

The Cloud is the  
**FUTURE OF  
WORK(SPACE)**



The Future of Work is happening now. Cloud technology has rapidly dismantled barriers to where and how work gets done - and its possibilities seem limitless. A pressing question for organisations is: how can they exploit the full potential of the cloud to reimagine their approach to the modern workspace?

In the last few years, many businesses have condensed 10-year road maps into 10 months as hybrid work became mainstream. Most organizations have already made this transition, but the rapid evolution is so much more than computing infrastructure outsourced to a data centre; it is the foundation of digital transformation and the modern workplace.

## Cloud is the workplace

It's simple: when people have the right tools to do their job more effectively, they will be more productive. When they have the right applications to work anywhere, it can change their life. And indeed, it has. Workers today are both more connected and collaborative than they've ever been. Whether they are working from a cottage in the Scottish Highlands, a laboratory in Europe, or an office in Sydney, they can work together in real time.

Cloud technology enables businesses to embrace the hybrid workforce by providing employees with access to the right apps and data, regardless of their location, at the right time. With cloud services, employees can work from anywhere, collaborate seamlessly, and access the apps and data they need to be productive without being tied to a physical office.

Cloud also enables pioneering concepts such as Digital Twin and Extended Reality which can help drive productivity, employee experience, and Intelligent Industry. By moving applications and data to cloud, businesses can use Digital Twins as

virtual representation of physical assets, enabling remote monitoring and optimization, which reduces downtime and improving efficiency.

Immersive, virtual, and augmented worlds can enable employees to collaborate and engage with each other in new and innovative ways and can modernise the way businesses operate, improving productivity and employee experience while enabling them to stay ahead of their competitors.

And all these cloud-based applications are broad in scope. If we look at the pandemic as an example, it wasn't only white-collar workers who could work more effectively, but key industries like healthcare too. From supporting virtual appointments to enabling researchers to collaborate securely on clinical trials, the agility and flexibility provided by cloud infrastructure can be revolutionary.

## Do more with less

Today, global macro-economic conditions have created the imperative to 'do more with less', and businesses with mature cloud infrastructure and technology such as Microsoft Office 365 are discovering that they really can.

Apps like Teams offer unparalleled collaborative, creative and productive possibilities, while platforms such as Viva are transforming the people experience by forging stronger connections through personalized information, insights and communities.

At the same time, cloud infrastructure can significantly reduce technical debt and cost as a result. Whether that is through adopting cloud-based DevOps practices to automate repetitive tasks and reduce human error or leveraging the managed services of the cloud provider to offload maintenance and operational tasks, well-structured cloud infrastructure will generate many cost efficiencies.





## A holistic integration – path for a sustainable future

But the benefits of cloud go even further. Take, for example, organizational efforts to develop Environmental, Social and Governance (ESG) strategies. Cloud has a huge foundational role to play in all three aspects.

Looking at the 'E', the business case for cloud is simple. With data and power stored at a hyperscaler's data centre, an organization will quickly reduce its on-premises carbon footprint. While these data centres currently consume an estimated 1-3% of all electricity globally, they are transitioning to clean energy sources faster than most businesses. Cloud technology can also significantly reduce travel, potentially reduce office space, and promote more efficient use of devices, leading to measurable sustainability outcomes

With regards to the 'S', it's clear that by creating the flexibility to do things anywhere quickly and efficiently, cloud facilitates work fitting around your life, rather than the other way around. The impact on productivity, engagement, and talent attraction and retention continues to be huge.

Finally, the 'G'. This might seem less obvious, but improved workplace security, risk mitigation, visibility and accountability are all fundamental benefits of cloud integration. Cloud providers generally have far more robust cybersecurity measures to protect sensitive data than information that is stored on central servers or transferred to personal devices. Of course, a hybrid world is challenging to make fully secure, which is why employers must evaluate their cloud infrastructure and implement zero trust cloud security to mitigate risk.

Read our latest PoV '[Cloud For a Sustainable IT](#)' for more insights

## Unleash the power of your people

The bottom line is that today, cloud is the workplace, and the workplace is cloud. And, excitedly, we are only scratching the surface of what is possible. To unlock its rich possibilities, leaders already on their cloud journey must recognise its holistic benefits and integrate them properly to fully maximise business value from cloud.

If you're not already on your way to the cloud, then you're falling behind. Not only are you missing out on the opportunity to reduce costs by doing more for less, but you're unable to turn ESG ambition into reality, which can create a more efficient, sustainable, and flexible workplace. Ultimately, with the right cloud strategy and partner, organizations will unleash the true potential of their most powerful tool: their people.

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