



**Company Name:**  
**Ford Motor Company**

**Point of contact for narrative:**  
Lara Nicoll  
+44 1277 251871

**Business Benefits Realised:**  
Increasing productivity and productivity

**Business Metrics demonstrating value:**  
Improved productivity, efficiency and employee satisfaction

Balancing work and home life can be a challenge, especially working for a global company such as Ford Motor Company when there might be meetings early in the morning or late at night to accommodate different time zones across different continents and roles that require travel to Ford locations world-wide. Additionally, employees with caring responsibilities or desires for greater work life balance are looking for a different way to work that provides for additional flexibility.

In 2009, Ford commenced the introduction of Digital Worker. Digital Worker is the branding of innovative and emerging tools to:

- Provide flexibility to seamlessly integrate personal and work life priorities
- Integrate a more global, mobile workforce
- Increase personal and team productivity
- Better connect employees
- Simplify the end-user workplace experience
- Enable easier ways to find information



Digital Worker essentially consists of easy to use IT office productivity and communication tools and appropriate learning and support resources to increase employee capability. There are 38 tools, over 3000 'tips and tricks', over 330 FAQs and 15 'How iWork' scenarios. There are also Digital Worker live events so employees can see current training content, practise using the tools and ask questions to subject matter experts.

'How iWork' scenarios provide an employee-centred focus on what people need to do in their everyday work. They are designed for all levels of experience – from basic items people need to know, that are core to the scenario, as well as more advanced concepts and broader implications. How iWork also shares advice and guidance on different cultural norms and practices and gives suggestions on how to make a global team more productive and cohesive. This provides a complete picture of what employees need to consider, beyond just using the software application or a technology.



*'Digital Worker is a community which supports a wide range of tools and technologies enabling our employees to increase their efficiency and productivity whilst also creating more opportunities to work flexibly. The resources available provide us with many different ways in which we can work to fit our needs in the best possible way. Digital Worker allows Ford to keep connected as a global company and collaborate effectively as one team. More choice on how to get work done means more freedom and less restriction which inevitably leads to benefits for both the organization and the individual. A great outcome and one which we want to encourage*

**Donya Urwin, VP of HR Europe and Regional Executive Sponsor**

### Example Digital Workers Tool

- WebEx – allows you to share your desktop with other colleagues in alternate locations
- Audio conferencing – allows employees to participate in meetings from any location
- EPOD (Email on Personally Owned Devices) - email on personal smart devices that can be accessed anywhere at any time
- Softphones and Personal Video facility – uses a laptop and headset to access calls anywhere at any time
- Instant Messaging – allows you to see your colleagues' online status and chat instantly
- VPN (Virtual Private Networks) and remote desktops – enables employees to access the internal Ford network from their laptop when working from alternate locations
- Podcasts – enable All Hands meetings to be broadcast globally.

### Business Benefits

- Improved productivity
- Improved efficiency – measured by Availability, Utilization and Quality/Capability. For Digital Worker this translates as the level of awareness, the level of understanding and the level of adoption of potential users
- 41% of employees are enrolled on a Digital Worker Programme
- Improved employee satisfaction
- Improvements to employee perceptions of 'overcoming workplace obstacles'
- Funding all the collaborative tools has been achieved through an incremental approach to equipment standardisation, platform consolidation and increased global administration in order to lower our operating costs. Specifically:
  - Global data consolidation to N. America, consolidating from 6 facilities to 2
  - Globally-standard network, server and storage technologies, allowing for reductions in the total number of operational administrators.
  - Server and storage virtualisation, allowing for fewer physical servers
- Instead of working with a traditional 'cost/benefit' approach, we are operating on an 'as much as possible' ethos to maximise the effectiveness of our employees to support global collaborative working

### **Ford Motor Company**

Ford is the market-leading motor company in the UK, with 7 locations and 500 dealerships. Operations in the UK commenced in 1911.

There are about 200,000 Ford employees globally and Ford has a presence in every continent of the globe except Antarctica.

