



Looking to the future. The Digital Workplace.

Fondo Europeo de Desarrollo Regional

"Una manera de hacer Europa"



VICEPRESIDENCIA
PRIMERA DEL GOBIERNO
MINISTERIO
DE ASUNTOS ECONÓMICOS
Y TRANSFORMACIÓN DIGITAL

SECRETARÍA DE ESTADO
DE DIGITALIZACIÓN
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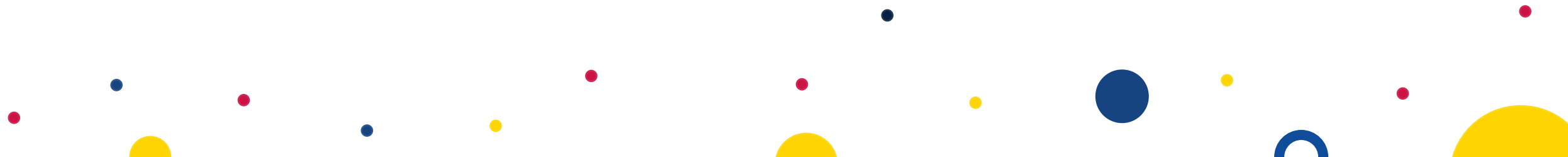
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Introduction

During the pandemic, company employees had to start working remotely.

According to data from the latest Labour Force Survey by Spanish Statistics Institute (INE) and the National Observatory of Technology and Society (ONTSI), in the first quarter of 2021, 11.2% of employed people (2,146,100) worked from home more than half of the days and **teleworking** figures tripled in Spain in the second quarter of 2020.

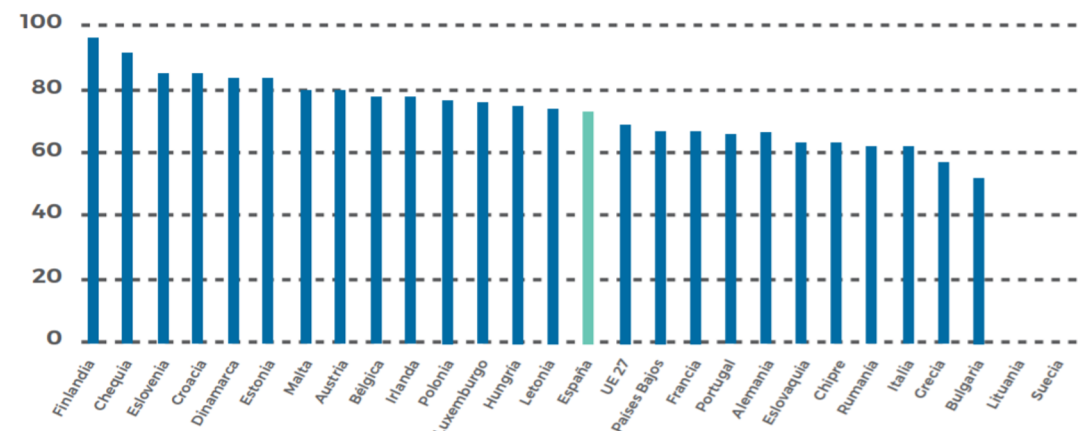
GENDER/AGE	2020		T4	2021
	T2	T3		T1
BOTH GENDERS				
Never	76,6	84,4	84	82,5
More than half of the worked days	16,2	10,3	9,9	11,2
Don't know	2,3	1,1	1,3	0,9
Occasionally	2,9	4,2	4,8	5,4
Total	100	100	100	100

Indicators on telework in Spain. Days worked at home.
First quarter 2021 - Percentage. Ontsi

Introduction

In 2019, **71%** of Spanish companies were equipping their employees with **mobility-enabled devices**, rising to 74% by 2020.

However, **63%** of **SMEs** considered at the beginning of the **pandemic** that they were not prepared for the new reality, especially **in terms of digitalisation and work tools**.



