

## POINT OF VIEW

# An Inside Guide to CompuCom Personas and Community Services

A proven, integrated framework to help you understand and respond to user experiences

*By Sam Gross, Chief Technology Officer  
and Mike Flanagan, VP, End-User Enablement Portfolio*

### What are Personas and Community Services?

A persona is basically a detailed description of a specific group of end-users within a company. For instance, a “trader” might be a persona describing a group of employees who all require a certain set of devices, applications, quick response support, etc. When IT, business leaders, and C-level executives share an understanding of the various personas within a company, they also share a language for understanding end-user needs and technical requirements.

At CompuCom, we connect personas to community services, which are groups of similar businesses that share particular personas. Through our cloud solutions, these communities of like businesses and IT needs can access tools and solutions from a shared infrastructure for a much lower cost.

Just a decade ago, IT supported businesses where most users worked only at the office, needed nothing more than a desktop and perhaps a laptop, and relied on a handful of business applications. Today, the consumerization of IT and the rapid evolution of mobile and social media technologies have upended that vision of the workplace—and traditional IT solutions have been unable to keep up. As a result, business leaders are pressuring IT to find better, smarter ways to serve new and emerging user needs, and to do so while keeping costs under control.

At CompuCom, we have been tracking these trends for the past two decades, and designing forward-thinking solutions to today’s “end-user-driven world.” Our Personas and Community Services is the starting point of our end-to-end services—providing you with a proven, dynamic framework to fully understand your end-user needs and develop IT strategies and solutions to address them. We can help you create a roadmap for your technologies—ensuring that they align with your business goals and end-user needs, and helping you reduce the total cost of ownership (TCO) and derive maximum value from your IT infrastructure.

### Why Your Business Needs Personas

Business personas have been around for a long time. So why should you invest your limited time and money in developing them right now? The answer is that today’s more advanced and dynamic personas managed with CompuCom’s Persona-Based Modeling (PBM) Framework can help you bridge a fundamental divide that has developed in recent years between business and IT.

The divide stems from the consumerization of IT, including the Bring Your Own Device (BYOD) movement, as well as the rapid emergence of mobile computing and the proliferation of new technologies to support ever-increasing consumer demands. These changes have taken place so fast that IT departments—which tend to be conservative by nature, and for good reason—have been unable to keep pace.

On the business side, of course, having IT fall behind end-user and consumer demands is simply unacceptable. You can’t succeed in business if the services you’re providing are limited or outdated, the quality of your IT infrastructure is not up to par, and you’re playing a seemingly endless game of catch-up, with your IT solutions continually falling short of meeting your business goals and end-user expectations.



## CompuCom Personas in Action

One example of how our Personas and Community Services can help businesses comes from a financial leader that needed a better way to onboard new employees. Their existing system involved giving each new end-user a standard device, which then had to be updated over time to meet each employee's unique needs. The process was time-consuming and cumbersome for both IT and end-users.

CompuCom developed a dynamic set of personas aligned with key business user types, which enabled the IT team to predefine the onboarding needs of each new employee. When the employees start work, the business can now select the appropriate persona, which tells them what the individual's workspace should include—including devices, applications, configurations, access privileges, connectivity requirements, and more. The onboarding process takes far less time, results in fewer ongoing service desk requests, and improves overall end-user satisfaction.

Business personas—which are basically detailed descriptions of end-users who share similar needs—provide the common language that business and IT need to bridge this divide. Simply put, personas enable IT to understand business better, and business to understand IT better. They help business and IT come together on a plan to align business goals and priorities with end-user needs. Plus, personas can help business and IT pinpoint the costs of meeting end-user needs, as well as the benefits and risks.

Not all personas are created equal, so you will want to find an industry-leading consultant and service provider with many years of experience developing personas, and a long list of engagements with satisfied clients. That's where CompuCom comes in.

## CompuCom Personas and Community Services

CompuCom's comprehensive end-user services begin with our Personas and Community Services, which we've continually refined over the past seven years and have used to successfully manage more than five million devices at companies around the world. Our Personas and Community Services follow a proven four-step approach.

### Step 1: Data Collection and Discovery

The first step focuses on business issues and involves gathering what we call "Voice of the Customer" (VOC) feedback. This includes conducting online surveys and extensive interviews with end-users, as well as holding roundtable discussions. Over the years, we've developed a best-in-class ability to gather the information that matters most to your end-users—information that we can then analyze to help you improve your business.

### Step 2: Workshop and Roadmap Development

To accelerate IT roadmap development, our specialists in 8 key areas such as mobile and virtual environments sit down with your IT team for what we call "design workshops." Our goal is to assess your IT department's current capabilities and performance, and find out what your IT team needs right now and has planned for the future.

We then use 118 key performance indicators (KPIs) that we've developed and re-engineered through other engagements to identify your technology risks and opportunities, current operational costs, and other valuable data, and compare it to market expectations. From there, we work with your IT team to create a three-year roadmap and recommendations of the technologies, processes, and services necessary to improve end-user satisfaction and service quality, while attaining optimal TCO.

### Step 3: Run End-User Experience Tools

To augment the VOC feedback collected during the data collection and discovery step—and gain a more detailed understanding of the specific technological challenges your business faces—we run our end-user experience tool on PCs and related devices.

This tool provides independent, objective data on critical concerns such as how well your machines are booting, the performance of your system resources and applications, and which applications are being used most often. We use this information to fill in some of the gaps from the data and discovery step, create user experience benchmarks, and make more precise and informed recommendations.



