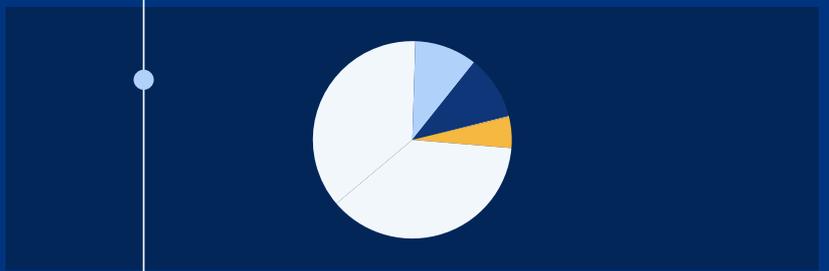
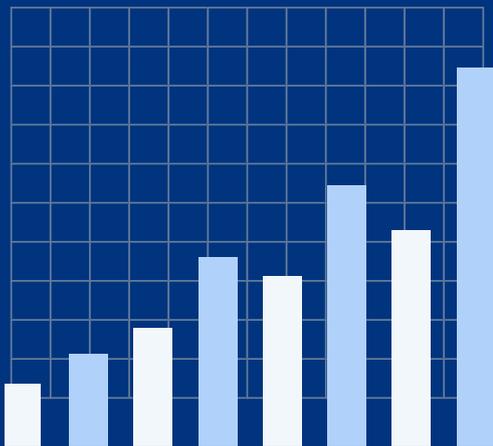


# Templafy's 2021 Business Enablement Report

How this new enterprise tech stack will power the future of work



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# The future of work is being defined now

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**One thing is for certain: finding the ideal technology infrastructure that defines the future of work will remain center stage for some time to come.**

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*2020 forced everyone to reevaluate their digital transformation roadmap. Those who were lagging behind were pushed to condense years' worth of work into just weeks. Others further ahead focused on optimizing their now-dispersed teams. Amid this rapid change, there's clearly an effort to figure out the right solution for these uncharted waters.*

*Now, as the vaccines are rolling out worldwide, the extremity of how we operated is coming to an end; but it's extremely unlikely that we'll go back to the way things were before. With that massive change came evidence that some new ways of working, for example, remote working, can be highly effective and that high-price office space rental may not be as necessary as we previously thought.*

*One thing is for certain: finding the ideal technology setup to support the future of work will remain center stage for some time to come. The first to discover the right way to have less software that does more to enable a unified, efficient, and perhaps most importantly -pleasant-working experience will be the ones who get to define the future of work. We at Templafy believe that future is business enablement.*

**Jesper Eriksen**  
CEO, Templafy



# Executive summary and key findings

**Motivated by the rapid changes to how we work, our research focuses on understanding the connection between employees, productivity and the business enablement software stack.**

Templafy carried out this research to understand **how workplace software is enabling or hindering employees from working more efficiently**. In the wake of 2020, the landscape of how work gets done has forced companies everywhere to go **beyond rethinking** the future of work to actually implement long-talked-about strategies.

By now, 'remote' is the unquestioned norm and the practical challenges and concerns that came before it are settled in some aspects, but there are clearly **gaps in digital performance**. Additionally, we are still not yet sure of how the **psychological effects of the new employee experience** will play out in the long term. And the optimization of technologies to deliver an efficient workflow to the end-user is a question far from understood, let alone settled.

Our survey is a way to **measure the new workforce landscape** from an employee efficiency aspect with regards to the **everyday tools and solutions** they use – what we refer to as the **business enablement stack**. The goal is to understand how employees are impacted by the technologies they are using and propose a solution that can enable better efficiency from a software and human perspective.

## Key findings

# 1

### Tech stacks aren't built to support today's enterprise employees' needs

Employees are spending too much time navigating between applications, simply overwhelmed by the sheer number of tech tools they need to do their job.

# 2

### Tech providers need to deliver more integrated and user-friendly technology that can benefit employees company-wide

These are the top three features global employees look for from their tech stack to solve the challenges they face with technology in the workplace today.

# 3

### What is the ideal tech stack to power the future of work? The Business Enablement Stack

If implemented, the Business Enablement Stack will provide a more user-centric tech experience and deliver more value for the business with less software.

