

# The leader's tech guide to hybrid work

**Pro tips to help** your people  
and business succeed.





## Follow these pro tips to guide your approach and help your tech, people, and business adapt to modern ways of working.

# 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. Businesses of all sizes have become more distributed, and they now require secure, cloud-based tools that keep them connected and productive. 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 IBM and the Ponemon Institute's 2020 *Cost of a Data Breach Report*, "When taking a modern approach to business, it's essential to safeguard your devices, users, and network from an uptick in common attacks, as well as employee negligence and human error, which can account for 24% of data breaches." 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.

## We're shaping the future of work.

We're living — and doing business — in a world where technology that was once nice-to-have has become critical for companies that are embracing more versatile ways of working.

Business and technology leaders have accelerated their move to the cloud to gain flexibility, add much needed resiliency, and prioritize collaboration for hybrid teams — all while keeping costs low. The reality is that employees need mobile-friendly and cloud-first devices that make it simple to do the majority of their work right in the browser, whether they're working remotely or transitioning back to the office.

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 succeed now and thrive tomorrow.

# 3

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

Your team wants (or needs) to be able to work outside of the office — and sometimes circumstances make it necessary for them to be able to pivot between working remotely and in-office. In a US remote work survey, PwC reports that 55% of employees want to work remotely at least three days a week post-pandemic, and 87% of business executives expect to make real estate changes through 2021 to reflect more hybrid workforces. 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

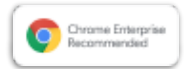
## **Be prepared for any — and every — situation**

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. Look for the Chrome Enterprise Recommended badge to identify verified third-party solutions that have been optimized for Chrome OS to extend their product's functionality, quality, and security.



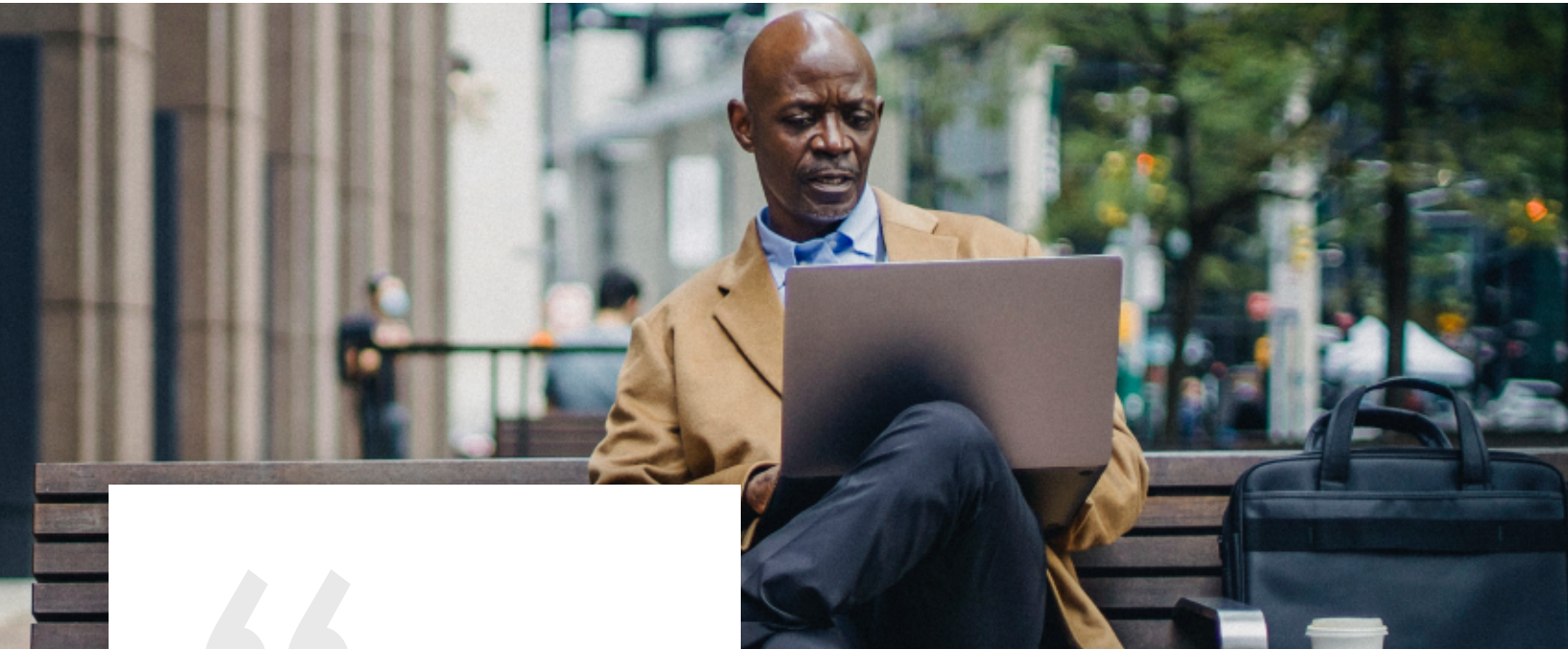
# 6

## **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. A recent study with ESG found that 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 zero-touch enrollment, IT can drop-ship Chrome OS devices that automatically enroll into enterprise administration directly to employees. 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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At Sunrun, we have deployed Chrome OS devices to help simplify workflows for employees across the company. With Parallels Desktop for Chromebook Enterprise, we can now provide our employees with quick access to the legacy apps they need locally. This ensures our entire business can transition to Chrome OS and be more productive and secure."

Deji Fatunla, Lead Systems Administrator



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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 people's 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.

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
7. IBM/Ponemon Institute, Cost of a Data Breach Report 2020

## 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](#)