### CompuCom Personas and Community Services

CompuCom Personas and Community Services are available individually or bundled, and include the following:

#### **IT Services Capability Assessment and Roadmapping:**

Assesses selected IT zones and services, and includes market assessment

#### **Business Alignment and Modeling:**

Provides findings and recommendations based on deep-dive analysis

#### **User Segment Design and Modeling:**

Identifies user segments based on needs and use

#### **Expense Identification and Modeling:**

Details 150 cost drivers and align your costs with industry averages

#### **Service Catalog Integration:**

Identifies workflows that benefit from automated processes

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## Step 4: Analysis and Recommendations

Our clients often tell us about consultants they've used in the past that have developed personas that look good on paper but are fundamentally disconnected from business reality. While they may learn about the five or even 15 personas at their business, they have no real idea how to turn those personas into actionable value.

By analyzing the information collected during the first three steps, we develop recommendations for improving your end-user efficiency, productivity, and reducing costs. As a business leader, you know that end-user services and solutions must be implemented with a clear understanding of the true costs and how the solutions measure up against industry benchmarks. CompuCom's Persona-Based Modeling (PBM) Tool has two modules—the Total Cost of Ownership (TCO) Module and the Key Performance Indicator (KPI) Module—that provide the business-specific answers you need.

The TCO module has been enhanced to collect and analyze more than 150 cost drivers related to end-user computing. The tool calculates costs for each end-user segment or persona, workspace, service or support class, and business.

The KPI module has up to 118 measurements, and we typically identify a set of 10 to 20 measures that are assessed against industry averages. We record the results, and provide them to you in context—with impact statements, recommendations, and process suggestions for ongoing trending. For best-in-class benchmarking, CompuCom also collects “like” data from more than 100 active clients, licenses the Alsbridge's ProBenchmark tool, and leverages data from key analyst groups such as Gartner, Forrester, and the IDC.

After analyzing the data collected in the first three steps, we use these modules to provide you with a prioritized list of processes, including estimated costs and savings, and a proposed plan for implementation. We detail processes for onboarding and off-boarding, installing applications, creating application package requests, and much more. We also give you a detailed cost analysis for each persona we've developed—an invaluable piece of information as you assess your business goals and priorities.

Depending on which specific Personas and Community Services you select (see sidebar), we can also help you manage and track personas, monitor user performance, and identify workflows that would benefit from automated processes.

## CompuCom's Comprehensive End-User Services

Personas and Community Services is part of an end-to-end solution for end-users that includes:

- **Device Services:** Device Services supports the entire lifecycle of end-user devices, from acquisition, configuration, deployment, remote management, through disposition, as well as the management of complex BYO initiatives. Our proprietary device management services can help you reduce device management costs, improve business alignment, and increase security and compliance
- **Application Marketplace Services (AMS):** AMS helps you understand your portfolio, capabilities, and costs for a clearer view of your IT environment. In just weeks, our device management tools can give you the intelligence you need to make more accurate, timely, and informed decisions about your portfolio.



## CompuCom Personas and Community Services (continued)

**Transformation Services:** Aligns service delivery with business requirements for continual improvement plan and process

**Persona Maintenance and Management:** Provides a straightforward set of tools for managing and tracking user segments

**Customer Intelligence Service:** Tracks usage intelligence to identify opportunities for improvement

**User Performance/Experience Management:** Monitors user performance at the device and defines processes for acting on non-compliant systems

**Identity Services/Access Management:** Provides Sarbanes-Oxley (SOX) compliancy and near real-time automated processing

- **Workplace Services:** Workplace Services offers structured and flexible on-site and specialty services for end-user, workplace technology, and/or device support. On-site services range from basic Install, Move, Add, Change, De-Install (IMACD) and Break/Fix (B/F) services to more complicated print management, video surveillance technology support, and digital sign support. Our specialty services include industry-specific support, such as POS for retail organizations. CompuCom's well-trained workforce can help you consolidate support so you can improve the sustainability of your workplace solutions and gain greater control over soaring costs and inefficiencies.

You can choose among the individual end-user services or implement all four—it just depends on your needs and priorities, which we are always happy to discuss with you. Most of our clients find Personas and Community Services to be an essential first step, which clearly identifies additional needs—and costs and benefits—related to managing devices, rationalizing the application portfolio, and improving printing services.

### Get Started with Personas and Community Services

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If your IT department is struggling to meet—or perhaps even understand—existing and emerging business needs, you need our end-user services. And the place to start is with our Personas and Community Services, which provides a proven, fully integrated framework for understanding your end-user needs and developing services to meet those needs while maximizing TCO.

From benchmarking current costs to developing detailed IT strategies and tracking performance over time, our dynamic framework can help you bridge the divide between business and IT. In doing so, your business can gain a critical edge, as you work with IT to deliver solutions that satisfy end-user and consumer demands, keep costs under control, and ultimately drive business innovation.

CompuCom Systems, Inc.  
7171 Forest Lane  
Dallas, TX 75230  
+1 800.225.1475  
+1 972.856.3600  
CompuCom.com

### About CompuCom

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Dallas-based CompuCom Systems, Inc. is a leading provider of end-user services, service experience, and cloud technology services to Fortune 1000 companies. Founded in 1987, privately-held CompuCom has approximately 11,500 associates and supports more than four million end-users in North America. For more information, visit [www.compucom.com](http://www.compucom.com).

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**Learn more about CompuCom and our comprehensive services.  
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