

**Value Driver: Brand**

**Pillar: EXM**

**Campaign Timeframe 04/2022 to TBD**

Below is recommended "outreach” emails that can be used by your BDR representative to cut and paste into their own outlook or email window.

# Email #1 – Employee Experience

**Subject:** What percentage of employees want to return to the office?

**Preheader:** It’s even less than you think

**Header:** Welcome to the future of work

**Body:**

Talk about a seismic shift: According to a [new Ivanti survey](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report), **only 13% of employees** want to work permanently from the office. And that’s just the tip of the Everywhere Workplace iceberg.

Who’s on the hook for making the Everywhere Workplace, well, work? IT, of course – and it’s got big implications, from service delivery to asset management to security.

With a new workplace come new employee expectations – and a new and exciting space for IT to make its mark. [Here’s why IT needs a seat at the table](https://www.ivanti.com/resources/v/doc/ebooks/ivi-2660-employee-experience-in-the-age-of-the-everywhere-workplace) when it comes to the employee experience.

[Read more](https://www.ivanti.com/resources/v/doc/ebooks/ivi-2660-employee-experience-in-the-age-of-the-everywhere-workplace)

# Email #2 - Security

**Subject:** The future of work is flexible

**Preheader:** …but can your tech keep up?

**Header:** Flexibility, please!

**Body:**

More than half of employees want the flexibility to work from multiple locations, according to [Ivanti’s research](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report), whether that’s splitting time between home and the office or the freedom to work while traveling the globe. And in this talent market? Employers are inclined to give them what they want.

But it’s one thing to have flexible work policies in place, and another to match those policies with the right technological solutions.

And let’s not forget about keeping those flexible workers secure. Cybersecurity fundamentals are [more important than ever](https://podcasts.apple.com/us/podcast/the-balancing-act-of-staying-secure-while-working-from-home/id1545462188?i=1000513371161) as threat vectors evolve alongside our working arrangements.

[Listen for expert advice](https://podcasts.apple.com/us/podcast/the-balancing-act-of-staying-secure-while-working-from-home/id1545462188?i=1000513371161)

# Email #3 – Gain Control

**Subject:** Evolving workplace, evolving workforce

**Preheader:** Winning the talent war hinges on tech

**Header:** Here’s an eye-popping stat for you

**Body:**

A whopping **70 percent of employees** would choose working from anywhere over a promotion. Yep, you read that right.

It’s never been more obvious that the war for talent hinges on giving employees flexibility – but that only works when the technology they use integrates with the remote work ecosystem.

How do you manage devices in the Everywhere Workplace? You need a solution that can adjust security policy per employee automatically, proactively monitor the network and alert the IT team immediately.

[Read more](https://www.ivanti.com/resources/v/doc/white-papers/ivi-1580-uem-for-user-productivity)

# Email #4 – Employee Experience

**Subject:** Remote work: a double-edged sword

**Preheader:** The pressure is real

**Header:** Feeling tapped out? You’re not alone.

**Body:**

There’s a lot to love about the Everywhere Workplace, but that doesn’t mean it’s an unalloyed good. [Ivanti research](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report) reveals that IT staff report that the pandemic has affected their mental health at a greater rate than other departments.

Meanwhile, the labor shortage is hitting IT *hard*. [Seventy-two percent of teams](https://www.ivanti.com/blog/critical-and-tapped-out-just-released-survey-reveals-how-it-departments-are-really-feeling-in-this-new-landscape) report losing staff, with high workloads the most-cited reason.

What could help? Automating low-value, manual tasks can take pressure off tapped-out IT staff – and most have only just begun their automation journey.

[Read more](https://www.ivanti.com/blog/critical-and-tapped-out-just-released-survey-reveals-how-it-departments-are-really-feeling-in-this-new-landscape)

# Email #5 - Security

**Subject:** Security for a changed world

**Preheader:** How must security change in the Everywhere Workplace?

**Header:** It’s a brave new (security) world

**Body:**

Between high employee turnover and high rates of remote work, IT departments are inundated with new devices – corporate and personal – accessing their systems and networks.

Auditing and managing devices looks different in the Everywhere Workplace – [see how](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report).