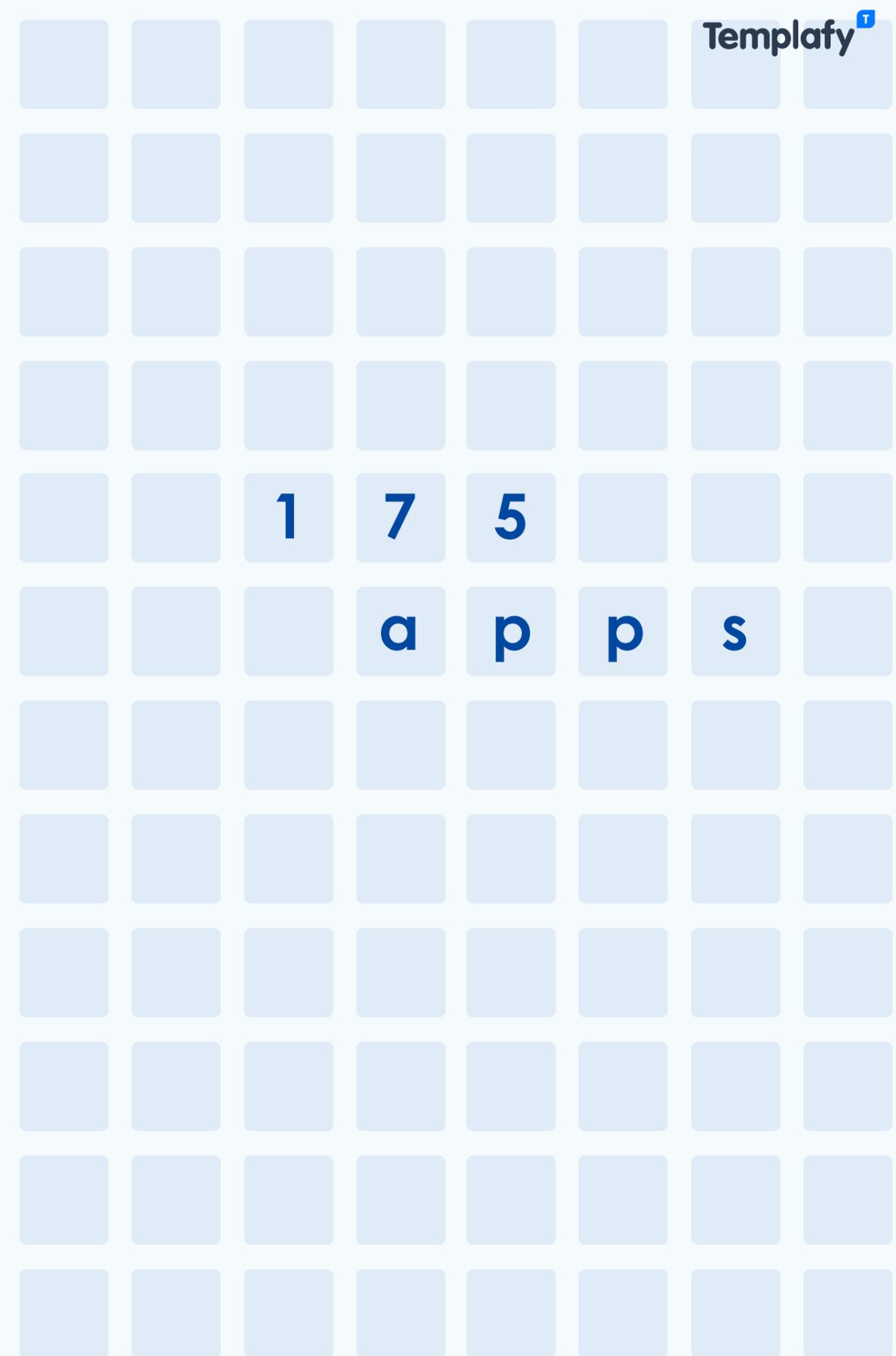
# Today's enterprise tech stack

## Disconnected digital transformation

**Disconnected digital transformation is a result of the “catch-up and patch-up” in enterprise software development over the past year as companies raced to make remote working work.**

Over the past two decades, we've seen businesses taking varied approaches to digital transformation – some at a faster rate than others. This staggered approach created a lot of different enterprise needs within the market. Enter 2020, and the speed of change meant that rapid changes in businesses' technology infrastructure became a game of “**catch-up and patch-up**” for many in terms of making remote working work.

Developing and implementing a strategy that oversaw the smooth integration of new and existing technologies in company tech stacks was not prioritized over the **pressing need to reinvent** the way we work to fully remote. We've seen companies deploying a huge number of apps to employees, with a recent Okta study<sup>1</sup> showing the number to be an **average of 175 apps per employee**.



<sup>1</sup><https://www.okta.com/sites/default/files/2021-03/Businesses-at-Work-2021.pdf>

# Today's enterprise tech stack

## Disjointed digital experience

Parallel to the business technology evolution has been consumer trends shaping the way employees experience tech in the workplace.

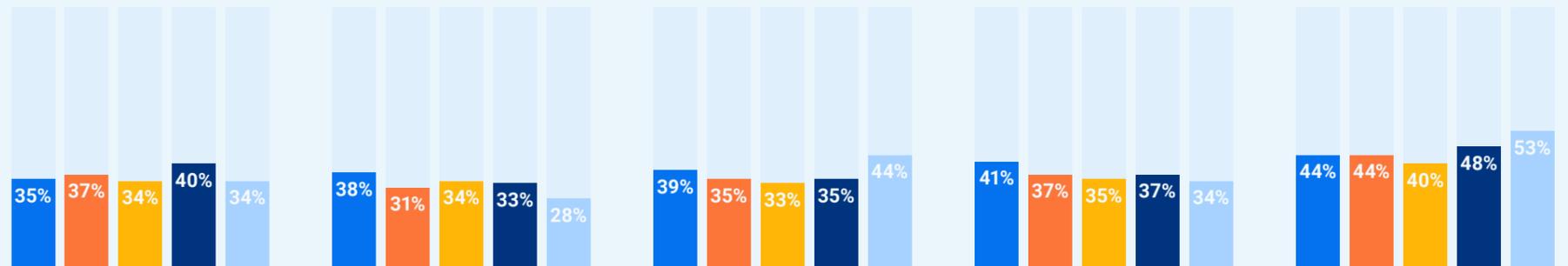
With **personal technologies** seamlessly optimized to the **user experience**, the pressure is on businesses to provide an experience that **matches with the expectations** set by the frictionless experience of personal technologies. But that's not what they receive at work today.

One question remains at the center of the digital transformation throughout the entire digital age: **How does technology help us do business better?** The answer, for both employees and business leaders? **Less software that does more to enable a unified, connected business experience.**

### The enterprise employees' disjointed digital experience

When asked about the top challenges they face with their current technology at work, employees responded:

● USA ● United Kingdom ● Germany ● Australia ● New Zealand



Because the tech doesn't integrate, they have to do **double work across multiple platforms**

**Version control issues.** The same information lives across multiple platforms and they do not synchronize

Because employees have to visit multiple locations to access technology, **they sometimes overlook certain solutions**

Having to update information across technology platforms slow down workflows, and **therefore negatively impacts efficiency**

Though there's access to tech tools at work, they know they're **not using the technology to its full potential**

44% of employees wish **the tech they need to do their job worked better together and was more integrated.**

36% of employees believe **their company needs to simplify the technology tools and processes** in place.

# Productivity vs. efficiency

**Over a quarter (28%) of employees feel exhausted from going back and forth between applications all day.**

The modern company's tech stack is almost endless; between collaboration platforms, cloud storage and project management softwares, enterprises are adopting tech at an incredible rate, and the remote work reality has only exacerbated this trend. But, **quite simply, it's becoming too much**. The combination of always-on connectedness with the reality of eating, sleeping and working in one location means many of the **platforms that are meant to simply connect employees** are actually **impeding productivity**.

A 2021 report from PRC<sup>2</sup> showed that between 2019-2020, **productivity skyrocketed by 197%**. That might sound positive, however, it notes that people are working even more hours, which is not ideal in an era where "burnout generation<sup>3</sup>" is a familiar term. These stats support the idea that we need tech - and the enterprise world itself - **to stop focusing on productivity and start focusing on efficiency tools** that enable faster high-value work production.

