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Shaping the Digital Employee Experiences in a **Hybrid World**

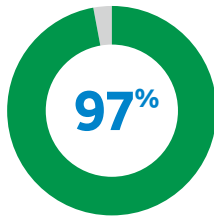
2025 Workplace Trend Report



Introduction

The global pandemic changed the way we communicate. It forced a rapid transition to remote work, which has since evolved into the prevalent hybrid work structure we see today. According to Gartner®, [2024 Market Guide for Workplace Experience Applications](#), “Despite increased expectations for in-office days, hybrid employees continue to outnumber on-site employees, while fully remote employees have decreased by 10%.”¹ We believe that hybrid work is here to stay for the near future and companies must rethink how they shape their workplaces.

Whether workplaces are remote, hybrid, or entirely physical, enhancing the digital employee experience (DEX)—employees’ interactions with digital tools and technologies in their workplace—is vital. Workplace solutions providers must create a world where their employees’ capabilities are enhanced through improved engagement with workplace technologies, reduced friction, and increased digital dexterity. This transformation requires a deep understanding of the necessary technology and equipment that influence a positive DEX. Employees, whether remote or on-site, increasingly expect seamless digital experiences without friction.



According to [Ivanti](#), “...nearly all (97%) non-IT leaders agree that effectively managed DEX positively impacts employee productivity — whether through streamlined workflows, improved collaboration, reduced downtime or a host of other performance improvements.”²

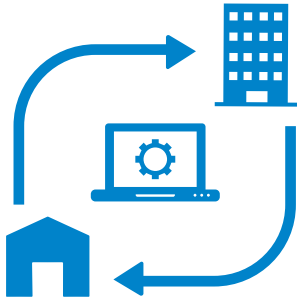
Building a successful DEX requires internal collaboration, particularly between human resources and information technology departments. Software, hardware and digital platforms must be up-to-date to perform the necessary functions required and to prevent disruptions in productivity and employee frustrations.

With greater digital capabilities comes an influx of information and intelligence. Companies now have access to vast amounts of data and insights derived from the digital tools that power their workforces. To protect and sustain optimal DEX, and in turn, accelerate long-term sustainable growth, companies must make strategic investments in digital tools, equipment, and resources.

Now is the time for workplaces to invest in the digital infrastructure to meet the needs of the hybrid workforce, support DEX strategies and move their business forward.

1. [Gartner, 2024 Market Guide for Workplace Experience Applications, Tori Paulman, Sohail Majumdar, Janel Everly, April 18, 2024](#)

2. [Ivanti, Ivanti’s Digital Experience Research Report Series: Employee Experience: The Missing Ingredient in Digital Transformation.](#)



The Smart Office Landscape: New Opportunities for Resellers

The modern workplace is rapidly evolving with the integration of smart technologies and physical devices, transforming traditional office environments into dynamic, efficient spaces. Added to the growing desire to encourage employees to go into the office, there is an increased need for highly- functional and integrative technologies. Smart devices or technology with advanced computing power and connectivity are becoming more prevalent.

By offering these advanced technologies, resellers can provide solutions that enhance productivity, improve user experiences, and meet the rising demand for smart, connected environments. Additionally, resellers can offer value-added services such as installation, maintenance, and customization, further strengthening their market position and customer relationships.

According to Gartner's® report, [How to Kick-Start a Smart Office Program That Brings Employees Back](#), "Organizations require a smart office strategy to bring employees back to the office. Learn how digital workplace application leaders can assemble a fusion team to uncover employee needs and align those needs with strategic goals and smart office technologies."³

As resellers begin discussing equipment and technology upgrades with customers, they should:

1 Focus on Benefits

Highlight how the upgrades will solve a specific problem or improve their day-to-day experience, such as increased productivity, enhanced security, and cost savings over time.

2 Serve as a Resource

Share data, case studies, or testimonials that demonstrate the positive impact of upgrades on similar businesses. Ask questions about their current challenges and goals, and tailor recommendations to their specific needs.

3 Highlight Return on Investment

Emphasize the return on investment by explaining how the initial cost will be offset by long-term savings and efficiency gains.

4 Stay Informed

Keep up with the latest trends and advancements in technology, in order to provide customers with valuable insights and build credibility.

