Persona-Based Modeling

In today’s always-on, highly connected world, we’ve come to expect a lot from the technology we use every day. As consumers, we want instant access and ease of use, with a personalized and consistent IT experience.

The same is true for your end users. They demand the power and flexibility to access the hardware, software and information they need to get their jobs done. You have to align IT with business requirements to provide the right resources to the right people at the right time.

At the same time, you want to retain control over your IT infrastructure. You need to protect your organization’s information assets while making sure you get the most out of your IT investments.

That’s why you need CompuCom® Persona-Based Modeling — an innovative set of services and tools to improve the end-user experience and harmonize IT with business demands.

Persona-Based Modeling offers an established methodology for understanding end-user requirements, mapping those needs to IT resources and delivering the right data, applications and devices to drive business success.

With Persona-Based Modeling, you gain the ability to:

- Get control over the proliferation of end-user apps and devices.
- Better manage bring-your-own-device (BYOD) initiatives.
- Accommodate business demands for the latest technology.
- Strengthen IT governance and data security.
- Control costs for devices, software licensing and other IT resources.
- Deliver exactly the right hardware, software and data users need to do their jobs.
- Bridge the divide between IT and the business.

WHAT IS AN END-USER PERSONA?

A persona is a detailed definition of a group of end users who require the same set of devices, applications, data access and support. Personas give IT and the business a common understanding of end-user and technical requirements.
Clear Steps to Success

Persona-Based Modeling leverages an established process based on our nearly three decades of experience advancing end-user environments.

We start with end-user surveys and workshops to learn exactly how workers consume IT in your organization. We identify the hardware, software and information they need to do their jobs today, and what they’ll need to be successful in the future.

Next, we deploy tools to measure end-user experience. We determine how employees use IT resources, how those resources are performing, and where there may be gaps or deficiencies.

We then categorize end users based on their requirements. We take into consideration aspects like where they’re located, how much they travel, which applications they use regularly and the kinds of devices they need.

Finally, we segment those end-user categories into clearly defined personas. We map employee roles to the personas so that both IT and the business can understand end-user and technical requirements.

From Personas to Performance

At the end of the process, you get actionable intelligence to improve IT governance and end-user experience. For example, you receive mappings of devices by persona, heat maps of costs per end user and recommendations for next steps.

The advantages are clear. End users get the data, applications and devices they need, the first time and every time. Just as important, you’re not wasting money on software licensing or devices that go unused. And better control of access means lower data-security risk.

With Persona-Based Modeling, end users get personalized, consistent access to IT resources — while IT harmonizes with the business to drive productivity and results.

Learn more about CompuCom and our comprehensive services. Visit us online at CompuCom.com or call us at 1-800-225-1475.

About CompuCom

CompuCom Systems, Inc., a global company headquartered in Dallas, Texas, provides IT managed services, infrastructure solutions, consulting and products to Fortune 1000 companies committed to enhancing their end users’ experience. Founded in 1987, privately held CompuCom employs approximately 11,500 associates. For more information, visit www.compucom.com.

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