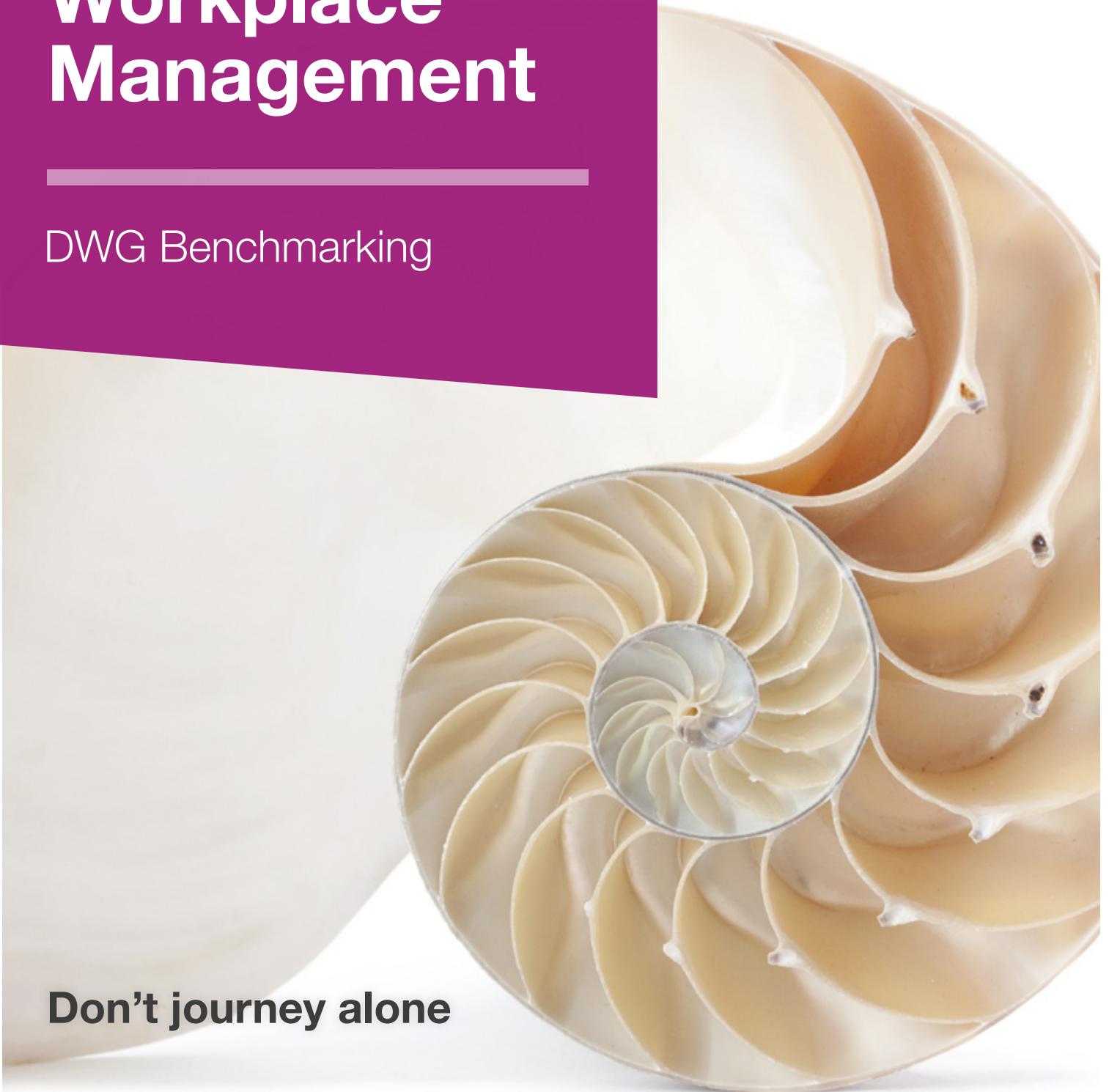


# Digital Workplace Management

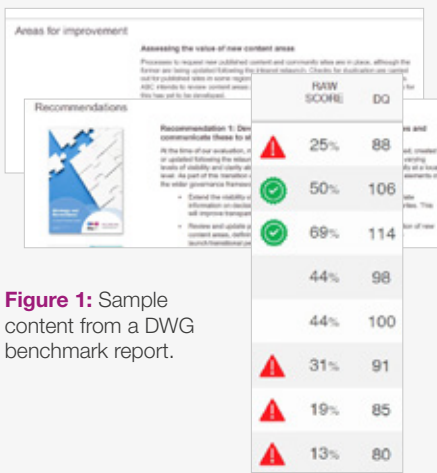
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DWG Benchmarking

**Don't journey alone**



# Digital Workplace Management.



**Figure 1:** Sample content from a DWG benchmark report.

## About this benchmark

Every organization has a digital workplace: a collection of products and services which increasingly defines the experience of work and where it happens.

Corraling this array of functionality into a coherent, integrated whole – often against a backdrop of technological and organizational flux – is one of the most pressing of management challenges. Success depends critically on sound strategic thinking and an approach to implementation that puts the user first.

The Digital Workplace Management benchmark looks at the structures and decision-making processes which underpin the planning of digital investments – and their effectiveness in delivering useful, usable and secure experiences across a range of employee services.

## Methodology

Benchmarking is a structured methodology for comparing management practices and processes. The Digital Workplace Management benchmark is conducted by two independent DWG evaluators who score your organization using 32 criteria, grouped into eight principal metrics (see next page).

Data and evidence are gathered through stakeholder interviews, document analysis and digital workplace observation. This helps us to gauge how the digital workplace management in your organization compares with our best-practice model.