Additionally, effective technology management is crucial for selecting, managing, and supporting workplace technologies throughout their life cycle. This involves choosing the right tools and ensuring they are maintained and updated to meet evolving business needs. By doing so, organizations can optimize their technology investments and ensure seamless operations.

3. [Gartner, How to Kick-Start a Smart Office Program That Brings Employees Back, Sohail Majumdar, April 5, 2024](#)

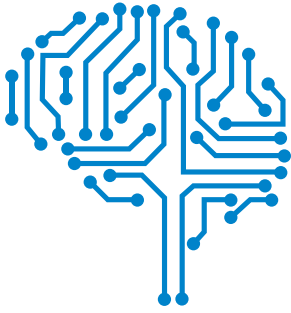


According to Gartner's[®], [2024 Market Guide for Workplace Applications](#), foundational qualities of workplace technologies include:

- 1. Space management:** Seat assignments, floorplan uploads and visualization, navigation, capacity constraints for space booking, manage permanent and bookable spaces, space administration and business rules to approve, reject and restrict space usage, restrict space after usage for maintenance.
- 2. Prebuilt integrations:** Prebuilt integrations with common platforms for human capital management (HCM), integrated workplace management systems (IWMS), identity and access management (IAM), physical security systems, IT service management (ITSM) and common work hub suites.
- 3. AI/machine learning (ML):** Automation of space and amenity booking, alerts, confirmations and reminders for reservations, descriptive analytics, predictive analytics, recommendation engine, natural language processing, and forecasting.
- 4. Reporting:** Reporting on how employees/visitors utilize space, real-time reporting on employee/visitor locations, benchmark booking, trend analysis.⁴

These smart technologies can help create a streamlined, engaging environment. With the right plan, businesses can support a smooth transition to these advanced technologies, maximizing their potential benefits while minimizing disruptions.

4. [Gartner, 2024 Market Guide for Workplace Experience Applications, Tori Paulman, Sohail Majumdar, Janel Everly, April 18, 2024](#)



From Automation to Insight: The Journey of AI in Workplace Applications

Amidst discussions of automation, the workplace is evolving to become more human-centric, thanks to generative artificial intelligence (Gen AI). This technology, increasingly being integrated into workplace applications, is reshaping skills development, productivity, processes, and employee experience.

While early AI technology focused on automation and tackling repetitive tasks, its evolution has shifted towards leveraging AI's capabilities to provide deep insights and data-driven recommendations to improve experiences. Considering the prevalence of a hybrid workforce, many businesses have integrated Gen AI into their workforce applications and employee interfaces, driving positive digital employee experiences and productivity. For instance, AI-driven platforms can tailor training programs, career development paths, and even daily work tasks to individual preferences.

Generative AI is expected to significantly alter work processes, enhancing productivity and digital dexterity. However, business leaders must carefully consider how the technology can and should be integrated into their work environments. [As noted in Gartner's® Hype Cycle for Digital Workplace Applications, 2024](#), "The digital workplace team can provide basic guidance on usage and mechanisms for determining the impact of AI on work, but the business is responsible for context-specific enablement activities and for reaching meaningful business impact conclusions."⁵

The workplace as we know it is being transformed by Gen AI, which brings opportunities and challenges. In many cases, business leaders anticipate significant headcount reductions across various departments, including marketing, finance, customer service, supply chain, HR, and sales, in the years ahead. These reductions are driven by the efficiency and productivity gains offered by Gen AI.

This dual impact highlights the transformative potential of Gen AI in reshaping work as well as enhancing the overall employee experience. As the prevalence of AI in workplace applications continues to grow, the skills of the employee workforce must therefore grow and evolve alongside it. While some roles may be reduced or eliminated, Gen AI is also creating new job opportunities. These new roles often require a combination of technical skills and human creativity, leading to a more dynamic and innovative workforce.

An adaptive workforce and a strong learning culture are essential for success as we advance further into the new Gen AI era. Equally important is careful strategic planning. The impact of Gen AI can be profound, especially when companies take deliberate actions to ensure that their workforce embraces the technology. Providing the necessary support is crucial for maintaining overall productivity and job satisfaction.