We predict the next wave of enterprise tech will **help employees reach an end-goal, rather than just collaborate better**. In other words, the focus on productivity will give way to a **push towards efficiency** which translates to high-value, higher-satisfaction work. We predict that 2021 will be the era of **mission-based productivity tools**.

## The way things are - and how we need them to be:



### Collaboration software investment is up in 2020

A study<sup>4</sup> from earlier this year found that of businesses surveyed, 15% planned to increase their software spending as a result of COVID-19, and nearly 60% of those businesses planned to purchase collaboration software.



### Burnout is on the rise and that's bleeding into both work and home life

Adding to that is the fact that people eat, sleep and work all in one location, meaning it's harder than ever to step away from laptops at the end of the day, especially if people can always be contacted through these technologies.



### Productivity platforms need to pivot from facilitating collaboration to helping users efficiently achieve an end goal

We're calling these **mission-based productivity tools**, and we believe 2021 will be the year that many companies make the pivot toward this category of workplace software.

<sup>2</sup><https://www.prodoscore.com/press-releases/prodoscore-research-council-data-confirms-shifting-workday-patterns-productivity/>

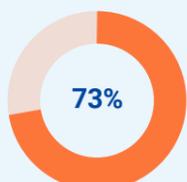
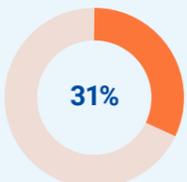
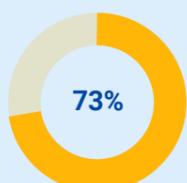
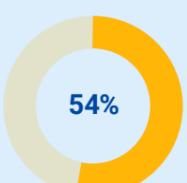
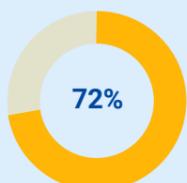
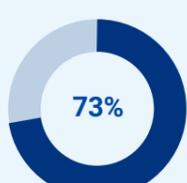
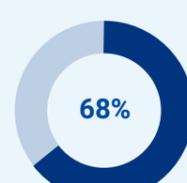
<sup>3</sup><https://www.mckinsey.com/business-functions/operations/our-insightsZ</the-productivity-imperative-in-services-introduction>

<sup>4</sup><https://www.trustradius.com/vendor-blog/collaboration-statistics-and-trends>

# App switching: a true danger to efficiency

## Constant switching between apps is breaking workflows and severely impacting efficiency

Templafy's 2021 Business Enablement Report

	<p>Employees require multiple apps simply to perform their job</p> <p>Per week</p> <p>% of employees using 3-10 apps</p>	<p>Switching between apps multiple times per hour interrupts workflows</p> <p>App-switching per hour</p> <p>1-4 times      5-8 times</p>		<p>Employees are spending a lot of time consolidating and tracking down information</p> <p>Per week</p> <p>Spending up to 6 hours</p>
 USA	 <p>74%</p>	 <p>60%</p>	 <p>31%</p>	 <p>71%</p>
 United Kingdom	 <p>73%</p>	 <p>61%</p>	 <p>31%</p>	 <p>75%</p>
 Germany	 <p>73%</p>	 <p>54%</p>	 <p>38%</p>	 <p>72%</p>
 Australia	 <p>73%</p>	 <p>62%</p>	 <p>29%</p>	 <p>68%</p>
 New Zealand	 <p>69%</p>	 <p>66%</p>	 <p>25%</p>	 <p>75%</p>

# The danger of the disconnected workforce

**A disconnected workforce is a dissatisfied one with employees feeling the drag on productivity, time wasted and frustration. In today's competitive job market, connectivity is crucial.**

- USA
- United Kingdom
- Germany
- Australia
- New Zealand

In today's job market, leading companies are competing for top talent and potential employees, particularly Millennials and Gen Z, expect to work in a modern environment. With the rise in personal tech that's meticulous in **user experience and user interface**, businesses are under pressure to provide similarly smooth experiences. This is particularly so for **attracting new talent from Gen Z** – the first generation of digital natives – who are likely to gravitate to companies **ahead of the curve in digital transformation** who can offer a great employee experience.

When **apps required in a workflow are disconnected**, this is a source of friction and frustration for employees. Having to switch between programs breaks a workflow and may force the user to adapt to different UI environments for a single task. For example, employees who spend much of their workday creating business content (documents, presentations, etc.) the **issue of disconnected content** can cause a significant drag on productivity, **wasting time and causing frustration**.

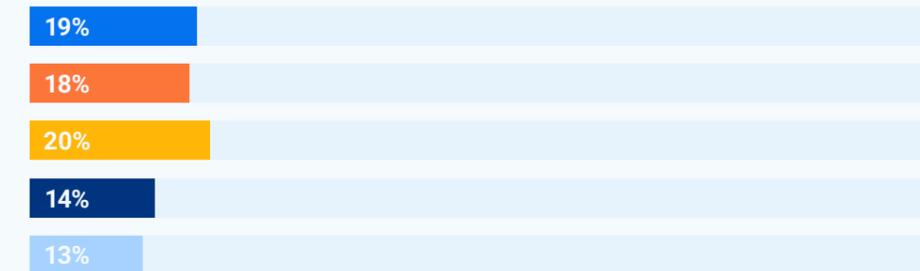
## Don't let a disconnected tech stack impact employee happiness

It's essential for companies to address their tech stacks to support employee satisfaction and remain competitive, because a disjointed and overwhelming tech set up is detrimental.

