

# Friction: The #1 Killer of Workplace Productivity

**DAVID POLITIS**

Founder & CEO, *BetterCloud*

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# LOGISTICS

1. Join BetterIT for discussion - [betterit.cloud](https://betterit.cloud)
2. Head to BetterIT [#webinars](#) channel
3. Q&A at the end, but feel free to drop in questions as we go

# My personal quest to reduce friction

# DAVID POLITIS

Founder & CEO, BetterCloud

## 2005-2010 | Vocalocity

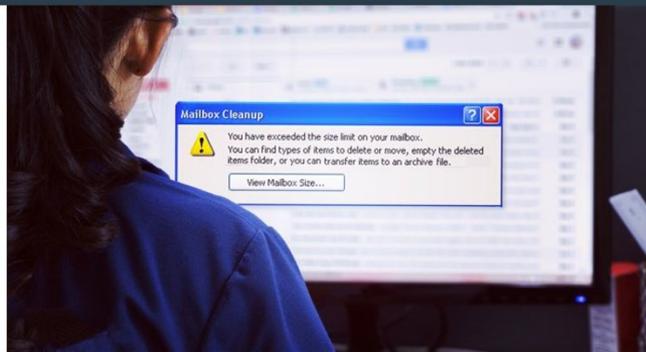
First employee and GM (acquired by Vonage)

## 2010-2011 | Cloud Sherpas

Created SMB practice, became #1 cloud services provider to SMBs in 18 months (acquired by Accenture)

## 2011 | Founded BetterCloud





## Take a Stand Against the #1 Killer of Workplace Productivity

Published on March 8, 2017



**David Politis**  
Founder and CEO at BetterCloud



138



8



74

I recently heard a true story about a company in the modern workplace that was amazing.

But not in a good way.

A severe winter storm had hit, resulting in an office closure for the day. So the employees, dutifully working from home, connected to the VPN server to remotely access their email and files. But then the VPN promptly crashed because it wasn't equipped to handle the surge in traffic as the entire company attempted to connect all at once. The IT team then had to call--not email, because remember, nobody could access their email--every single person in the company, *one at a time*, to tell them to stop connecting to the VPN so that executives could check their email first.

# FRICITION TO WORK RATIO

## TRADITIONAL WORKPLACE



## SAAS-POWERED WORKPLACE



# My Call to Action

“The bottom line is: We have to stop passing the buck, and **it starts with leadership.**”

Executives around the world must lead by **demanding this technological change** and not view it as a cost, but rather a prime opportunity to increase productivity and drive collaboration.”

# Reactions

# Reactions

“It still amazes me just how **terrible the experience** of so many people **in the workplace** still is.”

## Reactions

**“Fond memories of playing Expense Receipt Tetris...**  
trying to tape as many receipts as I could on a single  
sheet and then scan the stack and email it to the  
expense department.

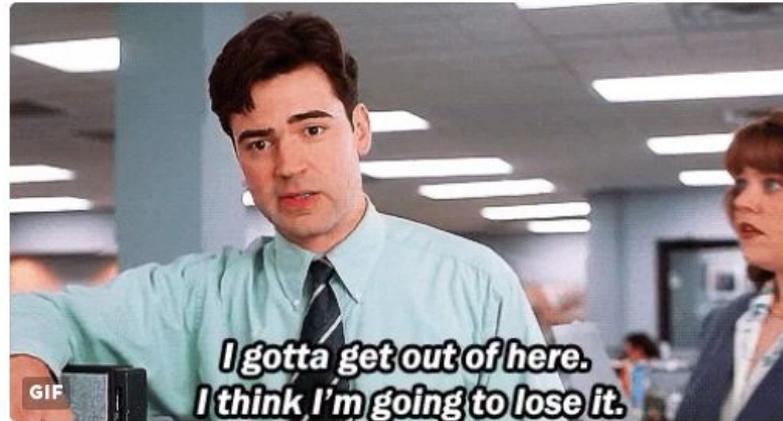
Sounds prehistoric but it was **literally**  
**a year and a half ago in Corporate America.”**

