

# Cellular Laptops Can Enhance Employee Productivity in the Field



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## Employee Productivity and Connectivity Trends

- 1 40% of U.S. companies' workforce is either primarily remote (home three or more day/week) or hybrid/flexible (home, office, or other location).**  
n = 795 (WW), n = 204 (US); Source: IDC's *Future Enterprise Resiliency & Spending Survey – Wave 9, October 2022.*
- 2 34% of U.S. businesses said that increased employee productivity was one of the top 3 most important business outcomes they were trying to achieve through connectivity initiatives.**  
n = 770 (WW), n = 222 (US); Source: IDC's *Worldwide Future of Connectedness Survey 2023, June 2023.*
- 3 96% of U.S. companies reported seeing improvements in employee productivity due to connectivity investments, with 61% seeing productivity increases greater than 10%.**  
n = 770 (WW), n = 222 (US); Source: IDC's *Worldwide Future of Connectedness Survey 2023, June 2023.*
- 4 44% of U.S. companies said that improving worker productivity and collaboration was one of the top benefits of implementing a connectivity strategy; 43% said improving employee connectivity options was a top benefit.**  
n = 770 (WW), n = 222 (US) Source: IDC's *Worldwide Future of Connectedness Survey 2023, June 2023.*
- 5 Efforts to bolster productivity and employee connectivity led 56% of U.S. organizations to increase spending on cellular-enabled laptops/notebooks in 2022 over 2021 spend; 28% increased spending by more than 5% year over year.**  
n = 795 (WW), n = 204 (US); Source: IDC's *Future Enterprise Resiliency & Spending Survey – Wave 9, October 2022.*

Today's employees are no longer tethered to a static workstation. Remote and frontline workers make up nearly 40% of U.S. companies' workforce (Source: *Future Enterprise Resiliency & Spending Survey – Wave 9, October 2022*), serving customers or performing essential business functions far from the confines of the corporate headquarters

or factory floor. Even within those fixed locations, open floor plans and the pervasiveness of virtual calls necessitate the need to move between a desk and quieter conference spaces on the corporate campus. Dedicated connectivity on the go is central to ensuring that employees are productive no matter where the job takes them.

As a result, more companies are looking at connectivity investments to improve productivity. Investments in connectivity boosted employee productivity by 11%–20% for 40% of U.S. companies; 27% of U.S. companies said connectivity investments boosted employee productivity by 21%–50%.

Increasingly, companies recognize the value of issuing LTE/5G-enabled laptops to their mobile and frontline workforce. More than half (56%) of businesses increased their spending on cellular laptops in 2022 as a means of fueling greater productivity from remote and hybrid workers. While this increase was consistent across all industries, sectors such as hospitality (68%), transportation and logistics (64%), life sciences (60%), oil and gas (60%), and finance (52%) are deploying connected laptops to keep their employees connected and productive, no matter where they work (n = 795 (WW), n = 204 (US); Source: *Future Enterprise Resiliency & Spending Survey – Wave 9*, October 2022).

Easy-to-use, seamless, secure access to company resources is crucial when it comes to enabling the itinerant workforce of today. Using a laptop with LTE/5G cellular connectivity installed, an employee can connect to a reliable, high-performing broadband connection from the start. No more searching for unsecured public Wi-Fi. No competing for bandwidth with family members on a home broadband connection.

Cellular laptops can also reduce the need for the employee to lug around a separate mobile hotspot (and its charger) for connectivity.

## Key Connected Laptop Connectivity Vendor Selection Criteria

**Critical factors for evaluating potential connectivity vendors (aka mobile operators) for an organization's cellular laptop program include:**

- **Network coverage and reliability**

A critical element in assessing potential connectivity vendors is whether or not their cellular network extends to the employees' work locales. Equally important is network performance that can meet the on-the-go needs of employees' specific job roles.

- **Device compatibility**

The connectivity vendor should support a diverse mix of laptop brands and other form factors based on legacy preferences and compatibility with other corporate resources.

- **Additional support and services**

Most connectivity vendors provide additional services to set up, deploy, and maintain cellular laptops, either directly or via third parties. Enhanced cybersecurity goes hand in hand with reliable, high-performing cellular connectivity. Laptops with built-in security and a secure cellular network helps protect both the employee and the company.

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