**When asked about the number of tech tools they use each day, employees feel too much tech is:**

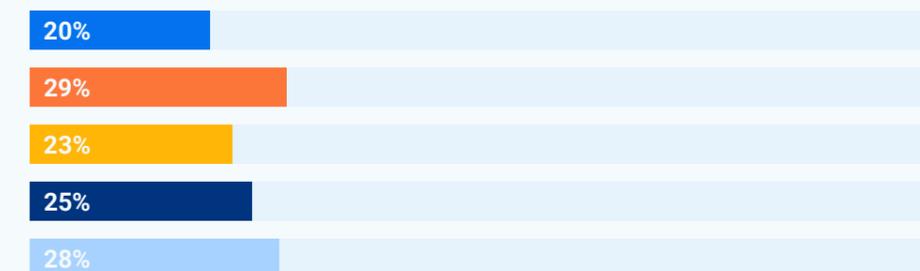
### Overwhelming

Employees feel overwhelmed by the number of tools they need to learn and use



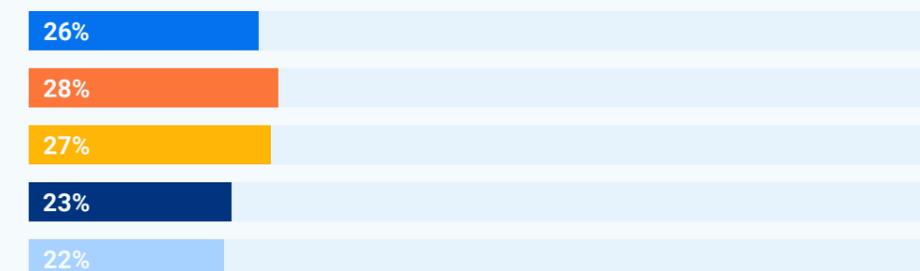
### Frustrating

Employees feel frustrated by having to switch back and forth between so many tools



### The reason they're unable to get their job done completely

Employees feel like the number of tools they have to use to do their work decreases the amount of work they are able to complete in any given day



# What is the business enablement tech stack?

**Business enablement is about empowering people to do better work more efficiently. The business enablement tech stack is the apps and tools used every day to achieve this.**

Business enablement as a concept is about **empowering people to do better work more efficiently**. The business enablement tech stack is the set of company-wide applications whose purpose is to support teams and individuals in **contributing high-value work**.

These solutions are intuitive to use by design with a distinct **end-user focus** to support high user-adoption rates and promote high-value work output. Apps in this category are **integrated** so that they work well with each other and help the enterprise derive maximum value from their tech stack as a whole.

**Business enablement is empowering people to spend less time creating something better**

For example, from the Microsoft Office Suite, Google Workspace, to sales enablement platforms to business process and virtual meeting apps, these everyday tools make up the **business enablement tech stack** in which work is carried out in ever-more efficient workflows.

In a well-integrated IT setup, these platforms and apps deliver more value with less software and provide a **unified business experience** to organizations and their employees.

## Defining features

# The business enablement tech stack

**Company-wide:** The technologies are implemented across entire teams and organizations.

**Intuitive:** Business enablement apps are by design optimized for an enhanced end-user experience.

**Integrated:** Apps are connected to other core technologies to support a smooth end-user workflow.

# Business enablement: a strategic move for enterprises

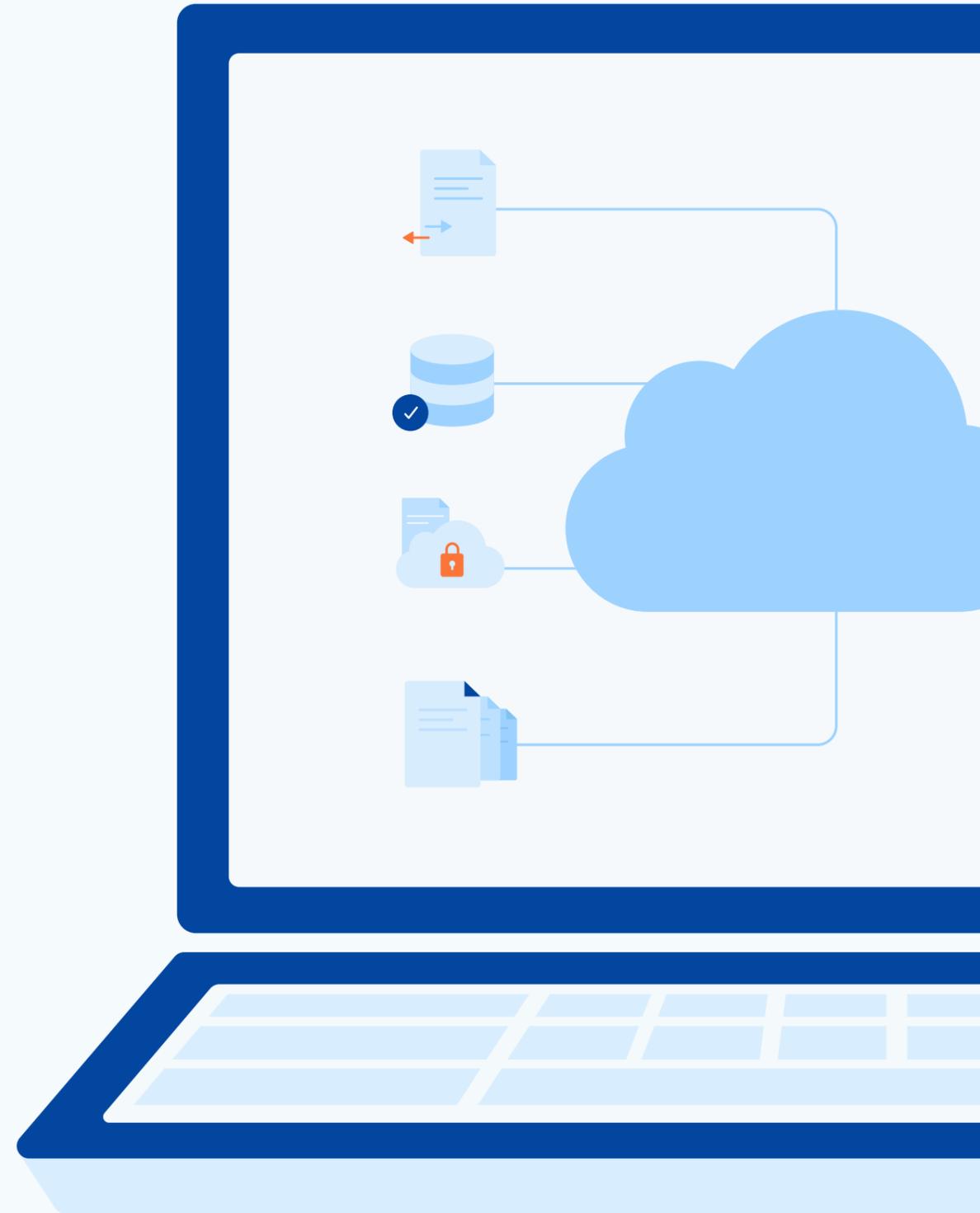
Companies further along in their digital transformation roadmap were better positioned to meet the challenges posed by 2020 with a cloud-first business enablement stack that allowed work to continue operating.

