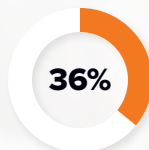




Business Reimagined: Modernizing Tools for a Better Workplace

How Modern Technology Supports Employees and Improves Engagement

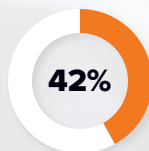
It goes without saying that skilled employees are essential to every business. Attracting the best talent is important, but keeping good workers happy and engaged correlates to better customer outcomes because employees serve as de facto brand ambassadors. Empowering them with the right skills, support, and tools to be effective is key to driving better results.



of midsize businesses **use on-premise applications to manage employees and talent development.**



plan to **use robotic process automation (RPA) within applications to minimize lower-value tasks that eat up employees' time.**



rank **"enabling worker mobility securely" as a top technical challenge**, with business leaders ranking it slightly higher than IT professionals.

Source: IDC Worldwide Small and Medium Business Survey, October 2020

Why It Matters

The pandemic normalized new working norms that offer many advantages for midsize businesses. Remote and hybrid work environments are now common, allowing companies to expand the pool of potential employees and bring in top talent that wasn't available before without relocation. These new work environments are especially important as businesses recover and the war for talent resumes. Midsize businesses will find it harder to attract talent if they don't adopt policies that offer employee flexibility.

Many midsize businesses were not equipped at the pandemic's start to handle an influx of remote workers, and some reactively implemented point solutions to address their remote working needs. These fixes don't empower employees in the same way that a deliberate hybrid work strategy would.

These new working norms bring fresh challenges to attracting and developing employees. Everything from recruiting to onboarding to professional development to managing performance must be reimagined. Processes implemented as stop-gap measures during the pandemic require rethinking to support remote and hybrid working at scale and for the long run. Midsize companies need to understand that these experiences shape an employee's view of the business, contributing to a worker's overall engagement.

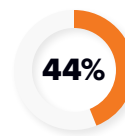
The nature of work itself is also changing, and employees have less patience for the kind of low-value chores that modern technologies can handle. Manual rekeying of information and data extraction from a business management system are examples of tasks that waste company resources and negatively impact employee engagement and productivity.

Recommendations

Midsize businesses can use technology to boost employee engagement and create a more effective workplace. By deploying the right technologies, a company provides workers with tools that enhance their employee experiences, which in turn improves productivity and leads to better outcomes.

Technology can empower employees with the data they need to make better decisions. For example, a worker using interconnected business management software can read a situation and react quickly, whether dealing with a customer, a supplier, or an operational issue. Some of these tools have built-in artificial intelligence (AI) and automation functions to remove rote tasks from an employee's day-to-day duties, letting workers focus on specialized projects that yield more business benefits.

Modern HR applications help improve the employee experience by streamlining HR interactions in a hybrid working world. Technology can make recruiting and onboarding more efficient, identify skill improvement needs, and spot employees who could grow into new roles. It can also incent the right behaviors to ensure the business is meeting its objectives while increasing worker engagement.



of midsize companies consider user adoption of solutions a top technical barrier to achieving business priorities, demonstrating the need for modern and easy-to-use applications.

Message from the Sponsor

Listen to a follow-up conversation on this topic with IDC Analyst, Shari Lava, and SAP Global Innovation Evangelist, Timo Elliott.

[Watch the video](#)

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