5. [Gartner, Hype Cycle for Digital Workplace Applications. Matt Cain, Jim Murphy July 10, 2024](#)

Navigating The Future of Work with Agile Strategic Planning

With rapid changes and uncertainties in the global economy, technology, and job markets, business leaders must identify the strategic steps required now to propel their businesses into the future. Understanding the potential impacts, challenges and opportunities of these forces is paramount.

Artificial Intelligence and the Human-Machine Collaboration

As noted above, artificial intelligence (AI) is set to become the catalyst for era-defining transformation. Integrating AI into broader organizational strategies is essential but requires deep consideration to ensure the right investments are made. And as work environments continue to evolve, companies will witness innovative synergies from human-machine collaboration. Companies must hone-in on the investments in AI that create value for their unique environment.

Human-Centered Design and Workforce Transformation

A significant step in workforce transformation is the increasing role of human-centered design (HCD), agile skills-based approaches, and continuous learning. HCD places people at the center of processes, focusing on their needs, behaviors, and experiences. This approach will play an increasingly vital role in improving the digital employee experience. Processes designed with a human-centered approach can enhance skills, capabilities, and overall user experience (DEX).

Sustainability and Strategic Planning

As the global economy increasingly adopts sustainability into strategy, businesses will discover new opportunities to create value and modify their business structures. Integrating sustainability into strategic planning involves considering environmental, social, and economic impacts in decision-making processes. This integrated approach can lead to innovative solutions that drive long-term success and resilience. Developing a strategic planning roadmap to accelerate progress towards sustainability goals will require the right investments, including those in digital workplace tools. Additional information on sustainability can be found in the sections below.

Adapting to the Digital Workplace

As the digital workplace evolves, companies must align strategies to meet evolving demands, including new roles and responsibilities. This alignment can support equipping the workforce with necessary skills and tools to thrive in a technology-driven environment.

Continuous learning and agile skills-based approaches are essential to keep pace with rapid technological advancements.



Prioritizing Safety and Security in a Hybrid Environment

In today's complex hybrid landscape, a comprehensive security strategy is essential for protecting organizational assets.

Let's dive into the various aspects of security surrounding hybrid work:

Physical Security

Physical security is a critical component of a comprehensive security strategy. It involves protecting the physical assets of an organization, such as buildings, equipment, and personnel, from unauthorized access and potential threats. Two key elements of physical security are access control and security cameras.

Access Control

Access control systems are designed to regulate who can enter or exit different areas within a facility. These systems can range from simple lock-and-key mechanisms to advanced biometric systems. Below are some common types of access control in workplace applications:



Key Card Systems

Employees use key cards to gain entry to secure areas. These cards can be easily deactivated if lost or stolen.



Biometric Systems

These systems use unique biological traits, such as fingerprints or facial recognition, to grant access. They offer a high level of security as they are difficult to replicate.



PIN Codes

Users enter a personal identification number (PIN) to access secure areas. This method is often used in conjunction with other systems for added security.



Mobile Access

Modern systems allow access via smartphones, using apps or Bluetooth technology. This provides convenience and flexibility.

Security Camera

Security cameras are essential for monitoring and recording activities within and around a facility. They serve as both a deterrent to potential intruders and a tool for investigating incidents. Here are some types of security cameras:



CCTV

Closed-Circuit Television - Traditional surveillance cameras that transmit video to a specific set of monitors.



IP Cameras

These cameras connect to the internet, allowing for remote viewing and management. They often offer higher resolution and advanced features like motion detection.



Dome Cameras

Named for their dome-shaped housing, these cameras are often used indoors and provide a wide field of view.



Bullet Cameras

These are typically used outdoors and are known for their long-range capabilities.

Additional Security Considerations

As the digital landscape continues to evolve, approaches to security must as well. The future of workspace security is shaped by several areas that define how organizations protect their assets and ensure business continuity. These trends are driven by advancements in technology, changing work environments, and the ever-present need to stay ahead of sophisticated cyber threats.

1 Device Security

Ensuring all devices accessing the network are secure is crucial. This includes implementing strong authentication methods, regular software updates, and endpoint protection solutions.

