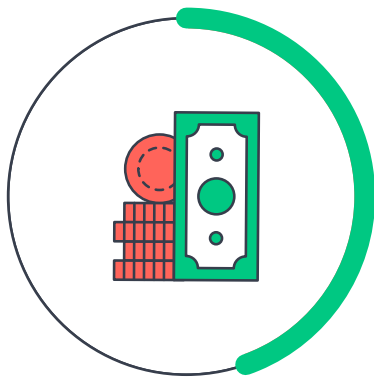


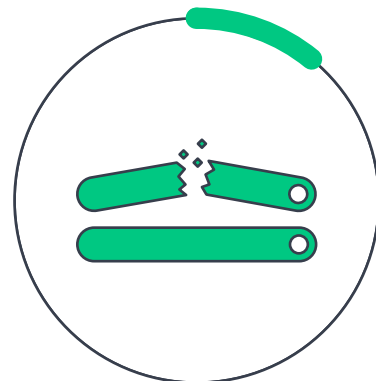
Building a Connected Culture on Workplace

Digital transformation doesn't work without the right technology to meet people's needs. That's why IT plays a crucial role in supporting change initiatives driven by the CEO. Workplace supports IT by **building a connected culture** that exceeds employee expectations while enhancing data security.



42% of Gen Yers say companies should always adopt the latest technologies, irrespective of cost¹

¹ Robert Walters White Paper, 'Attracting and retaining millennial professionals', 2018



71% of US large enterprises have reported a data breach²

² Thales, 'Data Threat Report: Global Edition', 2019

3 Ways Workplace Supports Culture Objectives for Comms

Meeting Employee Expectations

Employees no longer accept work tools that are inferior to the technology available to them at home. Workplace bridges the gap between centrally approved IT and familiar consumer technology (mobile, messaging, innovation), which ensures strong adoption across the organization.

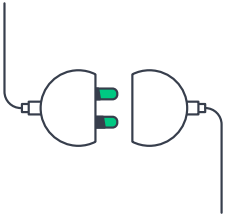
Reinforcing Security

Security is the number one concern for every CIO and CISO. Workplace directly benefits from the investments in security, technology and infrastructure that protects over 2bn Facebook users around the world.

Keeping data separate

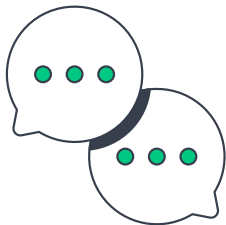
Although Workplace is built on Facebook's infrastructure, it's a separate platform. No Workplace data is used on Facebook, and there are no Facebook ads in Workplace. Premium customers keep control of their data – and can modify, delete or export it at any time.

Tools and Technology to Build a Connected Culture



Connected Technologies

Workplace integrates with security services like Netskope to provide an additional layer for threat identification, monitoring and remediation.



Instant and Authentic Communication

Make workflows more delightful with a mobile messaging solution that includes voice and video as well as next-gen chat bots to automate business processes.



Stay Secure and In Control

Workplace is built on Facebook's proprietary technology stack – created with security in mind. We build our own servers, O/S networking and management systems as well as AI-based threat analysis and response tools.

“

Workplace was a great equalizer because everybody knew it, everybody loved it and most people used it. We were able to flatten the learning curve.

John Taylor, SVP of Technology & CTO, United Way

Take the next step on your Workplace journey

IT professionals at over 30,000 organizations are using Workplace every day to build a more connected culture. If you're ready to learn more about how they do it, check out these helpful blog posts.

- Why the best CIOs are technology brokers, not blockers. [Learn more](#)
- What Workplace security means for your organization. [Learn more](#)