# Reactions



Christoph Magnussen @cmagnussen · Mar 29

The #1 Killer of Workplace Productivity. Nailed by @davepolitis @BetterCloud [bit.ly/2nlf4c3](https://bit.ly/2nlf4c3) Sounds familiar? You've got my number 🤖



👤 2 ❤️ 4

# Reactions

**“I don't know that SaaS is "the promised land.”**

We've seen too many poorly thought out implementations create huge friction in organizations.

It's the smart deployment of **the right tools, with strong leadership**, regardless of the specific technology implementation **that reduces friction.”**

**So what are the different  
sources of friction?**

# TECHNOLOGY

Over 40% of Windows devices are running a version that is 8+ years old (Windows 7 or earlier).

[Wikipedia, "Usage Share of Operating Systems"](#)

# KNOWLEDGE

In a study of more than 200,000 people in 33 wealthy countries around the world, only 5% possessed “advanced” computer skills (e.g. the ability to “sort” in a spreadsheet).

[OECD, “Skills Matter”, 2016](#)



# PEOPLE

“The dynamics of resistance to innovation have hardly changed over the 600 years that my book covers.”

Prof. Calestous Juma, author of *Innovation and Its Enemies: Why People Resist New Technologies*

POLL

**What creates friction  
in your organization?**

# How to think about solving friction

1.

**Visualize the outcome.**

**VISUALIZE THE OUTCOME**

What is your organization's  
**workplace utopia?**

**VISUALIZE THE OUTCOME**

Imagine you have  
**unlimited time and budget.**

**VISUALIZE THE OUTCOME**

What do your **business teams**  
**want or need?**

(ask them if you haven't already)

VISUALIZE THE OUTCOME

What could make **everyone**  
**2x more productive?**

VISUALIZE THE OUTCOME

What technology or process feels  
**totally unnecessary?**

**VISUALIZE THE OUTCOME**

How do the **most productive teams work?** What do they use?

VISUALIZE THE OUTCOME

What are the processes and systems that **everyone in the company** interacts with?

**VISUALIZE THE OUTCOME**

What does a **day in the life of**  
an average employee look like  
in your workplace utopia?

# Visualizing your workplace utopia

## Write this all down

Document your utopia so that you can mentally move on.

## Don't worry yet

Think your ideas are crazy and will never be approved?

Next, let's discuss what it would take to get these done

# 2.

**Determine what it  
would take to get there.**

WHAT WOULD IT TAKE

**Be real with yourself**, what  
would it take to execute on  
**EACH** of your ideas?

(think about them **each separately** if possible)

WHAT WOULD IT TAKE

What would you  
have to **buy**?

WHAT WOULD IT TAKE

What **people or skills**  
**would you need** within IT?

WHAT WOULD IT TAKE

How much **bandwidth** would  
you and your team need?

WHAT WOULD IT TAKE

How **long would it take** given  
the right resources?

WHAT WOULD IT TAKE

Who would **you have to get buy-in**  
**from** to make  
this change?

WHAT WOULD IT TAKE

**How many people** are affected,  
and how? Is the improvement  
**incremental or significant?**

## Determining what it would take

### **Grade your ideas**

Score them in a spreadsheet based on how easy they are to execute according to all factors.

### **Now you have some clarity**

The quickest wins should start to become obvious.

Next, let's talk about ROI.

