

Improving Employee Productivity with Dual Monitors

IDC InfoBrief, sponsored by Dell | November 2015

In This InfoBrief

Overview

Upgrading your monitor configuration to dual monitors can improve employees' productivity and satisfaction. This IDC InfoBrief highlights major benefits that organizations can realize from refreshing their computer monitors to dual monitor configuration.

Methodology

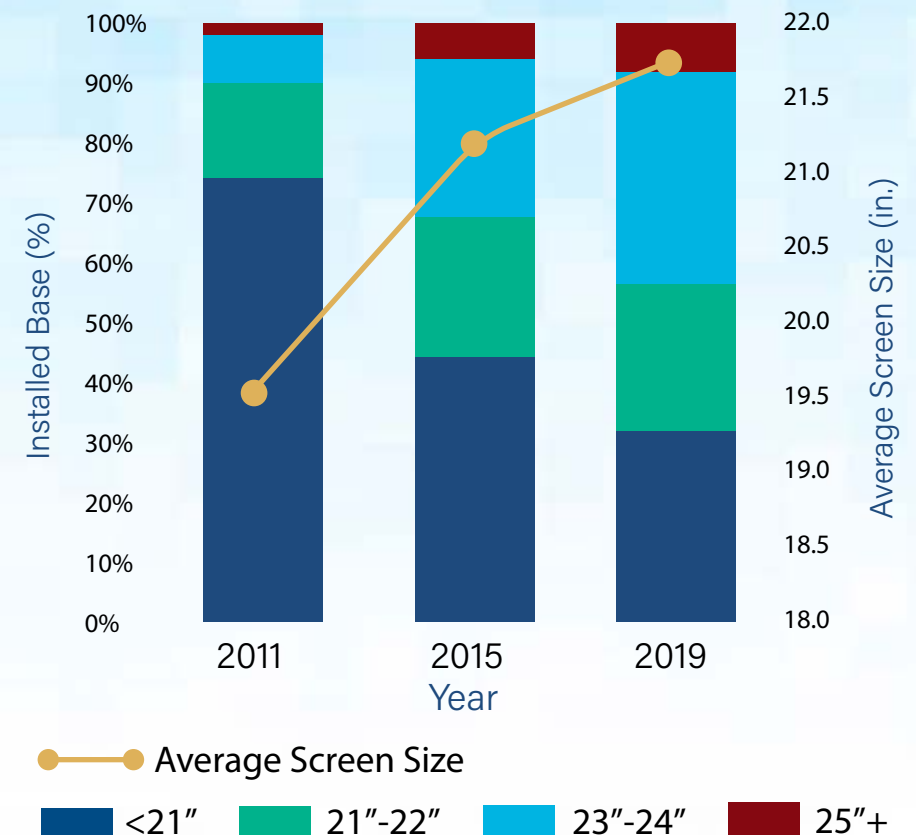
IDC leveraged multiple research sources in supporting this InfoBrief:

- IDC PC Monitor Tracker (2015)
- Wichita State University Software Usability Research Laboratory (SURL) study on impacts of dual monitor configuration on office workers/employees' productivity and satisfaction (September 2015)
 - ✓ N=24 office workers across industries and company sizes in the U.S. with experience using multiple monitors
 - ✓ As part of the InfoBrief process, IDC reviewed the SURL team's methodology, analysis and results
 - ✓ Dell sponsored the study and provided display monitors and computers used in the study

Businesses Are Moving Toward Larger Monitors

- ▶ Businesses are moving toward providing employees with **more screen real estate**, either via larger screen size or via dual monitors
- ▶ Price competition ensures that IT buyers can get larger screen sizes at the **same or lower price points** with each subsequent refresh
- ▶ **Average screen size is projected to increase to 21.6" in 2019**

US Commercial PC Installed Base



Dual Monitor Users Are More Productive vs. Single Monitor Users

The Wichita State University SURL study suggested that dual monitor configuration provided considerable productivity benefits over single monitor configuration for basic office tasks requiring multiple information sources.