The transformative effect of 2020 accelerated the adoption of **cloud-first technology** and **business enablement tools** to allow work to continue operating. Accenture's recent report, Technology Trends 2021<sup>5</sup> found that "77% of executives state that their technology architecture is becoming critical to the overall success of their organization."

By now, having a **hybrid work environment** is an expectation and going back to the 'old days' of how we used to work 9-5 in an office environment is simply **not what employees want**.

Having experienced the benefits and flexibility of working from home, just 4% of **employees** at end of June 2020 reported wanting to return, according to a survey by Perceptyx<sup>6</sup>.

With over a year of remote work demonstrating that fears over non-productivity were unfounded, it's clear that having the **right business enablement infrastructure** is the critical **key to supporting and enhancing** business performance in this new world of work.



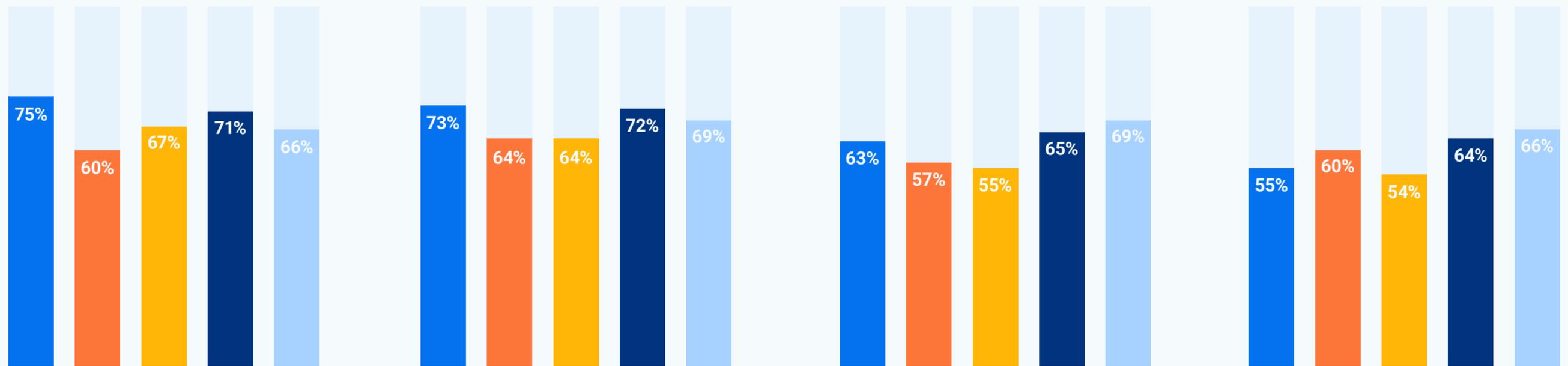
<sup>5</sup>[https://www.accenture.com/us-en/insights/technology/\\_acnmedia/Thought-Leadership-Assets/PDF-3/Accenture-Tech-Vision-2021-Full-Report.pdf](https://www.accenture.com/us-en/insights/technology/_acnmedia/Thought-Leadership-Assets/PDF-3/Accenture-Tech-Vision-2021-Full-Report.pdf)

<sup>6</sup><https://blog.perceptyx.com/employees-become-more-productive-working-from-home>

# Business enablement: enabling employees to deliver high-value work

## Technology solutions employees need to be efficient and effective

When asked what type of technology could help them overcome challenges they face with technology and enable them to deliver more high-value work, employees responded:



Technology that's **integrated into daily workflows**

Technology that's **more user-friendly and intuitive**

Technology that's **company-wide**

Technology that actually **streamlines the workday** so there's **more focus on high-value work**

- USA
- United Kingdom
- Germany
- Australia
- New Zealand

These key benefits consistently ranked higher than “technology that helps solve really specific problems for my job”.

# Business enablement: powering the future of work

The business enablement tech stack, if adopted and integrated successfully, will significantly impact organizations and their future growth and address employee concerns about the hybrid workforce.

- USA
- United Kingdom
- Germany
- Australia
- New Zealand

## The impact of business enablement

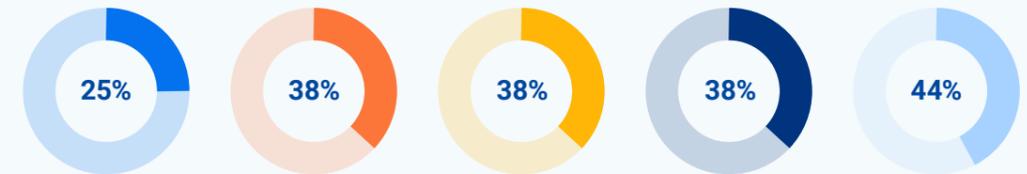
-  Streamline IT spending and implementation.
-  Align entire workforces and enable more high-value work.
-  Allow organizations to truly focus on scalability and growth.
-  Provide a scalable tech solution for the new future of work.
-  Help organizations develop unprecedented agility in a changing world.

### Adoption tip

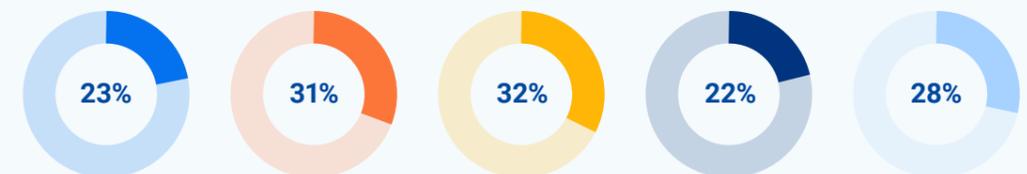
Invest in additional training around tech tools. One in five employees agree it's a lot harder to learn and use a new technology tool in a remote environment, so it's important to implement remote-tech training programs to support your teams.