Your performance is ranked against other organizations to see which practices are above average and which are below average.

If you are a DWG member, you'll see direct comparisons with other DWG members\*; otherwise peer organizations remain anonymous.

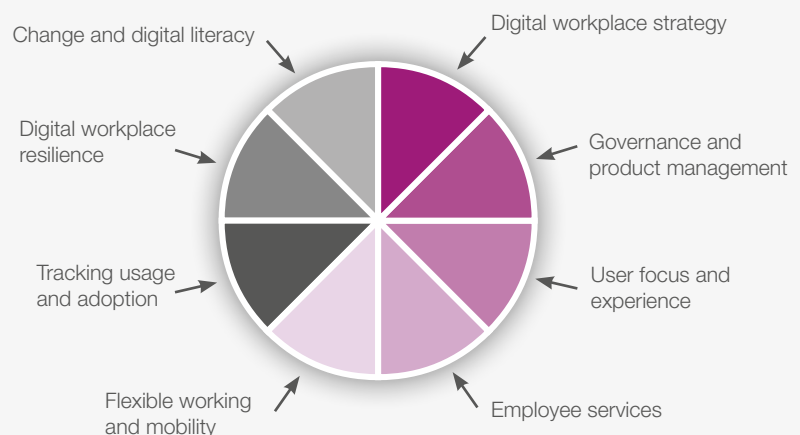
\*Detailed comparative scoring will be available once six organizations have completed the benchmark.

### "We've found Digital Workplace Group to be invaluable partners in our journey toward a more effective digital workplace."

Whether we need insights, benchmarks, or just a quick sanity-check, the DWG team is there for us. It's almost as if they're 'riding shotgun' for us as we move the stagecoach along the digital trail."



**Pete Fields**  
Formerly Head of Digital Experience  
Wells Fargo



# Digital Workplace Management.

The eight core metrics of the Digital Workplace Management benchmark are defined as follows:

<b>Digital workplace strategy</b>	How well does the organization plan the development of the digital workplace?
<b>Governance and product management</b>	How robust and transparent is the decision-making process and how are products managed throughout their lifecycle?
<b>User focus and experience</b>	How does the organization ensure that user needs are considered in decision making and design?
<b>Employee services</b>	How does the organization ensure that services are well integrated into the digital employee experience?
<b>Flexible working and mobility</b>	How does the organization ensure that digital tools adapt to support flexible and mobile working?
<b>Tracking usage and adoption</b>	How does the organization understand the usage of digital tools and derive actionable insight from it?
<b>Digital workplace resilience</b>	How does the organization ensure that the digital workplace is secure, accessible, available and considers employees' wellbeing?
<b>Change and digital literacy</b>	How does the organization ensure that digital tools make an impact and that employees are supported in adopting and exploiting them?

## Contact us



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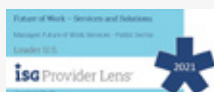
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## Data gathering

### Digital workplace observation

Our evaluators will take part in a two-hour meeting (e.g. over Teams) with your primary contact to explore the key collaboration features of your digital workplace and discuss current management practices.

### Stakeholder interviews

We will conduct in-depth interviews with up to 10 stakeholders from your organization to gather qualitative feedback on each area of the model.

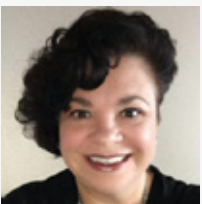
Interviewees will have the option of commenting anonymously so we can build a broad, accurate and honest picture of the current situation and how it can be improved.

### Detailed interviews

Our evaluators will familiarize themselves with existing information, research and metrics. Documented policies, processes and practices will be reviewed and included in the body of evidence on which our scoring is based.

# Digital Workplace Management.

## Contact us



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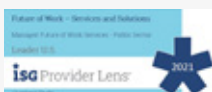
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## Key deliverables

- Up to 10 stakeholder interviews.
- Assessment of your digital workplace via a virtual tour.
- Detailed benchmark report including scores, findings and recommendations.
- Summary slide deck.
- Report-back meeting to stakeholders.

## Fees

### Digital Workplace Management Benchmark

**\$39,500\***

Additional benchmarks purchased at the same time benefit from a 10% discount. All fees/costs are expressed exclusive of tax, which will be charged in accordance with relevant tax legislation. All costs incurred through travel and accommodation will be charged separately. Please note that we can invoice for services in GBP or Euros, upon request.

\*Benchmarking fees range from \$35,500 to \$45,500 based on the number of interviewees selected. We will conduct between 5 and 10 interviews to accommodate relevant stakeholder groups. Our most common scenario involves 8 interviews, for a fee of \$39,500.

## Timescales

Depending on stakeholder availability, a Digital Workplace Management benchmark can be completed in 8 to 12 weeks.

## Why DWG?

DWG has unrivalled knowledge and expertise in intranet and digital workplace benchmarking. We started back in 2002, and since then we've:

- benchmarked more than 170 organizations.
- completed more than 500 discrete benchmarks
- performed more than 750 evaluations of intranets, their sub-sites and wider digital workplaces.

Our professional benchmarkers are all former intranet managers, digital workplace heads or user experience experts with many years' experience of managing major intranets, in the real world, for large companies.

DWG has been recognized in 2022 by the Financial Times as one of the UK's leading management consultancies in digital transformation for the second year in a row.

## About Digital Workplace Group

Digital Workplace Group (DWG) is a strategic partner, covering all aspects of the evolving digital workplace industry through membership, benchmarking and consultancy services.

DWG provides expert advice, peer connections, research and insights to guide and support organizations globally on their journey towards digital workplace success.

**Don't journey alone.**

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