

Persona-Based IT

Identifying the whys and hows of end-user personas.

Dossier:

END-USER PERSONA:

A detailed definition of a group of end users who require the same set of devices, applications, data access and IT support.



OBJECTIVE

- Improve alignment between IT and the business.
- Advance end-user satisfaction and productivity.
- Drive down unnecessary costs.
- Evolve end-user computing for continuous improvement.

PROCESS

- Survey end users to learn what they need to do their jobs.
- Assess end-user experience to determine how they consume IT and where there may be gaps.
- Categorize end users based on requirements such as devices, applications, location and role.
- Segment end-user categories into clearly defined personas.

PAYOFF

- Gain control over devices and apps.
- Better manage “bring your own device” (BYOD).
- Accommodate demands for the latest technology.
- Strengthen IT governance and security.
- Deliver the hardware, software and data users need.



Personas in the Real World

Companies that implemented end-user personas have achieved:*

*Source: CompuCom client data

70%

faster new-hire onboarding

233%

faster application provisioning

233%

fewer items in IT service catalog

\$1M

lower one-year mobile-device costs

10-20%

average cost reduction in first 12 months