## Employees' top concerns as we move into the global hybrid workforce

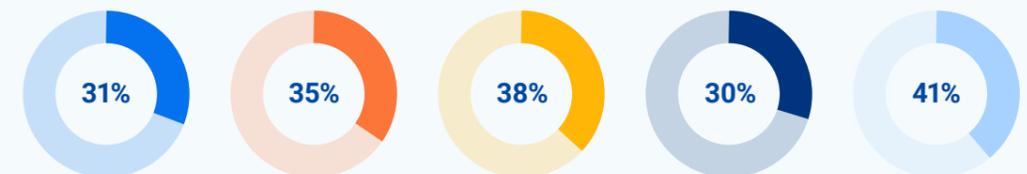
My company will **struggle to adopt** the hybrid workforce:



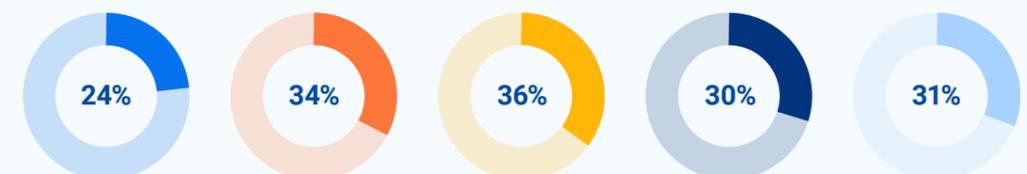
The hybrid workforce will **negatively impact my productivity**:



I worry it will be **harder to collaborate with colleagues** in a hybrid workplace:



The hybrid workplace will make it **more challenging to manage company information** like documents, content, data, etc.



And while 84% of employees say they can only see the hybrid workplace being successful if the company invested in the technology to support it, over one third (35%) of employees still don't believe their company has the right tech set up in place.

# Business enablement: delivering more value and a seamless UX

There's a pattern emerging on the tech scene with big-names spending huge amounts acquiring other companies to increase value for the customer - we call this trend the Platform Play.

Behind this trend is a desire for companies to be able to add more to their offerings through more tools that cover multiple capability areas in a less-fragmented IT infrastructure.

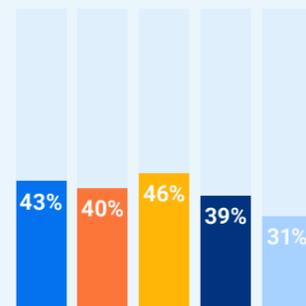
We're already starting to see some of these moves happening with players like Salesforce, DocuSign, Okta and Box acquiring solutions that allow them to provide more value to the customer. We predict this trend will continue, and that this is what the future of business enablement – or at least the tech stack that powers it – will look like.

## Addressing adoption issues with seamless UX

One of the key features of the business enablement stack is a seamless user experience. With slow user-adoption rates a worrying factor in most enterprises, addressing this through excellent UX is high on the agenda of software companies. In order to deliver a seamless UX, we must begin by evaluating why tech adoption fails in enterprises.

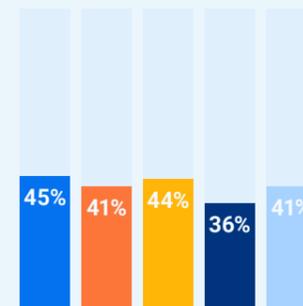
## Top 5 reasons technology adoption fails in enterprises:

It decreases efficiency



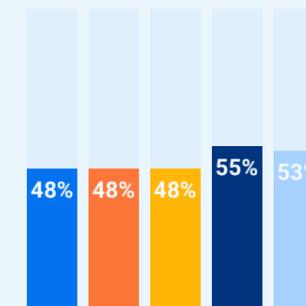
Work takes longer using the new tools than it does without.

It's a point solution



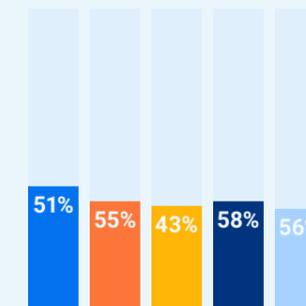
The technology solves a very specific problem that isn't relevant to their role.

Lack of training



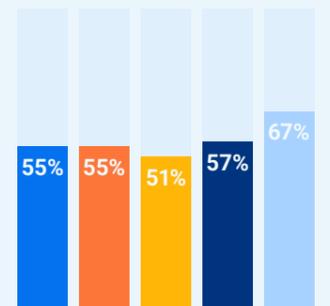
There's no training on how best to use the new tools

It's not horizontal



There's a lack of consistent use of the technology company wide

Doesn't fit into workflows



The new tools don't integrate with our existing tools and software

- USA
- United Kingdom
- Germany
- Australia
- New Zealand

# Meeting employee needs

**Employees need fewer tools if they want to achieve efficiency in a workflow that isn't a source of frustration.**



Roughly **40% surveyed** feel **overwhelmed and/or frustrated** by the number of tools they need to use to complete their job.



**1 in 4** feel the **number of tools** they use to do their work **decreases the amount of work they can complete** on any given day.



**31%** of employees get annoyed because they **often spend more time figuring out tech tools** than doing high-value work.

Every successful technology in the business enablement tech stack necessarily takes the end-user into account. From the initial concept to the UI design, developers must **address end-user needs sufficiently to succeed**, as employees will only adopt a new product if it helps them to achieve the goal they expect it to with no complex new processes to learn.

Employee needs and expectations for an app is that **it must provide a way for them to spend less time doing better work**. Companies have not been slow to add more technologies to their stack. Okta's recent study showed the number to be an **average of 175 apps per employee**. However, this high number is causing problems in itself.

The downside of adding more productivity tools to the stack is that it's leading to a kind of **app-chaos and to a dilemma of choice**. With too many options on how to go about getting work done, the myriad of possible ways to produce work effectively is exhausting as **making choices becomes another task** interrupting the workflow.

We're at the stage where employees need fewer tools to achieve efficiency in a non-stressful workflow.



