



ARTICLE

Top 5 remote working trends to look out for in 2023

With work cultures evolving to align with the new normal, organizations are increasingly adopting various cloud-native tech. As we head towards 2023, this trend will only continue to grow. According to a recent forecast issued by [Gartner](#), the annual spending on **public cloud services is set to grow by 20.7%**, from \$490.3 billion in 2022 to **\$591.8 billion in 2023**. Sid Nag, VP, Analyst at Gartner, attributes this exponential growth to the **agility, scalability, and flexibility** that a cloud platform provides. Organizations with cloud-based operations enjoy several advantages, of which **reduced costs, data security, and resilience** are the key aspects, not to mention the complete flexibility it offers in terms of location agnosticism. With this transformation, here are some trends to look out for in the next year, which will dominate the remote working arena in 2023.

1. Remote work is the new normal and it will be fueled by the virtual desktop infrastructure (VDI)

Virtual desktop infrastructure is a technology that facilitates using and **managing virtual desktops through a data center** or a centralized server so employees, partners, or vendors can access specific applications and services location agnostically. This technology creates a **virtual desktop image** accessible over a network through **endpoint devices**, like laptops, thin client devices, mobiles, etc. [Allied Market Research](#) observed that by 2023, the cloud-based VDI market is expected to grow at a CAGR of 16.5%, reaching up to USD 10,154 million.



In this space, the focus is likely to be on the following areas:



Improving the end-user experience will be the key to enhancing user experience and productivity. Organizations will invest in solutions that will help create the best-in-class user experience.



Increased adoption among larger enterprises

By its very nature, large enterprises would have distributed teams across the globe. With the culture of remote and hybrid work setting in, they would need smarter VDI solutions that can be rolled out to large teams across various locations.



Enhanced adoption of VDI among various industry sectors

VDI provides various operational costs, security, and flexibility benefits. Naturally, we would see the government sector and other industries like retail, healthcare, financial services, education, legal, insurance, and BPOs looking for a range of VDI solutions.



Development of the hybrid cloud VDI

Using cloud-based VDI to augment on-premises infrastructure helps maintain business continuity and disaster recovery. As the world moves towards a complex tech ecosystem, there will probably be more interest towards building smart hybrid-cloud VDI offerings.

2. The rise of collaboration tools in a shared place

While adapting to the new normal, working from different locations has necessitated a rise in the use of virtual collaboration tools. Collaborating online saves not only time but also boosts productivity. These tools are designed to provide a shared space for communicating, tracking progress, and getting tasks done, irrespective of the location.

Gartner predicts that with more and more businesses investing in collaboration tools, the revenue from these tools is expected to almost double, from \$2.7 billion in 2018 to \$4.8 billion by 2023. With the adoption of collaboration software for simplifying and speeding up work, the focus will be on the following areas:





Collaborating with external entities and doing it asynchronously.



Finding innovative ways of **ensuring data safety** and mitigating risks of cyber-attacks will be paramount, given that most of the work will get done using online resources.



Communication, file sharing, document **collaboration**, etc., will be simpler and more secure.



AI-integrated tools will offer interactive ways of **virtual communication**.

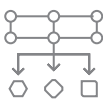


Virtual meetings will be more **immersive**, with better audiovisuals to engage the participants.

3. Data tells the story about you. Why managing employee data will be crucial

An organization collects and stores tons of data, including demographic and medical information, employment and job details, feedback, training & development, and employee performance data. Managing this data could be complex and challenging, especially when it's been generated from locations outside the office. It's crucial to ensure that confidentiality is maintained, stored securely, and protected from leaks or disasters.

In this context, the following trends are likely to prevail in 2023



Streamlining BYOD principles. Employees with access to multiple devices seem to find an improvement in their productivity and save time on their daily tasks. To offer them flexibility, organizations will set up BYOD processes, educate them to follow protocols and avoid risks, and continuing to evaluate their security models, and adapt to the changes.



Investing in the right data management software. According to a recent [study](#), managed data can lead to up to a 12% increase in revenue. Organizations will look to invest in the right data management software to clean, organize, and transforms data to generate analytical reports for understanding and optimizing the potential of their employees.



Creating and maintaining employee analytics in the cloud. As organizations invest more in hiring and retaining top talent globally, they will also look for smart ways to understand the employees. Therefore, cloud-based employee analytics tools will see a significant uptick in 2023.

4. Cyberattacks are rising by the day and organizations need to protect the security and privacy of their employees



In a world rife with cybersecurity threats, organizations will go the extra mile to ensure that their employees' data and privacy remain secure. Towards this end, organizations are likely to focus on the following areas.

Investment in strong security software. With an increasing number of organizations investing in cloud computing, the demand for security software will be more.

Establish strong cybersecurity policies. Organizations will focus on educating the employees and getting them to review and sign the policies will ensure that they follow the rules.

Encourage the use of VPNs. A VPN encrypts connection requests and limits data visibility in unsecured networks, like in a café or a public Wi-Fi. As privacy, security, and compliance issues become paramount, organizations will be focusing on implementing and maintaining the best-in-class VPNs for their teams in 2023.

5. The exponential rise of the multidevice workplace



The use of multiple personal devices is not a novel concept anymore. A single user may use a mobile phone, tablet, laptop, or wearable device and rely on them to get tasks done. It has also been observed that employees benefit from access to multiple devices for getting their daily jobs done. They can collaborate on the go to save time and harness technology to save manual efforts.

In this context, the following trends will likely rise in 2023.



The rise and rise of BYOD. As more and more digital native employees enter the workforce, the use of the BYOD culture has been on the rise for a few years. As the hybrid, remote, and gig culture evolves further in the new normal, organizations will likely focus on various aspects of optimizing the BYOD ecosystem. Ensuring compliance, safety, and security, while optimizing efficiency could be the focus areas.



Ensuring security among multidevice. The BYOD security marketplace is expected to grow at a staggering CAGR of 37% till 2030. Organizations will likely look for ways to create the best-in-class BYOD security ecosystem comprising a mix of technology and education.

In conclusion

In 2023 we will likely see more workplaces shifting to a remote or hybrid model, with an increasing number of employees collaborating online, having access to work-related data on multiple devices, and using multiple public cloud services. It will be interesting to note, however, how these advancements will help the employees and eventually shape the textures of the future workplace.

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