**3.**

**Quantify the impact.**

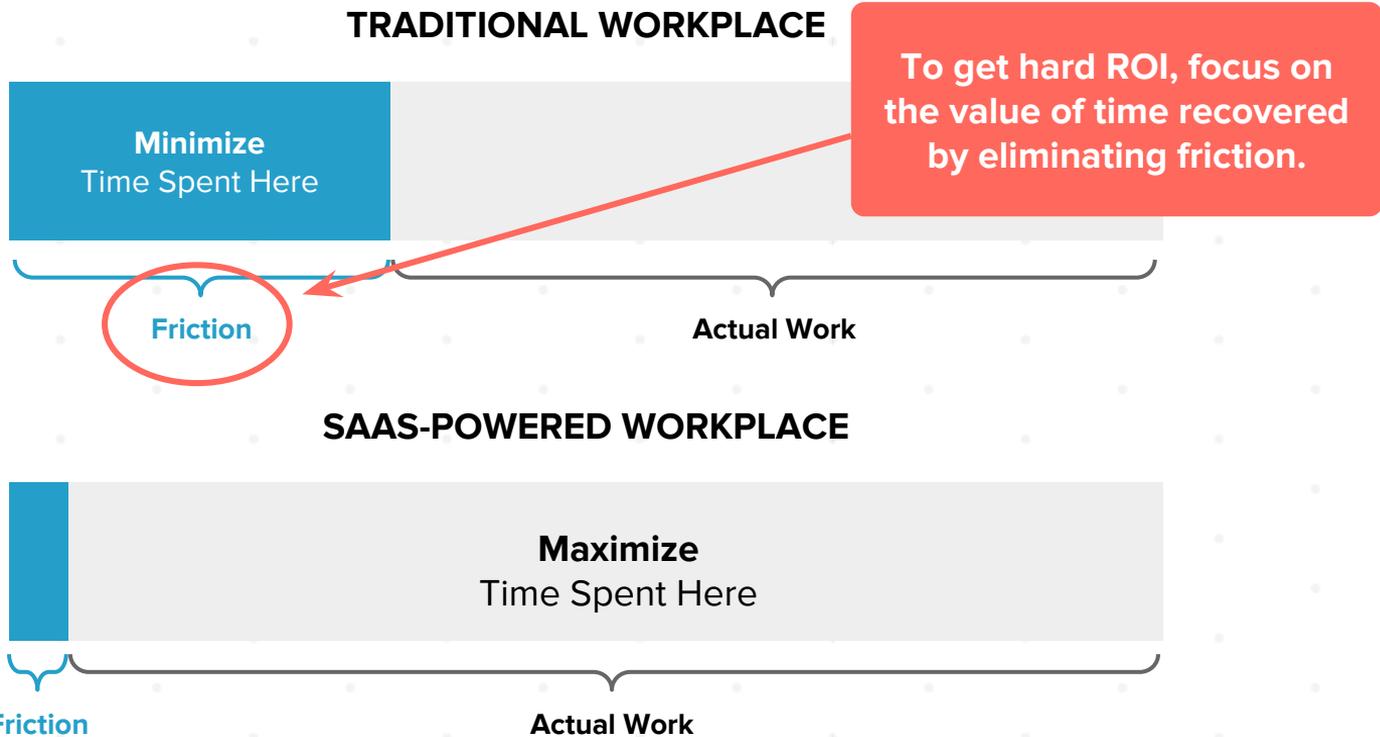
QUANTIFY THE IMPACT

How much **value** is there  
in **removing friction**?

## QUANTIFY THE IMPACT

There are two ways to quantify the value of removing friction:  
**“Hard ROI”** and **“Soft ROI”**.

