# **The Operating System for Distributed Work**

A Strategic White Paper on Winning the End-User to Capture the Enterprise

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### **1. The Modern Employee: An Innovator Stranded on a Digital Island**

Imagine a talented employee working from their home, a remote office, or a distribution center. They are the engine of the modern enterprise. Yet, they are stranded. Powerful but disconnected tools surround them, left to navigate a complex digital world with a support model built for a bygone era. When they get stuck, they are truly alone. This is the reality of End-User Computing (EUC) today.

The market has made significant strides in solving logistical problems for the business. Modern platforms from HCM leaders like Deel and Rippling, and the existing services from Corserva, excel at automating onboarding and streamlining device procurement for the **IT administrator**. They have successfully reduced the backend operational burden.

However, these solutions are fundamentally built for the business function, not the employee. They provide excellent *admin support*, but they give no *end-user support*. As a result, the single most significant source of daily frustration and lost productivity—the employee's struggle to find "how-to" knowledge for critical business applications—remains fundamentally unsolved. This gap is the strategic wedge we will exploit to capture the market.

### **2. The "Two-Headed Monster": The Dual Crisis of Modern EUC**

This disconnect has created a "two-headed monster" that simultaneously impacts employee productivity and IT operational efficiency.

* **The End-User's Reality:** A daily "productivity tax" composed of performance degradation, connectivity barriers, and the constant friction of searching for information.
* **The IT Department's Burden:** An unwinnable battle against operational complexity, repetitive ticket volume, and the security risks of a distributed workforce.

Compounding this is the financial black hole of "SaaS Sprawl," where industry data shows that **up to 50% of all paid software licenses go unused**, representing a massive, invisible drain on the company's budget.

### **3. The Achilles' Heel: A Support Model Stuck in the Past**

The current support model is the market's most expensive problem and the user's biggest frustration because it ignores a fundamental truth about how people learn. For the sake of clarity, here is an example most have encountered: when assembling a new gas grill, would you prefer to read a dense, 50-page manual or watch a 2-minute video that shows you exactly what to do? The answer is obvious. We universally prefer to see and learn.

Yet, today's enterprise support relies on the digital equivalent of that dense manual: text-based chatbots and slow, ticket-based systems. This model is fundamentally broken. Data shows that **70% of all IT tickets are simple "how-to" questions**, and employees lose over **9 hours per week** just searching for the information they need to do their jobs. This reactive model is a tax on everyone.

### **4. Our Wedge: Revolutionizing Employee Enablement with "Support On Demand"**

Our strategy begins by solving this universal support problem. We will build a solution that fundamentally changes how employees are engaged and informed, moving from the static "gas grill manual" to dynamic, just-in-time knowledge. We call this **Support On Demand**.

This is not another chatbot. It is an intelligent **Knowledge Agent** that provides instant, video-based answers to an employee's questions, directly on their screen. The question of "Can we do this?" is not a matter of future technology; it's a matter of applying proven, existing models in a new and innovative way. The technology to power this is in-product and ready to go. By leveraging a robust architecture, like that used by **Omedym**, we can provide an out-of-the-box solution for customers to upload and index their **private video content securely**. Simultaneously, new AI tools from cloud partners like **AWS** make it easier than ever for our **Action Agent** to automatically ingest and index official training videos from public sources like the YouTube API.

This proven, hybrid model allows us to revolutionize the employee experience across the entire lifecycle:

* **New Employee Onboarding:** Instead of a stack of PDFs, a new hire can ask, *"What's our process for submitting expenses?"* and instantly see a 2-minute video walkthrough created by the finance team.
* **Security & Compliance Training:** An employee can ask, *"What is our clean desk policy?"* and get the specific video clip from the annual security training, reinforcing knowledge when needed.
* **Complex Software Training:** A user stuck in a company's custom ERP system can ask, *"How do I close out a Q3 sales order?"* and be shown the exact, company-specific workflow.

Because this "Support On Demand" agent is so valuable and user-centric, it also unlocks a decisive go-to-market advantage. It becomes the perfect engine for a **Product-Led Growth (PLG)** strategy. By offering a free version of Support On Demand (e.g., for one application of the user's choice), we can create a viral, bottom-up adoption loop, driven by a direct incentive: **"Refer three colleagues, get support for another application for free."** This gamified approach wins the hearts and minds of users and creates the ultimate leverage for an enterprise-wide sale.

### **5. The Vision: The Full EUC Operating System**

"Support On Demand" is our wedge, but our vision is far broader. Once we have a customer's attention, we introduce them to the whole, high-margin platform: the **EUC Operating System**. This is not just a support tool; it is a comprehensive solution that delivers immense value to the entire organization by making employees more productive and the business more efficient and secure.

**Value for the IT & Finance Departments:**

The EUC Operating System transforms IT from a reactive, cost-driven function into a proactive, value-driven one. Our platform automates the core tenets of EUC—provisioning, configuration, and inventory management—but with a layer of intelligence that is impossible with today's tools. The most powerful example is our Application Intelligence suite, a financial optimization engine that provides a direct, hard-dollar ROI. It identifies unused software licenses ("shelfware") and discovers unsanctioned "Shadow IT," allowing companies to eliminate wasted spend and mitigate security risks. This single feature can save a mid-sized company hundreds of thousands of dollars annually, often paying for the entire platform.