18%



Dual monitor users are **18% more efficient**

Users complete tasks at hand quicker and with more accuracy with dual monitor configuration

15%



Dual monitor users **switch windows 15% less frequently**

Allows users to view and compare more information simultaneously, improve task accuracy and overall efficiency

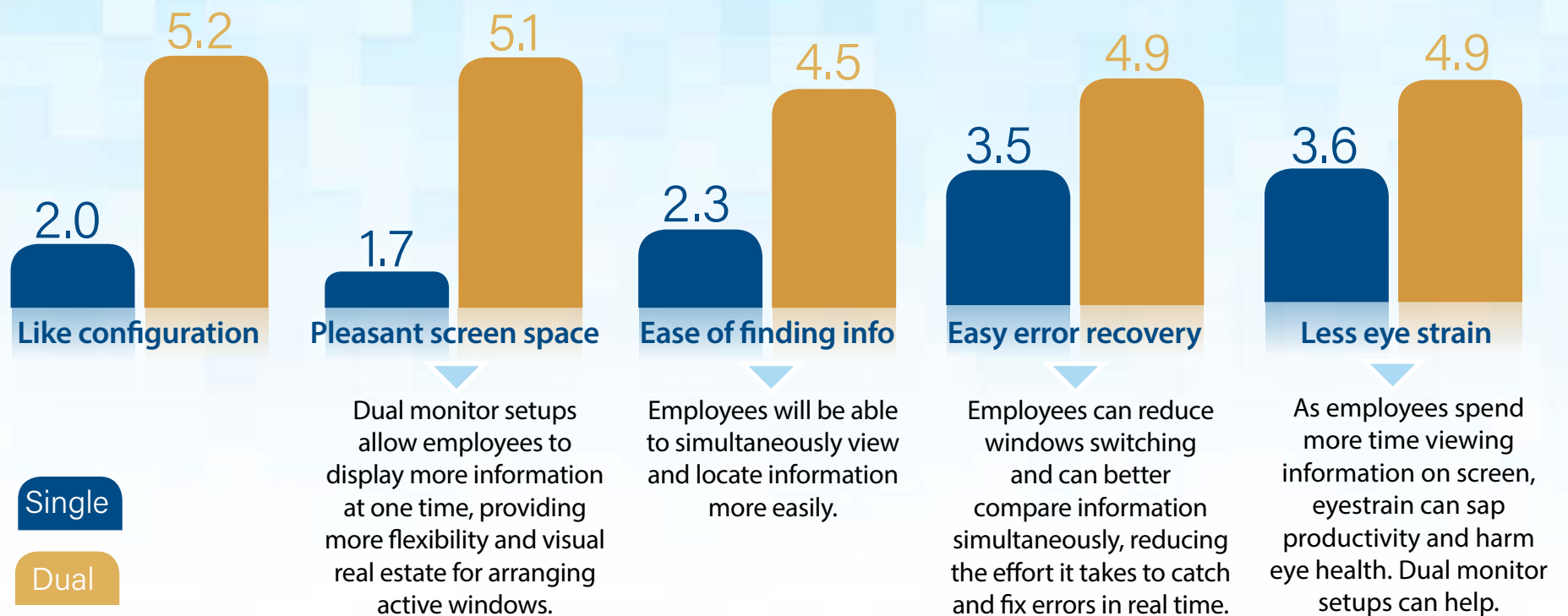
91%



91% of users said they are **more satisfied with dual monitor configuration** over single monitor configuration

Dual Monitor Configuration Offers Significantly Higher User Satisfaction

Single vs. Dual Monitor: Perceived Satisfaction (1=Lowest, 7=Highest)



Users Prefer Dual Monitor Configuration

Single Monitor Configuration

"Not enough space to lay out windows the way I want to, fewer options with placement to control overlap, using multiple programs for a related task feels disjointed."



"Hard to keep track of what info was where. If all screens were open, the images were too small to read effectively. My hand cramped from toggling back and forth."

VS. Dual Monitor Configuration



"It was easy to keep a copy of the 'final' document AND the work in progress up to see what was done and what was left. I could also see images much clearer because I could have more open but large enough to see."

"It feels more organized to put the document I'm creating on a screen and the sources of the information on the other. That way I have an area to search through source info and an area to compare my template document to my final goal document."