# How content enablement is powering business enablement

**Content enablement solutions support more efficient and higher quality content creation, collaboration, management, and distribution, while ensuring content plays an essential role in business performance.**

## What content enablement solves

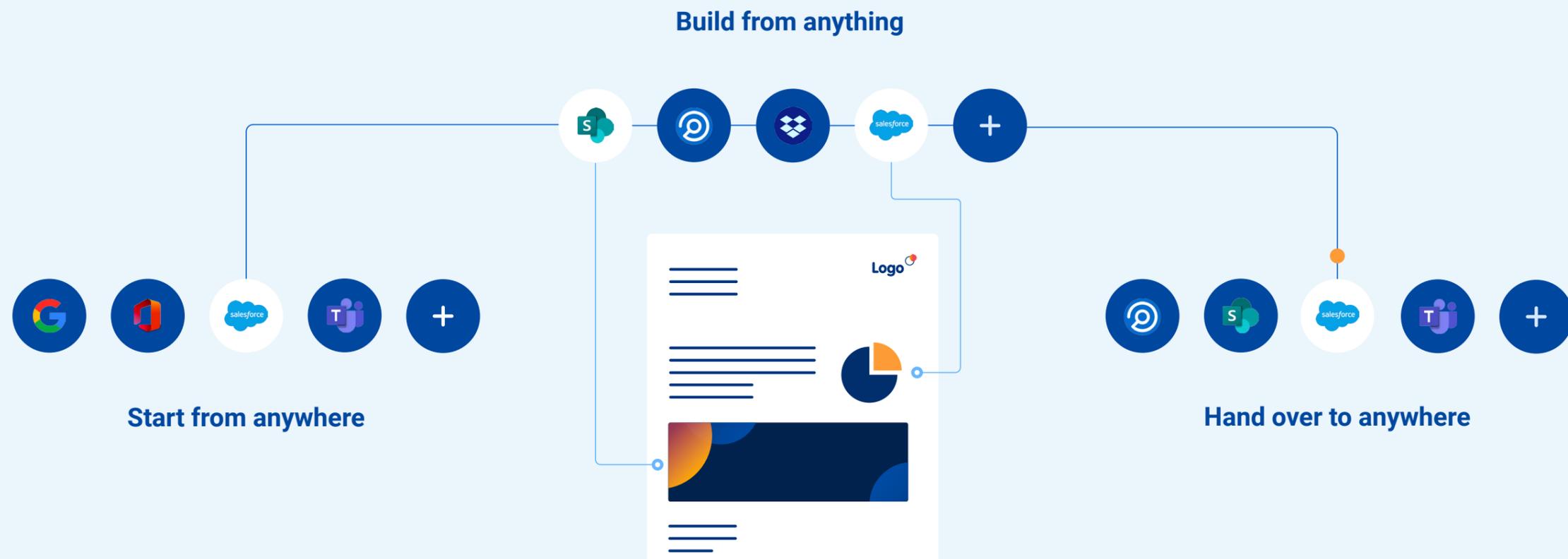
Today, enterprise business enablement stacks **lack solutions** that enable the company's business content across the organization. Companies need a solution that can **unify the businesses' need** to centrally **govern** content with employees' desire to **utilize and produce** content.

Without content enablement solutions, businesses risk **disconnected content**, which can lead to loss of compliance, brand integrity and employee productivity through an **ungoverned, and unintuitive** user workflow.

## Enabled content powers business performance

Content enablement comprises the platforms and point-solution services that **deliver better-performing business content** by enabling more efficient and higher quality creation, collaboration, distribution, and management of content-elements across an **entire organization**.

Content enablement solutions allow organizations to ensure content positively impacts business performance. By **connecting all company content** located across the business enablement stack, it can ensure that the right **company content** plays a **live role** in the employees' workflow. This in turn is giving employees a **seamless workflow** that's **efficient, compliant and user-friendly** by design.



# Templafy's content enablement solution

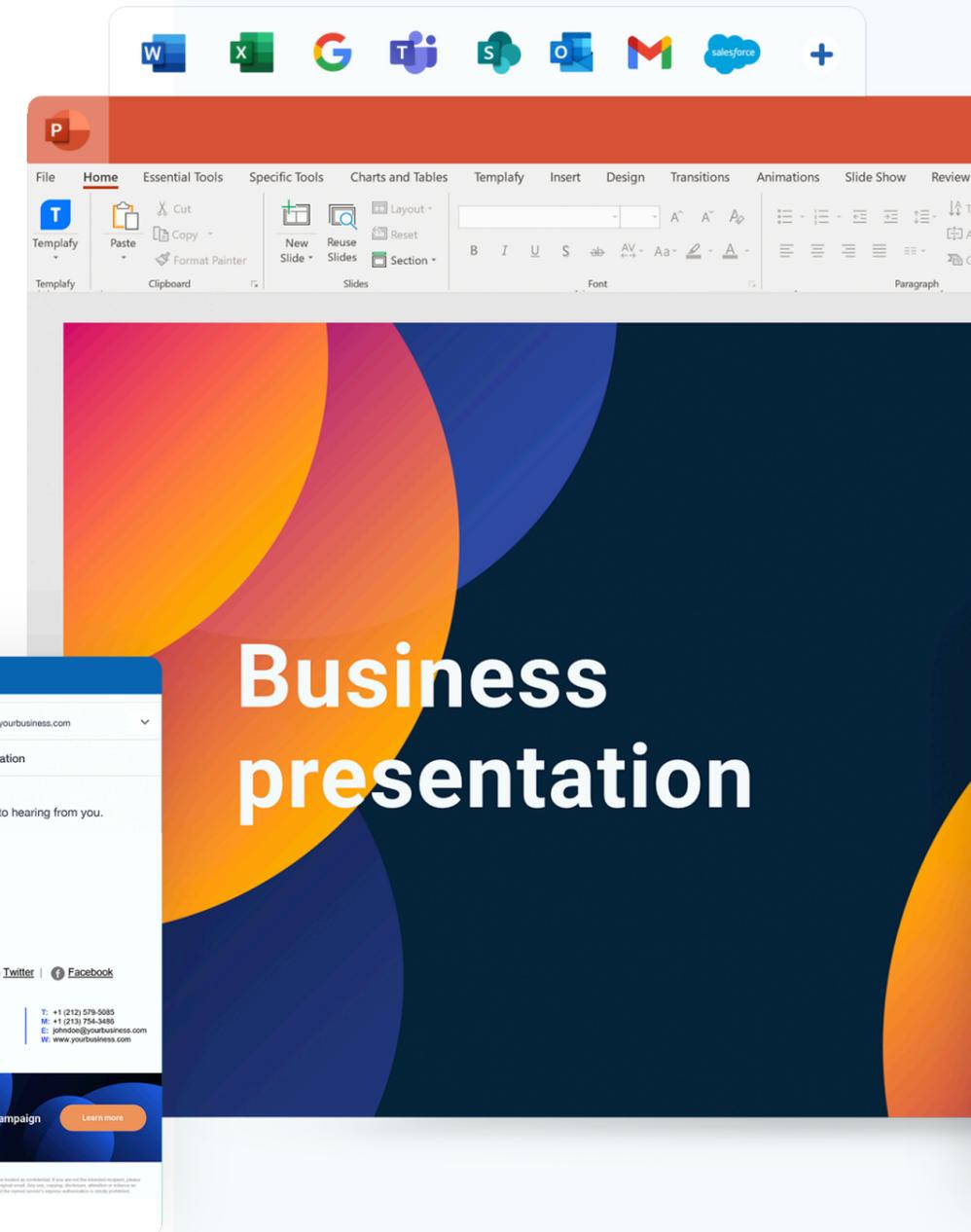
**Templafy is leading the charge in calling out and solving the widespread issues of time wasted, value lost and employee frustration caused by a disconnect between company content and employees.**