## FRICITION TO WORK RATIO



## HARD ROI

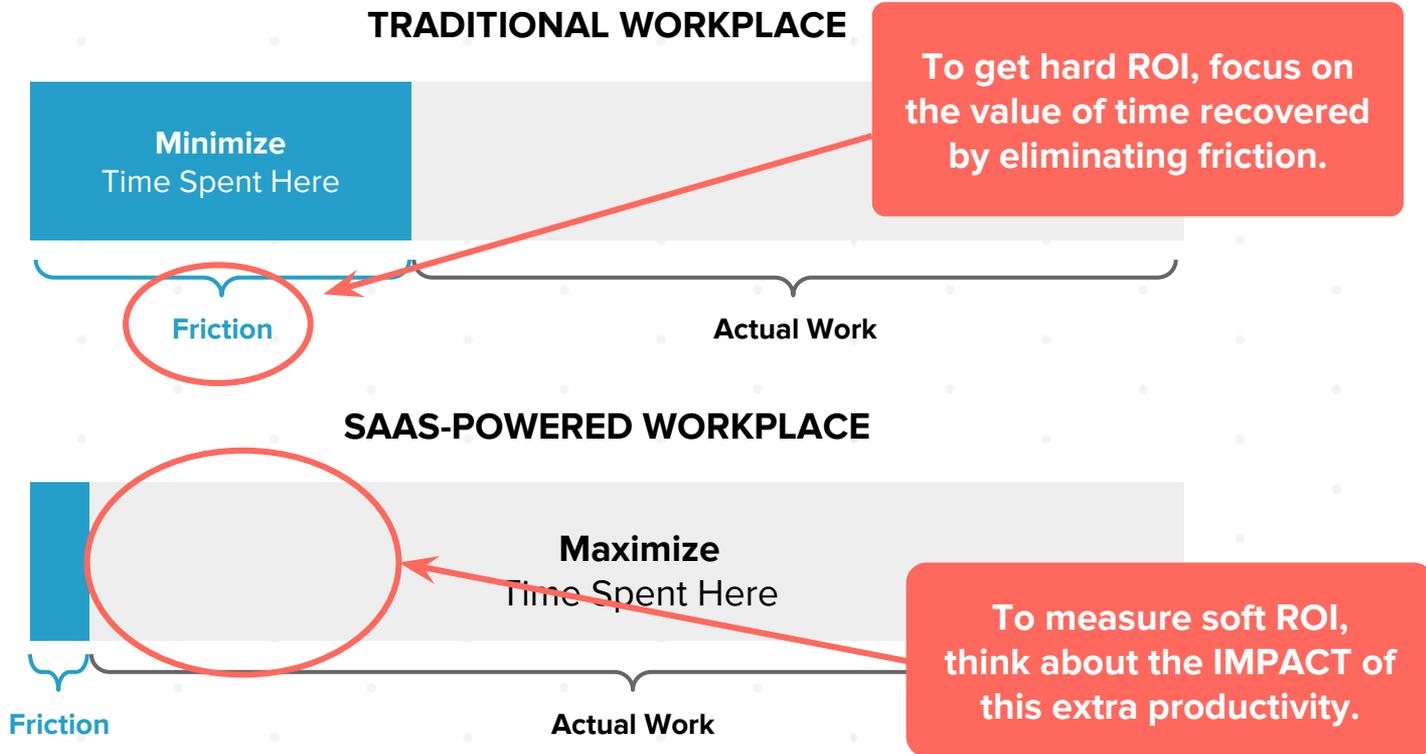
**2 minutes  
saved per day**

Per employee saved through  
IT reducing friction.

**\$140,000  
in cost savings**

In time value recovered annually  
in a 600 employee organization.

## FRICITION TO WORK RATIO



# SOFT ROI

## 1 unnecessary process removed

Per employee saved through  
IT reducing friction.

## Improved employee retention

Because they can get to their work  
more quickly and are happier.

# Quantifying the impact of removing friction

## The Different Types of ROI

Hard ROI isn't always better. Soft ROI can be highly valuable.

## Know your audience

CFO likely wants to know hard ROI, but CEO may also value soft ROI.

Lastly, let's talk about solutions

**4.**

**Prioritize and design the  
RIGHT solutions.**

## THE RIGHT SOLUTIONS

**Prioritize** by considering ROI and ease of execution. Where's the **biggest bang** for your buck, time, or political capital?

