

# The leader's guide to moving forward

**Pro-tips to help** your tech, people,  
and business adapt





## Ready or not, the future of work has arrived.

We're living — and doing business — in a world where technology that was once nice-to-have is gaining ground at record speed and becoming critical for companies that need to adopt more versatile ways of working.

Many business and technology leaders are accelerating their move to the cloud to gain flexibility, add much needed resiliency, and make collaboration easier for distributed teams — all while keeping costs low. Meanwhile, more and more employees expect to be able to work from anywhere on mobile-friendly and cloud-first devices that make it simple to do the majority of their work right in the browser.

In these unprecedented times, you have a truly unique opportunity to move your company forward. The tools and technology are ready, available, and here for the taking, and the decisions you make today will influence how you perform in this new (and still changing) normal.

## Follow these pro-tips to guide your approach and help your tech, people, and business adapt in these uncharted times:

# 1

### Embrace the dynamic workplace — and run with it

Companies that confine their employees to a single device or location simply can't be competitive in this modern and dynamic workplace era — and COVID-19 has recently required organizations to adopt remote working to keep business moving. According to a March 2020 survey conducted by Gartner, 88% of global organizations have now encouraged or required their employees to work from home. Thin, mobile, and high-performance Chromebooks allow your people to work from anywhere, and cloud profiles enable them to access their work from any Chrome OS device. All they have to do is log in and Chrome OS will sync all of their apps, files, settings, bookmarks, and history automatically, so they can pick up right where they left off.

# 2

### Get your security up to speed, quick

When taking a modern approach to business, it's essential to safeguard your devices, users, and network from viruses, phishing attacks, and other common security breaches. According to Gartner, "As the COVID-19 coronavirus pandemic gains momentum, hackers and scammers are using the outbreak to prey on unsuspecting and vulnerable users through fake coronavirus-themed emails." Chromebooks come with the Google-designed Titan C security chip, built-in to help keep devices secure and ensure system integrity. Additionally, Chromebooks have built-in virus protection and Google Safe Browsing, which alerts a user if they navigate to a malicious site, to provide an additional layer of protection.

# 3

## **Give employees more flexibility – without giving up control**

In this new normal, your team wants (or needs) to be able to work outside of the office – and sometimes circumstances make it necessary for them to be remote. Global Workplace Analytics reports that 77% of the workforce says they want to continue to work from home, at least weekly, when the pandemic is over and estimates that up to 30% of the workforce will be working from home multiple days a week by the end of 2021. As long as you can manage your users' key settings, schedule updates, and keep their security up-to-date, from wherever you are – you're set. The cloud-based Google Admin console puts you in control of your entire fleet and allows your IT team to manage devices remotely, too.

# 5

## **Be prepared for any – and every – situation**

With remote workers in the mix, someone on your team will inevitably lose their device – or have it stolen. Either way, you need to be ready. Chrome OS has encrypted on-device storage to keep your files safe. If a device goes missing, it can be remotely disabled to protect your files and data from ending up in the wrong hands.

# 4

## **Remember that people – and companies – run best when they have the right tools**

To do their best work, your staff needs devices and apps designed to help them pick up the pace and get more done – no matter where they're working from. They need to be able to use their favorite programs, plus the tools your customers and vendors prefer. Chrome OS gives workers secure access to all of the popular productivity suites and video conferencing apps in the cloud, while virtualized desktops let them access Windows apps right in their browser.

# 6

## **Start every employee out strong, to make it easier to scale**

As your business grows, you'll want to be able to onboard new employees quickly and set them up for success from day one. Chromebooks can help. You can deploy a Chrome OS device to in-house or remote workers 76% faster than a Windows 10 device – without any imaging. And with cloud profiles, employees are ready to go the moment they log in. So, whether your new hire is in-house or across the world, you can have them up and running faster than ever.





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We never imagined our contact centers would shift to remote working. But when it became clear in mid-March that the COVID-19 pandemic would disrupt normal business operations, one of our first thoughts was, ‘We need to get our employees home.’ With just a couple of weeks to convert bustling, fully staffed contact centers to a remote team around the world, we chose Chrome Enterprise because it was easy and fast to deploy and manage.”

- **Greg Simpson, CTO**



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**Think of your tech investments as a marathon, not a sprint**

Change is happening fast, and many leaders are tempted to make decisions based on their company's short-term needs. Chrome OS allows you to get powerful devices into your peoples' hands quickly — but the benefits don't stop there. Your Chromebooks won't slow down over time, and you can manage your entire fleet from anywhere — which is great, because tech investments pay much better returns when you think about what your business will need in the long run.

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**Never let your guard down**

Threats are continuous, so your security needs to be too. With verified boot, Chrome OS checks to see if your system has been tampered with, every single time it starts up. If it detects malicious code, it automatically reverts to the previous OS — stopping malware in its tracks. It also runs security updates automatically, so your system stays safe without you having to do a thing, even when your team is spread out all over the place.

# Chromebooks for every worker

Get the mobile performance your business demands, with devices that stay fast and don't slow down over time – powered by 10th Gen Intel® Core™ processors.



## Bonus tip:

### Make every dollar go further

- **Hardware and software costs.** With less time spent on device and data backups, hardware upgrades, virus definition updates, and simpler patching of OS and software updates, Chrome OS runs for less. Up to \$482 less per device, annually.
- **Employee productivity.** Chrome OS runs faster, and workers saved an average of three hours per week compared to legacy devices.
- **IT savings.** Chrome OS runs dependably, with fewer service needs, and significantly reduced help desk tickets.

## Ready to move your business forward with Chrome OS?

Help your tech and your people do more with devices and an operating system that run at your speed.

[Contact sales to learn more](#)

Sources:  
1. Gartner HR Survey Reveals 88% of Organizations Have Encouraged or Required Employees to Work From Home Due to Coronavirus  
2. How to Stop COVID-19 (Coronavirus) Phishing Emails From Infecting Your Enterprise Network  
3. Work-at-Home After Covid-19—Our Forecast  
4. ESG Technical Review-Google Chromebook-Accelerating Device Lifecycle Management-July 2020  
5. Quantifying the Value of Google Chromebooks with Chrome Enterprise Upgrade  
6. The Total Economic Impact™ of Shared Google Chrome OS Devices