Templafy's content enablement solution addresses an issue identified in practically every large company around the world. Companies were adopting **business enablement software** to help create a seamless user experience, but the **increasing volume of business content**, like documents, presentations and emails, was not addressed, and it was **difficult for employees to be efficient** with their time spent creating this business content.

**Business content** is a primary driver of business itself. It's built with content-elements, like images, disclaimers and metadata which are stored across different company systems. But **when content is disconnected**, unregulated, and hard to find, it fails to do its job for organizations. This is the problem of disconnected content that Templafy has solved.

Templafy's content enablement solution **powers the business enablement stack** through infrastructure that **integrates with the systems** dealing with content. The platform is embedded in company-wide workflows, going beyond simple content management, to serve employees what they need as they work, while allowing organizations to **effortlessly govern content and track performance**.

Essential to optimizing the business enablement tech stack and embedded in every employee's workflow, Templafy's platform **enhances the end-user experience, aligns workforces and enables people to create on-brand, high-performing business content faster**.



# Methodology: survey demographics

## Global survey demographics

A national online survey of adult full-time employees who work in companies of 100 employees or more, was conducted by Propeller Insights between March 26th and March 27th, 2021. Respondents opted into an online database, from there, they were targeted based on demographics. To further confirm qualifications, respondents were asked to verify their information in the survey itself, self-identifying qualifications, with the maximum margin of sampling error was +/- 3 percentage points with a 95 percent level of confidence.

## Regions and number surveyed:

-  **USA:** 1,063
-  **United Kingdom:** 1,065
-  **Germany:** 1,122
-  **Australia:** 401
-  **New Zealand:** 32

## Industries represented

Total responses: 872

Industry	Percentages	Responses
Accounting	4%	32
Banking	8%	73
Construction	5%	39
Education	11%	98
Finance, Insurance & Real Estate	7%	57
Government	7%	60
Healthcare	12%	104
Manufacturing	7%	59
Tech Hardware/Software	20%	177
Telecommunications	6%	50
All others	14%	123

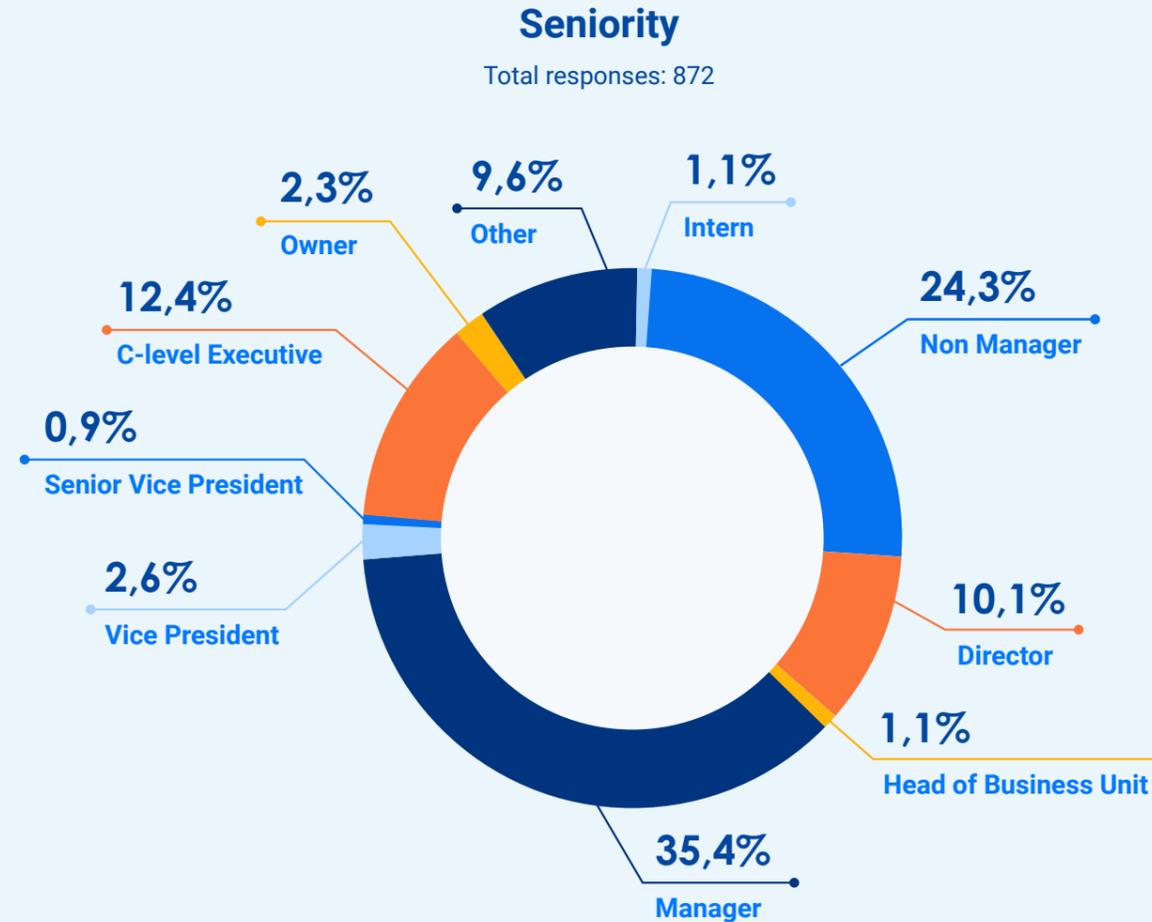
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### Company size

Total responses: 872



# References

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# Templafy<sup>T</sup>

**Business content connected**