2 Identity Security

Identity security involves managing and protecting user identities through multi-factor authentication (MFA), single sign-on (SSO), and identity governance. This helps prevent unauthorized access and ensures that only legitimate users can access sensitive information.

3 Email Security

Email remains a primary vector for cyberattacks. Implementing advanced email security solutions, such as phishing detection, spam filters, and encryption, can significantly reduce the risk of email-based threats.

4 Application Security

Securing applications involves regular vulnerability assessments, code reviews, and the use of application firewalls. Ensuring that applications are developed with security in mind from the outset is critical.

5 Data Security

Data security encompasses encryption, access controls, and data loss prevention (DLP) strategies to protect sensitive information from unauthorized access and breaches.



Workplace Security Adoption

As organizations navigate the evolving landscape of hybrid work, the need for robust and integrated security measures has never been more critical. According to Gartner's®, [Securing Hybrid Work: Adopting the Right Workplace Security Strategy](#), "By 2028, 30% of enterprises will adopt preventative endpoint security, endpoint detection and response and identity threat detection and response from the same vendor, up from approximately 5% in 2024."⁶ This trend underscores the growing recognition of the importance of cohesive security solutions. Furthermore, the same Gartner® strategy document noted,

"By 2029, 50% of organizations will evaluate endpoint protection platforms as part of a comprehensive workspace security strategy, up from approximately 20% in 2024."⁷

We believe that this shift highlights the increasing prioritization of endpoint security within broader security frameworks.

When planning the technology and capability roadmap for security operations, it is essential to prioritize discovered issues to align the security operations program with the organization's specific and dynamic attack surface. This alignment must also be consistent with modern IT architecture, ensuring that security measures are both effective and adaptable to the changing technological landscape.

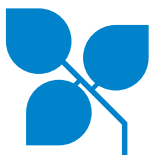
6. Gartner, [Securing Hybrid Work: Adopting the Right Workspace Security Strategy](#), Evgeny Mirolyubov, Peter Firstbrook, Chris Silva, May 21, 2024
7. Gartner, [Securing Hybrid Work: Adopting the Right Workspace Security Strategy](#), Evgeny Mirolyubov, Peter Firstbrook, Chris Silva, May 21, 2024

Empowering Sustainable Workplaces for a Cleaner and Greener Path Forward

The workplace industry faces unique economic challenges in its sustainability journey. Companies are actively searching for ways to implement energy-efficient equipment, while also considering their impact on the environment. There are also the added benefits of reducing long-term operational costs and enhancing brand reputation. Companies must navigate fluctuating energy prices, regulatory changes, and the need for substantial capital investment in new technologies. Despite these hurdles, the economic benefits of sustainability, such as reduced operational costs and enhanced brand reputation, often outweigh the initial expenditures.

Transparency in sustainability practices is becoming increasingly important in the workplace industry. New disclosure standards require companies to provide detailed reports on their environmental impact, including the energy efficiency and lifecycle of their products. These standards aim to hold businesses accountable and provide stakeholders with the information needed to make informed decisions. Adopting these standards can be challenging, but they also offer an opportunity for companies to showcase their commitment to sustainability and build trust with consumers and investors. For example, the European Union has several sustainability standards including the [Corporate Sustainability Reporting Directive \(CSRD\)](#) and the [Corporate Sustainability Due Diligence Directive \(CSDDD\)](#). The CSRD requires that companies "...disclose their impact on people and the planet."⁸ The purpose of the CSDDD is to "...foster sustainable and responsible corporate behavior in companies' operations and across their global value chains."⁹

Ensuring energy remains secure and affordable while transitioning to greener sources is crucial for the office equipment industry. This balance is essential to prevent economic disruptions and ensure that all sectors of society can benefit from sustainable energy solutions.



DLL's energy transition team is dedicated to finding innovative financial solutions that not only reduce carbon footprints but also maintain energy reliability and cost-effectiveness. By leveraging advanced technologies and strategic planning, we aim to lead the way in being a trusted financial partner in creating a sustainable energy future for office equipment. [Learn more here](#)

8. News: European Parliament: "New social and environmental reporting rules for large companies." 2022.
9. European Commission, Corporate sustainability due diligence.