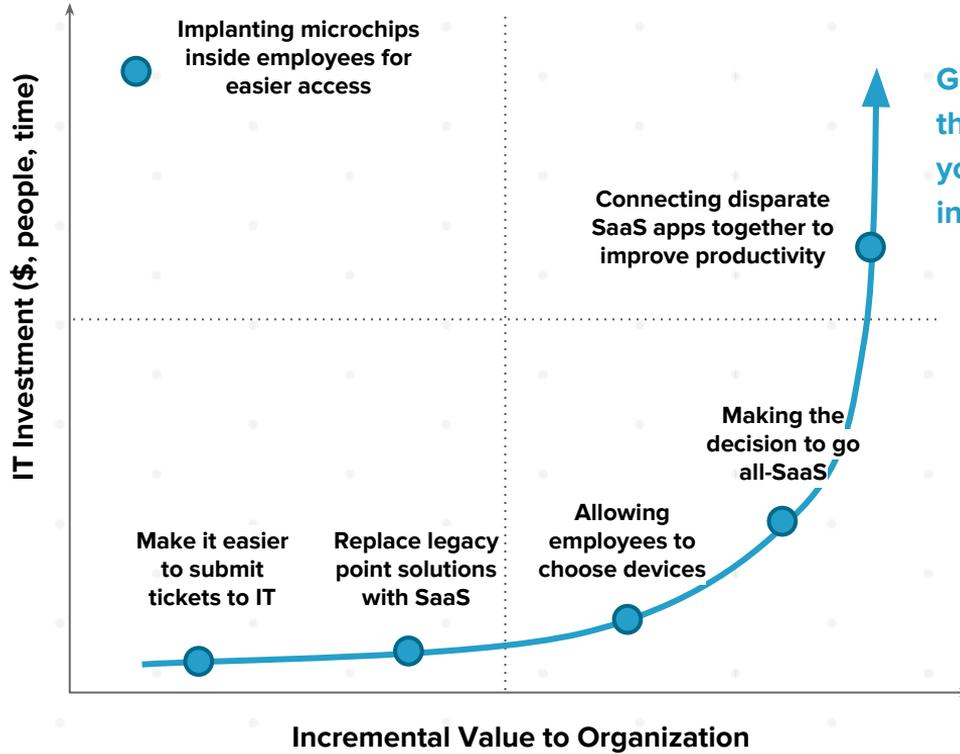
THE RIGHT SOLUTIONS

**Design** by considering technology,  
knowledge, and people.

# Designing the right solutions

1. **Technology**  
What plays well together? What do you have already?
2. **Knowledge**  
What does your team need? What can you support?
3. **People**  
Who is involved? Who do you have to convince?

# Knock out easier wins first



Getting quick, early wins helps the business trust IT and gives you the freedom to really innovate in this area.

POLL

**After today's discussion,  
what do you believe you need MOST  
to reduce friction in your organization?**

# KEY TAKEAWAYS

1. Friction is hugely impactful and reducing it is a high ROI activity for IT
2. Friction is created by many different forces, not just technology
3. To solve friction, visualize the outcome, determine what it would take, quantify, and prioritize and design solutions

# BetterCloud's crusade against friction

## BETTERCLOUD vs. FRICTION

Here's what we've already  
implemented at BetterCloud  
**at little to no additional cost.**

# CLOUD-FIRST STRATEGY

# #WINS, #HELP CHANNELS

#help

☆ | 66 | 0 | 🔍 Search

**jb.lovell** 12:28 PM  
Are we good to update to macOS Sierra 10.12.4 ?

**tim.burke** 12:29 PM  
**@jb.lovell @nick.church** is wrapping up testing today and then we'll be pushing out automatically 😊

**nick.church** 12:29 PM  
**@jb.lovell** great timing, I'm literally pushing it out now you are free to download/install it yourself if you don't want to wait for your computer's next check in

**jb.lovell** 12:30 PM  
👍 That's probably the policy update that I saw then lol

**Support Comment Bot** BOT 10:17 AM

New rating from [redacted]

✅ "Good, I'm satisfied"

I always appreciate the excellent quick response I receive from the BC staff!!!!!!!!

