

# Empower Frontline Workers with Workspace ONE



Frontline workers are shift-based task and service workers who report to a jobsite or work in the field.



frontline workers represent **80%** of the global workforce



**70%** of new mobile investments over the next 5 years will be for frontline workers

## Target Verticals



Retail and Hospitality



Healthcare



Supply Chain Sectors

## Device Deployments



Shared COSU

Fully managed devices used by workers during their shift for specific tasks



Kiosks and Signage

Fully managed devices used in customer-facing scenarios or to enhance workplace culture



COPE and BYO

Fully or partially managed devices used by workers for work and personal use

## Workspace ONE Competitive Differentiators



**Only UEM**, consistently recognized as an **industry leader** by analysts, with support for every device type and use case



Manage frontline devices, alongside existing mobile and laptop deployments, from a **single console** at scale

Enable end-to-end management and security across any device type and use case with Workspace ONE UEM

Easily support shared COSU and customer- and patient-facing devices with Workspace ONE Launcher and Workspace ONE XR Hub

Deliver a consumer simple digital workspace and exceptional DEX with Workspace ONE Intelligent Hub and Hub Services

Improve management and DEX through analytics and automation with Workspace ONE Intelligence

Optimize employee support with Workspace ONE Assist and Workspace ONE ITSM Connector for ServiceNow

# Partner Opportunity

## Priority 1: Upsell into Existing Frontline Worker Accounts

**Account Type:** Existing Workspace ONE customers using UEM licenses for frontline worker use cases

**Motion:** Be a strategic partner by providing market knowledge and expertise, identifying IT gaps and offering services that create deeper, longer-term business value

**Sell:** Workspace ONE add-ons for frontline worker use cases (i.e., Workspace ONE Assist and Workspace ONE Intelligence) and other EUC services that improve employee and customer experiences and drive business growth

## Priority 2: Expand into Existing Frontline or Knowledge Worker-Only Accounts

**Account Type:** Existing Workspace ONE customer using UEM licenses for *some* frontline worker use cases or just knowledge worker use cases

**Motion:** Identify *all* frontline worker use cases across business and any existing competitive solutions

**Sell:** Workspace ONE for frontline worker use cases by demonstrating value of UEM (i.e., consolidation of management silos and industry-leading mission-critical device management capabilities)

## Priority 3: Sell into Net-New Frontline and Knowledge Worker Accounts

**Account Type:** Net-new Workspace ONE customer

**Motion:** Identify knowledge worker and frontline worker use cases across business

**Sell:** Workspace ONE for frontline worker and knowledge worker use cases, including mobile, laptop, and mission-critical device management

### Resources

TBD  
TBD  
TBD