Value for the End-User:

While IT and Finance see the operational and financial benefits, the end-user feels the experience. Our platform is designed to make their technology feel like a helpful partner, not an obstacle. Beyond the revolutionary "Support On Demand" feature, the whole platform provides:

* **Proactive Performance Monitoring:** The agent acts as a silent guardian, detecting issues like a "noisy neighbor" browser tab that's slowing down the system or predicting a hardware failure and initiating a replacement *before* the user experiences any downtime.
* **Proactive Security & Compliance:** The agent becomes a helpful coach. It understands context, prompting a user to enable their VPN on public Wi-Fi. It guides them through enrolling their phone in MDM in a transparent, trust-building way. It finds gaps in their calendar to help them complete mandatory security training, eliminating the "nag factor" of traditional compliance.

### **6. The Unbeatable Moat: The Corserva Hybrid Advantage**

This is our unique and defensible differentiator. While pure software companies can only operate in the digital realm, we can offer a complete, end-to-end solution that seamlessly blends our intelligent software with Corserva's proven physical services. We call this the **"Race Car & The Pit Crew"** model.

Our **AI Agent**—the powerful combination of the **Omedym model, our Support On Demand knowledge base, and our federated Knowledge and Action agents**—is the high-performance **race car**. It is the sleek, intelligent, user-facing software focused on the end-user and IT, not just back-office automation. It makes employees faster, more productive, and more knowledgeable.

But you can't win a race with just a fast car. Corserva's existing services—**provisioning, device configuration, depot/swap services, and traditional human support**—are the world-class **pit crew**. They are the essential, physical backbone ready to instantly solve hardware issues, manage the logistics, and provide expert human help when needed, guaranteeing zero downtime. We are the only team that can provide both the car and the crew.

### **7. The Long-Term Advantage: The Data Flywheel**

The actual, long-term power of the EUC Operating System lies in the **Network Learning Effect**. The platform becomes smarter with every endpoint it touches and every interaction it has. Every user question, every performance issue, and every piece of feedback makes our AI models more accurate. While a competitor might eventually copy our features, they cannot copy the years of collective intelligence gathered from millions of endpoints. This first-mover advantage ensures our platform will not just be the most intelligent solution on Day 1, but will extend its lead every single day after.

### **8. The Competitive Landscape & The 800lb Elephant in the Room**

The current market is a collection of robust but disconnected point solutions. It is a system of world-class specialists that lacks a unifying Primary Care Physician. Players like CrowdStrike (the Cardiologist of security) and Datadog (the Neurologist of the backend) are incentivized to go deeper into their specialty, not wider across the entire user experience.

This naturally leads to the most critical question: **Why won't a platform giant like Microsoft just build this and own the market with Copilot?**

The reality is that while buyers will rightfully ask about this "800lb elephant," the incumbent's focus is both a strength and a strategic weakness. Microsoft Copilot will always be the world's best expert on the Microsoft ecosystem. It will not, however, be best-in-class at providing deep support for its chief rivals like Salesforce and Google Workspace, nor will it be the best agent for managing a fleet of macOS devices.

Our opportunity is not to replace these powerful native agents, but to **leverage and orchestrate them.** Our EUC Operating System is the only platform designed to be the agnostic, "Primary Care Physician" for the end-user. Our combination of a user-centric **Support On Demand** wedge, the **Corserva Hybrid Advantage**, and our **proven logistics and lifecycle management services** gives us true differentiation and value that no single specialist can match.

### **9. Conclusion: A Mandate for a New Operating System**

The way we work has fundamentally and permanently changed. The distributed workforce is here to stay, and the "two-headed monster" of end-user frustration and IT complexity will only grow more severe. At the same time, the shift to consumption-based software licensing and the explosion of SaaS applications make our **Application Intelligence** solution not just timely, but essential for financial survival.

The market is at an inflection point. The old model of reactive, ticket-based support is no longer sufficient. It is the most expensive part of any EUC solution and, as the endless rants on forums like Reddit prove, the single most significant source of employee frustration. We have the opportunity to solve this problem. Our **Support On Demand** wedge, powered by a proven video-based AI model, will revolutionize employee enablement and serve as the engine for a modern, low-cost **Product-Led Growth** strategy.

This is more than just a better support tool. It is a complete platform that delivers a robust, multifaceted ROI. We provide **hard-dollar savings** to the CFO through software optimization and ticket deflection. We offer **proactive operational efficiency** to IT by automating their most tedious tasks. And we provide a **"soft" ROI** that is arguably the most valuable of all: an empowered, productive, and happy end-user. In a world where talent is the ultimate competitive advantage, creating a superior digital experience is invaluable.

By leveraging Corserva's unique hybrid capabilities and investing in a proprietary, user-centric AI layer, we are not just entering a market; we are creating a new one. This is the path to becoming the indispensable **Operating System for Distributed Work.**