Mobile internet connection for business purposes in the EU. Ontsi

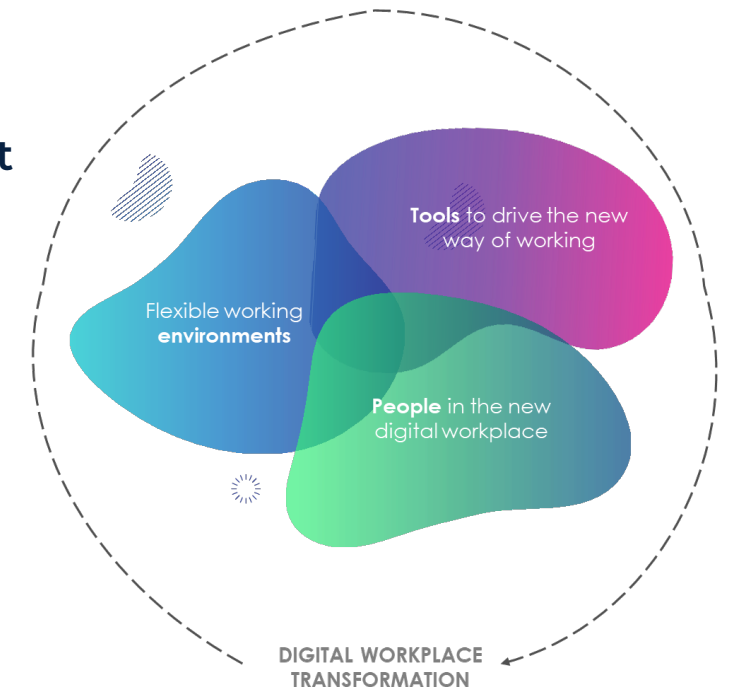
63% of **SME** respondents say that they were **NOT** prepared for this new reality in their work.

The Digital Workplace

We are experiencing a push for new ways of working, with new hybrid models, new methodologies, and new tools, which support our daily activity and new competencies for all employees.

Organisations must be able to design the digital workplace that best suits the needs of each employee.

1. Connectivity
2. Equipment
3. Apps and productivity tools
4. Communication and collaboration tools
5. Cloud-based information repository
6. Security
7. Management and maintenance



What tools does exist and how can SMEs can use them to adapt to the digital workplace?

Digital tools that allow companies and employees to continue their work as normal and to continue offering the same quality service to their customers.

Payment tools

**Microsoft
365**

**Google
Workspace**

Free tools

Slack

Asana

Trello

Bitrix24

Comparison of the main payment tools

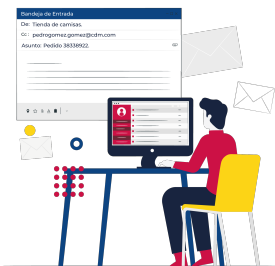
Tools	Functionalities	Advantages	Limitations	Price	Comments
 365 Microsoft 365	<ul style="list-style-type: none"> Professional e-mail (Outlook) Full office suite (Excel, Power-Point, Word, etc.) Chat and video calls (Teams) Cloud storage (OneDrive) Collaborative platform (Teams and Sharepoint) 	<ul style="list-style-type: none"> A single platform. Advanced communication and collaboration functionalities between online teams. Web, desktop and mobile applications of the tools available. Specially designed packages for SMEs. 	<ul style="list-style-type: none"> Requires licence installation. Intuitive for beginners but more complex functions may require training. 	Per user/month: <ul style="list-style-type: none"> Basic - 4,20€. Standard - 10,50€. Premium - 16,90€. 	Offers a one-month free trial . All three packages include the basic functionalities, but Standard and Premium include more, such as database application (Access) , publication creation (Publisher) , premium applications and cybersecurity enhancements .
 Google Workspace Google Workspace	<ul style="list-style-type: none"> Professional email (Gmail) Complete office suite (Spreadsheets, Documents, Presentations, etc.) Chat and video calls (Meet, Chat) Cloud storage (Drive) 	<ul style="list-style-type: none"> A single platform. Better communication between online teams. Specially designed packages for SMEs. 	<ul style="list-style-type: none"> More limited offline working possibilities; no desktop versions available. Less features than M365. 	Per user/month: <ul style="list-style-type: none"> Business Starter - 4,68€. Business Standard - 9,36€. Business Plus - 15,60€. 	Offers a 14-day free trial . The increase in services depending on the package you choose lies in the increase in the number of people who can meet simultaneously on Meet, the increase in storage space , security and support .