Assignee: Michael [redacted]

👍 9 | 🚩 7

✅ **Wins Bot** BOT 9:19 AM

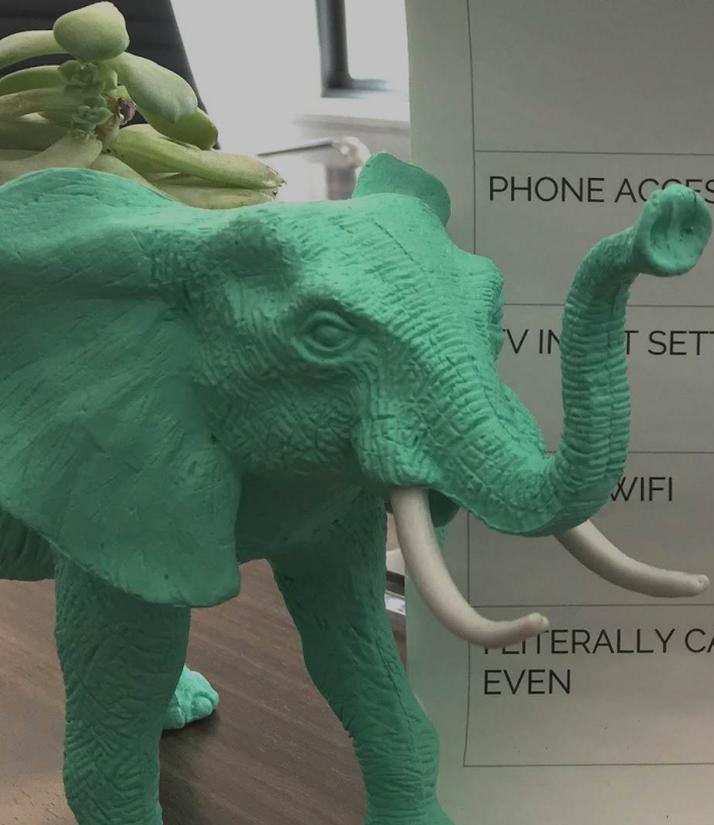
Workflows feedback from [redacted] after their training session yesterday: "This is friggin' AWESOME!!!!!"

👍 8 | 🗨️ 1

**SELECT WHATEVER  
EQUIPMENT YOU WANT**

# BetterCloud NYC - Dumbo

<b>MEETING ACCESS</b>	<p>The TV screen should be displaying your scheduled meeting. If your meeting is not scheduled, please add the room to the event in Google Calendar.</p> <p>This link: <a href="https://goo.gl/Z9CbWS">goo.gl/Z9CbWS</a> displays this room's full schedule. This room's Chromebox will automatically be added to all meetings occurring in this room.</p>
<b>PHONE ACCESS</b>	<p><b>(646) 663-1097 (x801)</b></p> <p>Visit <a href="https://goo.gl/Rz7fZw">goo.gl/Rz7fZw</a> for info on conference calling, transfers, voicemail, ringtones and other cool phone-stuff.</p>
<b>TV INPUT SETTINGS</b>	<p><b>HDMI1</b> - ChromeBox for a Meeting Scheduled in this Room <b>HDMI2</b> - Chromecast "NYC - Dumbo" <b>HDMI3</b> - Laptop Display. White HDMI cable in the big table</p>
<b>WIFI</b>	<p>Join</p>
<b>LETTERALLY CAN'T EVEN</b>	<p>In a Oth</p>