IDC Essential Guidance

Consider moving employees to larger screen sizes with multimonitor configurations

- ✓ Monitor upgrades are **low-cost hardware investments** that can have big impacts on employee productivity and satisfaction
- ✓ Consider moving employees to **larger screen sizes with multimonitor configuration**. Multimonitor configuration allows office workers to multi-task with multiple applications (e.g., word processing or spreadsheet on one screen and email on the other)
- ✓ Provide employees with **multiple monitor setups early** in their tenure so they can benefit from productivity gains immediately
- ✓ Think about **dual monitor configurations for shared work space (hot desk) environments** to ensure that employees who frequently use dual monitor setups don't have productivity loss and those that don't have dual monitor setups learn the benefits
- ✓ For office workers **where information is a large part of their workflow, dual monitor configurations are a must**

Dell Monitor Innovation

With one of the broadest portfolios in the market, Dell prides itself in the reliability and usability of its monitors. Utilizing some of the most advanced monitor technologies in the industry, Dell monitors can help enhance user productivity.



- ✓ **Dell dual monitor stands allow two monitors to be mounted side-by-side. Several Dell monitors are designed with an ultra-thin bezel, allowing for easy dual monitor setup.**
- ✓ **Dell offers monitors with color precision and accuracy, wide angle viewing, and high screen resolution.**
- ✓ **Dell backs the reliability of its monitors and many models come with a Premium Panel Guarantee*.**

*Select Dell Monitors

Appendix: Opportunities & Challenges

IDC sees a number of opportunities and challenges for Dell as organizations continue to migrate towards larger screen sizes and/or dual monitor configuration.

Opportunities include:

- ✓ **Breadth of monitor configurations.** The breadth of Dell's monitor portfolio represents a compelling proposition for organizations of all sizes (small to large enterprises) that are looking to migrate to dual monitor configuration.
- ✓ **Large installed base and ecosystem.** As one of the leaders in the IT industry, Dell has a large installed base of monitors and IT ecosystem that its salesforce can leverage to sell dual monitor configuration. Dell's ability to serve organizations' all-encompassing IT needs is a major differentiation in the marketplace.
- ✓ **Frontier display technologies are on the horizon.** New innovations, such as curved screens, wider aspect ratios, and higher resolutions help to drive monitor refresh. Early adoption means paying a higher price; however, waiting for prices to come down could spell missed productivity gains.

Challenges include:

- ✓ **Lack of differentiation in the monitor market.** Monitor designs vary from vendor to vendor. However, key monitor technologies such as resolution, response time, contrast, brightness, and I/O ports have largely been standardized. Organizations looking to invest in dual monitor configuration can expect roughly homogenous monitor performance across brands. Vendors such as Dell are facing an increasingly difficult task in differentiating their monitor products in the marketplace.
- ✓ **Price erosion.** A competitive marketplace will continue to drive monitor pricing downward. With a similar budget from a few years ago, organizations can procure more monitors of the same or even larger screen sizes. While this is positive for buyer organizations, it creates a challenging business environment for vendors.

Appendix: Methodology In Detail

Displays, Productivity, and Satisfaction: Single vs. Dual Monitor Configuration

Conducted by Wichita State University Software Usability Research Laboratory (SURL), September 2015

Purpose

Examine the impact of multiple monitors on office productivity. In particular, SURL examined employee performance on standard office tasks with single and dual monitor configurations.

Methodology

- ✓ N=24 office workers (14 male, 10 female; aged 20-50) representing various industries and company sizes with experience using multiple monitors
- ✓ Each participant completed 4 business tasks: 2 tasks on a single Dell UltraSharp 24 Monitor - U2415 (24.1") and 2 tasks on a dual Dell UltraSharp 24 Monitor - U2415 (24.1") configuration with a Dell Dual Monitor Stand - MDS14
- ✓ Each task required users to create a document using source material from multiple software applications, such as Microsoft Office (Word, PowerPoint, Excel), Microsoft Outlook, Adobe Acrobat Reader, and an Internet browser
- ✓ Following the completion of each task, respondents were asked to rate their satisfaction with the monitor configuration