Circular Workplace in the Office Equipment Industry

According to [a report by Green Standards](#), an organization that supports lifecycle solutions for workplace furniture, “The concept of circularity is beautifully simple in theory: There is no such thing as waste, just resources out of place. Circularity means infinite reuse of finite assets. Once we design a system that makes full use of materials that are already in use, there will be no need to harvest virgin resources for inputs or contribute to landfills with outputs.”¹⁰

Creating a zero-waste office involves integrating circular economy principles into the lifecycle of workplace equipment. This means designing devices that minimize waste and maximize resource efficiency. For example, implementing comprehensive recycling programs for old printers and copiers, encouraging the use of refurbished or remanufactured equipment, and designing products with their entire lifecycle in mind. By adopting these principles, businesses can significantly reduce their environmental impact and create a more sustainable workplace.

Promote Sustainable Consumption and Production Patterns

Promoting sustainable consumption and production patterns is essential for reducing waste, conserving resources, and minimizing environmental impact in the workplace equipment industry. This can be achieved through various practices:



Reducing Waste

Implementing waste reduction strategies such as recycling toner cartridges, using digital documents to reduce paper usage, and encouraging the use of multi-functional devices that combine printing, scanning, and copying functions.



Conserving Resources

Encouraging the efficient use of resources, such as energy and materials, through the adoption of energy-efficient devices and promoting the use of recycled paper.



Minimizing Environmental Impact

Adopting practices that reduce the overall environmental footprint, such as sourcing materials from sustainable suppliers, reducing emissions from manufacturing processes, and promoting the use of energy-efficient transportation for delivery.

One key aspect of sustainable consumption in the workplace industry is the consideration of printing practices. A [report by QuoCirca](#), an organization that provides market intelligence to print industry businesses and technology leaders, noted that “a range of strategies have been adopted to address sustainability in terms of printing, with print policies the most common (31% are already using these), along with print management tools (30%), cloud print management solutions (28%) and managed print services (27%).”¹¹ These measures collectively contribute to reducing the environmental impact of printing, promoting a more sustainable and efficient workplace.

By fostering a culture of sustainability, businesses in the workplace industry can not only improve their environmental performance but also enhance their reputation and contribute to a more sustainable future.

10. Green Standards, [State of the Circular Workplace, 2023](#).

11. QuoCirca, [The Future of Work, 2025](#).

Key Takeaways

The global pandemic in 2020 transformed work, leading to hybrid structures. To thrive in this new reality that's powered by workplace technologies, it's critical for businesses to create effective DEX strategies.

This report summarizes how the need for DEX presents IT solution providers with an opportunity to:

1 Leverage their technology expertise and solutions: workplace solution providers have the skills and technologies to support their customers' DEX strategies. Additionally, offering value-added services such as installation and maintenance strengthens their customer relationships.

2 Act as a strategic partner

IT solution providers can use the information from this report to help their customers understand use cases and benefits of DEX including:

- **Leveraging AI for Enhanced Workplace Insights:** Gen AI transforms workplace applications by providing deep insights and data-driven recommendations, improving skills development, productivity, and employee experiences. For example, AI-driven platforms can tailor training programs, career development paths, and daily work tasks to individual preferences and strengths.
- **Adopting Agile Strategic Planning for Future Success:** Business leaders must adopt agile strategic planning to navigate rapid changes, focusing on AI integration, human-centered design, and sustainable practices to ensure future success.

- **Creating Effective Security Strategies:** A comprehensive security strategy is essential in hybrid workplaces, addressing both physical and digital security to protect organizational assets and maintain productivity.
- **Empowering Sustainability:** companies must invest in energy-efficient equipment and sustainable practices to reduce operational costs, enhance brand reputation, and meet new disclosure standards. Implementing waste reduction strategies, conserving resources, and minimizing environmental impact are essential for fostering a culture of sustainability in the workplace industry.

In summary, IT solution providers have a unique opportunity to help their customers evolve with and not against today's evolving smart-office landscape.

Continuing the DEX journey

Financing solutions are key to helping businesses take budget-minded steps to acquire technologies supporting DEX strategies.

[Our workplace solutions financing experts are here to help; contact us today!](#)

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