Comparison of the main free tools

Tools	Functionalities	Advantages	Limitations	Price	Comments
 Slack	<ul style="list-style-type: none"> • Chat and video calls. • File sharing. 	<ul style="list-style-type: none"> • Allows integration with other applications such as email and project management tools. • Possibility to embed apps (e.g. Spotify, YouTube, etc.). 	<ul style="list-style-type: none"> • Does not allow offline work. • Information less accessible due to the chat format, although it incorporates a search engine. • Calls with a maximum of 2 participants. 	<ul style="list-style-type: none"> • Free version. 	<p>The premium version (€6.25 user/month) allows unlimited access to messages and the ability to make audio and video calls with more members.</p>
 Asana	<ul style="list-style-type: none"> • Planning and management of tasks and projects. 	<ul style="list-style-type: none"> • Allows integration with other chat or document storage and delivery tools. • Sophisticated software that can handle complex projects. • Unlimited projects. 	<ul style="list-style-type: none"> • Initial training in the tool may be necessary for beginners. • There is a limitation of 15 users in the free version. 	<ul style="list-style-type: none"> • Free version. 	<p>The premium version (€10.99 user/month) allows unlimited guests, access to timelines and project reporting.</p>
 Trello	<ul style="list-style-type: none"> • Planning and management of tasks and projects. 	<ul style="list-style-type: none"> • Integration with other chat or document storage and delivery tools and contains a variety of additional modules. • Automation of tasks. • Simple and intuitive. 	<ul style="list-style-type: none"> • Does not allow dependency on complex tasks or projects and/or very large teams. • Up to 10 boards in free version. 	<ul style="list-style-type: none"> • Free version. 	<p>Paid versions are available from \$5 per person per month and include more storage space and unlimited boards among other premium features.</p>
 Bitrix24	<ul style="list-style-type: none"> • Chat and video calls. • File storage in the cloud. • Scheduling and task management • CRM, sales automation. • HR tools (acknowledgements, applications, leave management, etc.) -HRM tools (acknowledgements, applications, leave management, etc.). 	<ul style="list-style-type: none"> • Recognises users progress through gamification. • Integrated time tracker to track the time spent on each task. • Workflow automation. 	<ul style="list-style-type: none"> • It has a limitation of 12 users in the free version. • Even in the paid versions, no technical help is offered and customer support is weak. 	<ul style="list-style-type: none"> • Free version. 	<p>Paid versions are available from \$39 for 5 users per month and include benefits such as increased storage capacity and customer support.</p>

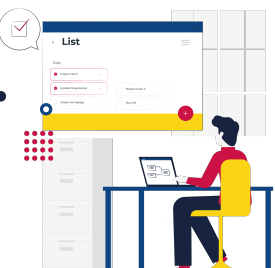
Cases of use

How to improve the customer experience with collaborative tools, through a digital workplace?



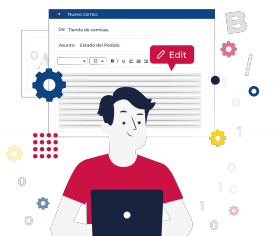
9:00 h

Juan checks his company email for orders or customer needs.



12:00 h

Juan checks his project management tool to see what tasks are outstanding and the progress of orders.



17:00 h

With the help of collaborative tools, Juan covers his customer's needs and informs him about the status of the order, as well as the day-to-day running of his business and his team.



10:00 h

Juan and his team hold their daily meeting via a video call application..



14:00 h

Juan accesses the budgets made in the cloud, in the shared documentation repository.

References

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[Google Workspace Vs. Microsoft 365: Detailed Comparison \(thedigitalnonprofit.com\)](#)

[Google Workspace vs. Microsoft 365: pros y contras - IONOS](#)

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[Trello vs Asana - Dónde administrar sus proyectos en 2021 \(kinsta.com\)](#)

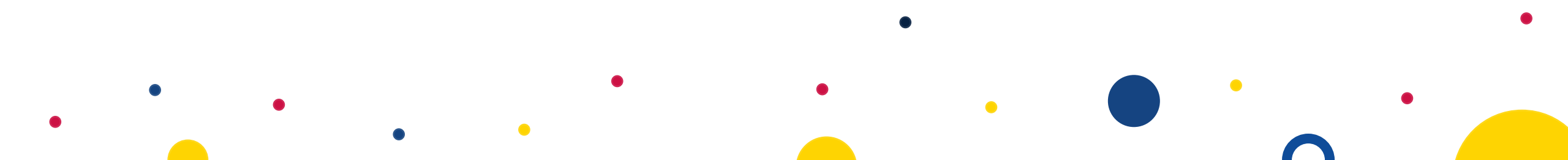
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[Slack Review | What We Like and Don't Like - LeapFroggr](#)

[Slack Review – Everything to Know About the Slack App – Airiodion \(AGS\)](#)

[REF -4] Review de Bitrix24

[Bitrix24 Review 2021 \(Features, Pros, Cons, Pricing\) | ClickUp Blog](#)



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