

Attracting Top IT Talent

LARGE FORTUNE 100 ORGANIZATION DRIVES CULTURAL CHANGE AND POWERS TWO OPEN-CONCEPT ENVIRONMENTS WITH TARGUS UNIVERSAL DOCKING STATIONS



The Challenge

ATTRACT TOP IT PROFESSIONALS

As with all successful businesses in today's information-driven economy, an essential cornerstone to one particular Fortune 100 company's operation is an efficient, well-staffed IT department. Yet, as the global demand for IT talent continues to intensify, the tug-of-war to hire the best IT professionals is only getting more competitive. Many industry leaders believe the key to attracting and retaining top-level IT talent comes down to one thing—the right employee experience. In fact, workspace thought-leader and author of *The Future of Work*, Jacob Morgan, emphasizes the impact of culture, physical space, and the technological environment on employees' experience and the work they produce.

The organization sought to modernize its workplace and create a more collaborative work environment for its IT staff. This was all in an effort to attract and retain top technical talent, as well as improve overall workflow and productivity. The company designed and built two new US Technology Centers both offering a more “Google-esque” work environment, complete with open-seating and plenty of creative collaboration space. Along with the environmental changes, one cultural change was to give employees the option to wear jeans instead of more formal business attire.

Changing its dress code and creating a more collaborative workspace, however, was just the

start. In order to operate in this new environment and accommodate a staff that uses multiple laptop computer brands, the firm also needed to improve its technological environment and equip its new work settings with universal technology, including universal docking stations.

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At the time, it had five different laptop models on lease that required two different types of docking stations to support them all. Equipping the new open-concept floorplan with universal docks meant the company would no longer have the cost and hassle of maintaining multiple proprietary docks.

The company was also on the verge of adopting a choose-your-own-device strategy, which would increase the number of devices and laptop brands, further reinforcing the need for a universal docking solution.

Those combined challenges resulted in solving a company need: As their hardware leases expire, IT professionals would be able to choose a traditional laptop, a Microsoft Surface™ type device, or a Mac® device. They needed a universal docking solution that

would fit with this strategy, so that no matter what type of device their employees have or where they chose to sit, they are able to function.

The Solution

AGNOSTIC SUPPORT WITH TARGUS UNIVERSAL DOCKING

Once the decision was made to outfit its workspace with universal docks, selecting the right vendor became key. The company considered one from its current laptop vendor, one from a third-party vendor, and one from Targus. And Targus offered something the others didn't.

They had been supporting two different docking stations for all of their laptops, they had also been maintaining two different power requirements. But they wanted to provide a more simplified experience for everyone. They didn't want laptop users to have to carry around their own power adapters. Once they threw that into the equation, they determined that Targus was really the go-to dock with a powered universal solution. Going with Targus would eliminate the need to purchase multiple power cords.

In addition to the docks' ability to provide power, the company's evaluation team also liked the capability to connect dual monitors and accommodate any type of device. The team tested multiple sample units and was happy with the docking stations' performance.

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Targus' consultative approach appealed to the team, as well. To ensure a smooth transition, Targus helped create trial workstations, where employees could get familiar with the technology ahead of time, and assisted with deployment of laptop drivers so that employees could easily connect on day one.

Having selected Targus, the organization went on to purchase and install 400 units for their two Technology Campuses.

The Results

SIMPLE, EASY-TO-USE WORKSTATIONS THAT DRIVE PRODUCTIVITY

Today, the universal docking stations continue to meet the needs of the Fortune 100 company.

“Targus has definitely helped us achieve our goals,” said one Windows® Engineer for the firm. “We wanted to provide staff members with the same work experience they have today—the ability to simply come in and connect their laptop to any workstation and get to work. With our new solution, employees don't need an extra power adapter; they have an extra monitor, and they have a mouse and keyboard. Everyone is happy to be up and running a dual-monitor environment.”

Targus docks have been pivotal in supporting the goal of designing an appealing, efficient work environment where IT talent can be productive. So much so that when it comes to the future, Targus solutions may play an even larger role at the organization.



“Our company is so happy with the new solution, we're talking about replacing all of our docking stations with Targus universal docking going forward,” said the same engineer. “We definitely want to use them in our hoteling spaces and visiting office spaces.”

As the company's five remaining IT locations are renovated, more of the spaces are planned to have an open-seating concept and will be outfitted with Targus universal docking solutions.

For more information on Targus universal docking solutions and other smart products for modern business, please visit: targus.com/us/docking-stations.

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About Targus

Since creating its first laptop case more than 30 years ago, Targus has been a leader in the mobile computing accessories category for businesses and end users alike. Today, Targus continues to advance the category with innovative, productivity-boosting solutions that enable an ever-changing workforce to perform at their best—anytime, anywhere. Targus' wide range of products—bags, cases, docking stations, and computer peripherals—designed with its industry-leading, patent-protected technologies deliver the protection and connectivity essential for today's connected world.