**CONFERENCE ROOM  
INFO SHEETS**

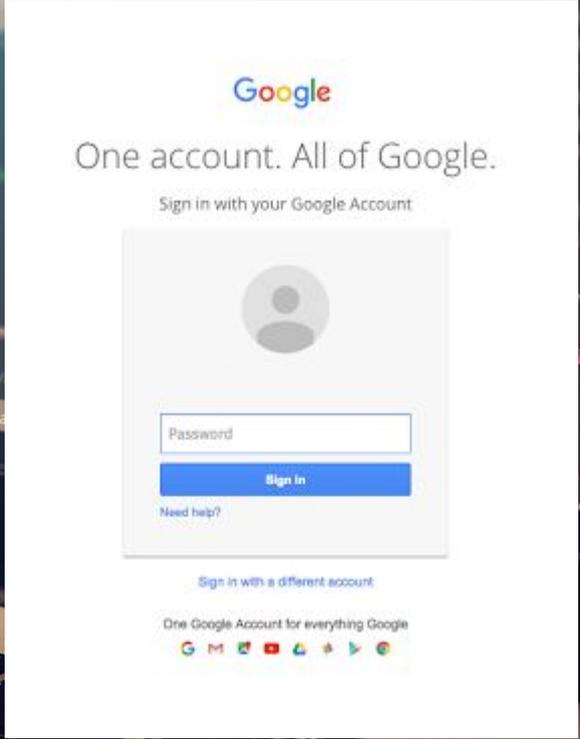
An aerial photograph of a city skyline at dusk or dawn. The sky is a deep blue-grey. Numerous skyscrapers and buildings are visible, some with lights on. Overlaid on the image are approximately 15 white Wi-Fi signal icons, each consisting of three curved lines above a central circle. These icons are positioned above various buildings, suggesting a dense network of Wi-Fi access points. In the foreground, a multi-lane highway with light trails from traffic is visible. A large white rectangular box is superimposed over the lower-left portion of the image, containing the main title in blue text.