A remote or hybrid workforce opens the door to new security threats – at the same time employees are clamoring for a friction-free digital experience. Are you [ready to address both](https://www.ivanti.com/lp/security/webinars/2021/q4/understanding-and-managing-remote-workforce-security-challenges)?

[Watch the webinar](https://www.ivanti.com/lp/security/webinars/2021/q4/understanding-and-managing-remote-workforce-security-challenges)

# Email #6 – Employee Experience

**Subject:** What makes a great place to work?

**Preheader:** Hint: It’s not a ping pong table

**Header:** Great employee experiences start with IT

**Body:**

Ivanti’s [Everywhere Workplace survey](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report) overwhelmingly suggests that retaining and recruiting staff hinges on providing flexibility in the workplace. But in order to allow those staff to thrive, IT needs to rise to a new standard to meet their technological expectations.

So what will it take to meet those expectations? [Augmenting IT staff with autonomous bots](https://www.ivanti.com/resources/v/doc/white-papers/ivi-2405-hyperautomation-outcomes-wp-en?_ga=2.168516577.1151081064.1644849618-394223906.1636990878) to proactively service, secure and heal devices is one heck of a head start.

[Learn more](https://www.ivanti.com/resources/v/doc/white-papers/ivi-2405-hyperautomation-outcomes-wp-en?_ga=2.168516577.1151081064.1644849618-394223906.1636990878)

# Email #7 - Security

**Subject:** Map your journey to comprehensive security

**Preheader:** Because 2022 is nothing like 2019

**Header:** Destination know. Now it’s time to get there.

**Body:**

More phishing attempts. More mobile threats. More malicious websites and malware targeted at remote workers. It’s no secret that bad actors are growing more sophisticated in taking advantage of a hybrid workforce.

If a flexible, hybrid workplace is the future – which employees overwhelmingly desire, according to [Ivanti research](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report) – we predict a widespread reevaluation of security capabilities to ensure a truly comprehensive approach.

You know you need to secure the Everywhere Workplace. But how do you start your journey? With a roadmap, of course.

[Get best practices](https://www.ivanti.com/promo/cybersecurity/map-your-cybersecurity-journey) for each step of the way that together form the basis of a comprehensive and scalable cybersecurity strategy.

[Start your journey](https://www.ivanti.com/promo/cybersecurity/map-your-cybersecurity-journey)

# Email #8 – Gain Control

**Subject:** Are we headed for the asset management breaking point?

**Preheader:** Asset management for the Everywhere Workplace

**Header:** Discover and manage more assets than ever before

**Body:**

Welcome to the Everywhere Workplace, where your IT assets – whether hardware, software, or cloud – are exponentially more complex to manage.

It doesn’t take a fortune-teller to predict that legacy systems for asset management are going to be stressed to their breaking point, particularly when – [as Ivanti research suggests](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report) – employees are increasingly demanding a flexible work model.

Getting [a full view of your IT assets](https://www.ivanti.com/resources/v/doc/white-papers/ivi-2372-expand-visibility-wp-en-a4) lays the foundation for just about every IT objective, from managing costs to improving security to providing better service.

[See how](https://www.ivanti.com/resources/v/doc/white-papers/ivi-2372-expand-visibility-wp-en-a4)

# Email #9 – Employee Experience (EmpEx)

**Subject:** Why employee experience should be a CIO-level priority

**Preheader:** It’s not just HR’s problem

**Header:** The digital experience *is* the employee experience

**Body:**

Access to the right technology – and confidence that that technology will work as expected – is one of the most consequential factors in whether an employee has a positive experience at work.

Ivanti’s [Everywhere Workplace survey](https://www.ivanti.com/lp/customers/assets/s1/the-2022-everywhere-workplace-report) shows that employees are hopeful for better tech and better service from their IT teams. And with the talent market churning like it is, we predict that the employee experience is about to become a CIO-level priority.

More personalized, better-quality service despite flat budgets and headcounts? [It’s possible](https://www.ivanti.com/resources/v/doc/ebooks/ivi-2661-the-employee-experience-curve) – with an increasingly sophisticated approach to AI and automation.

[Step up service delivery](https://www.ivanti.com/resources/v/doc/ebooks/ivi-2661-the-employee-experience-curve)