# PRE-LOADING LAPTOPS WITH OFFSITE WIFI NETWORKS



**DEDICATED IT TIME AT  
ALL-HANDS MEETINGS**

# FEDERATING IDENTITY FROM EXISTING PLATFORM (GOOGLE SSO)

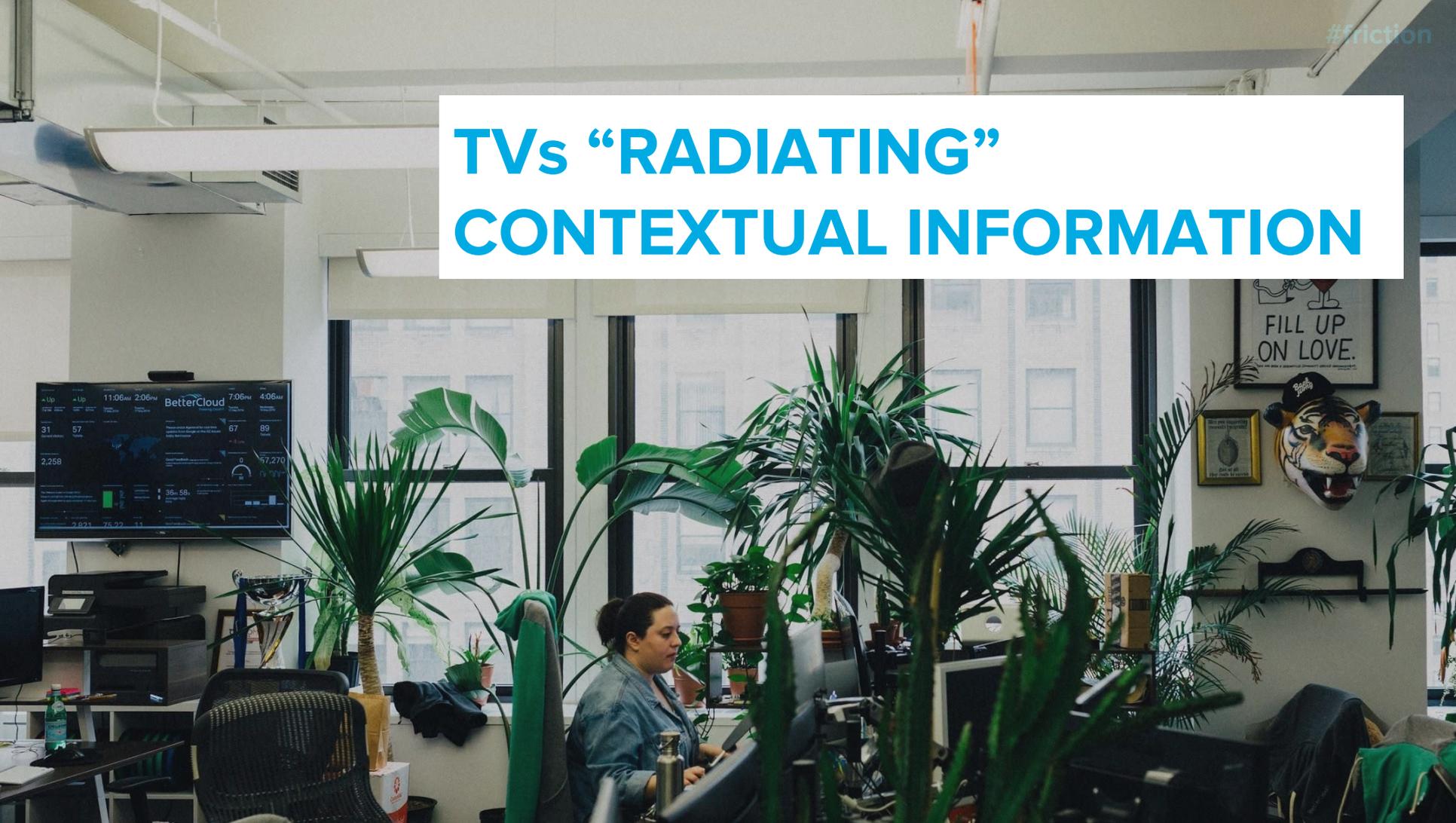


**BETTERCLOUD vs. FRICTION**

Here's what we've **spent**  
**money on** at BetterCloud **to**  
**reduce friction.**

# INVESTMENT IN TOP OF THE LINE NETWORK

# TVs “RADIATING” CONTEXTUAL INFORMATION





**CHROMEBOX FOR  
MEETINGS IN EVERY  
CONFERENCE ROOM**



EXIT

DUMBO

**Largest Deal in Company History**

**How We Won The Deal!**

- Identified the customer through our data-driven insights
- Leveraged our sales team's expertise in the market
- Utilized our sales team's expertise in the market

**Key Takeaways**

- Identified the customer through our data-driven insights
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**Future**

• We are looking forward to our next deal and are confident that we will continue to grow our business and expand our market reach.

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**NEW A/V SETUP FOR ALL-HANDS MEETINGS**

# GIANT MONITORS FOR EVERYONE



A stack of several silver laptops, likely MacBook Airs, is shown from a side-on perspective. The laptops are stacked on top of each other, with their ports (USB, FireWire, Thunderbolt) visible on the right side. A white rectangular text box is overlaid in the center of the stack, containing the text "HIGH-PERFORMANCE COMPUTERS THAT ARE REGULARLY REPLACED" in bold, blue, uppercase letters. The background is blurred, showing a desk and some office equipment.

**HIGH-PERFORMANCE  
COMPUTERS THAT ARE  
REGULARLY REPLACED**

**BETTERCLOUD vs. FRICTION**

And lastly, here's what **we**  
**want to do** at BetterCloud  
but **haven't yet**.

# PULSE SECURE: SEAMLESS INTERNAL NETWORK ACCESS FOR DEVELOPERS





**CARDLESS PHYSICAL  
SECURITY (EMPLOYEE'S CHOICE)**

# Q&A

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