juriba



Juriba DPC

Executive Whitepaper

Continuous Workplace Operations in the AI Era

From Lifecycle Governance to Digital Workplace Operations Automation

Executive Summary

Enterprise IT is not struggling because it cannot deliver change. It is struggling because change no longer ends.

Cloud transformation has increased agility, but it has also increased structural complexity. Hybrid estates now span data centers, public cloud, SaaS, edge environments, and distributed digital workplaces. These environments must operate as a coherent whole. At the same time, digital workplace platforms have moved to continuous servicing models. Operating systems update on fixed cadences. Security baselines evolve monthly. Applications are released independently. Yet many enterprises still govern end-user computing and platform change through project-based models designed for periodic transformation.

This mismatch is now a structural business risk.

The Structural Risk

Governance designed for periodic projects cannot keep pace with environments that now change every day. The result is a widening gap between what IT can see and what it can actually control, and the pace of change it can deliver.

The Implication

The cost of episodic governance rarely appears on a balance sheet. It surfaces as audit effort, emergency fixes, and declining confidence in readiness data.

Enterprises that adopt continuous lifecycle governance will outperform those that continue managing change episodically. This paper explores why.

An adjacent category has also emerged: Digital Workplace Operations Automation (DWOA) platforms, extending the same operational logic from infrastructure into the digital workplace. This trajectory represents a fundamental shift in how enterprises approach the management, governance, and operation of the digital workplace.

In practice, a DPC platform acts as a single source of truth and a central control tower, giving real-time visibility of every device, application, and user, and orchestrating workflows across teams and tools.

DPC and DWOA address related operational challenges from different perspectives. DPC focuses on lifecycle governance and orchestration across hybrid environments, while DWOA extends this vision into coordinated workplace operations automation. The common thread is continuous, coordinated control across complex enterprise environments.

DPC Focus	DWOA Focus	Common Thread
Lifecycle governance and orchestration across hybrid environments	Coordinated workplace operations automation at scale	Continuous, coordinated control across complex enterprise environments

CHAPTER 1

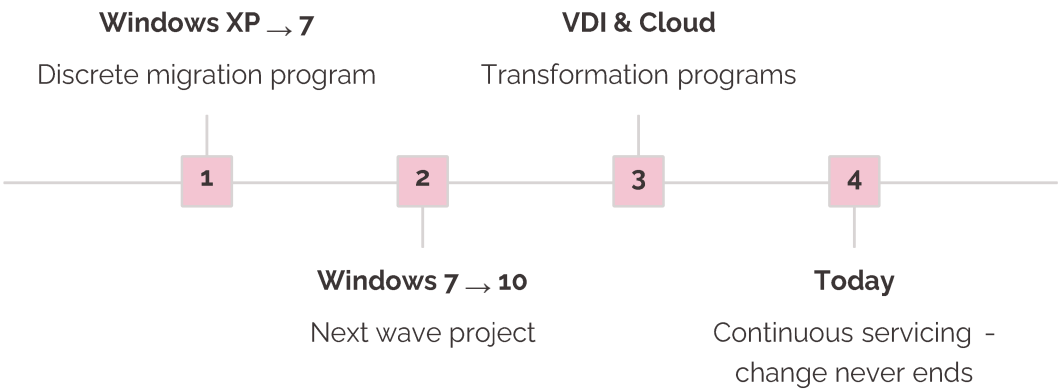
The End of Episodic EUC

For more than two decades, enterprise end-user computing operated in waves: discrete programs with a clear beginning, middle, and end. Windows XP to Windows 7. Windows 7 to Windows 10. VDI deployments and Cloud migrations. Each was scoped as a project, resourced accordingly, and declared complete at go-live.

> **"Digital transformations are not a one-and-done project; most executives will be on this journey for the rest of their careers."**
> **McKinsey & Company**

This observation is no longer theoretical. It is an operational reality. Windows is now serviced continuously. Security threats evolve daily. Hybrid work has permanently expanded the enterprise perimeter. Deloitte's Tech Trends 2024 research reinforces this shift, arguing that enterprises must move beyond piecemeal, periodic approaches to technology modernization in favor of continuous assessment and governance embedded across the technology lifecycle.

Yet EUC governance in many organizations remains program-centric. Budgets are allocated per initiative. Teams are staffed for projects. Governance structures activate for transformation and stand down once milestones are reached. This creates a widening control gap between transformation events, a period during which the environment continues to evolve while governance effectively pauses.



The Continuous Control Gap

Most enterprises have invested heavily in workplace management tooling. They have endpoint management platforms, security tools, IT service management systems, software asset management platforms, packaging tools, and analytics solutions. Individually, these systems perform valuable functions. Collectively, however, they often operate as disconnected domains. As workplace complexity increases, organisations increasingly discover that the challenge is no longer tooling capability, it is coordination.

What Enterprises Typically Have

Endpoint Management

Device configuration and deployment tools

Security Platforms

Threat detection and vulnerability management

ITSM Systems

Incident, change, and service request workflows

Asset Management

Hardware and software inventory tracking

What Enterprises Often Lack

A single operational layer capable of coordinating:

- Applications
- Devices
- Ownership
- Risk
- Change

The result is an operational gap between visibility and action. Teams can *see* issues, but coordinating remediation, governance, prioritization, and execution remains heavily manual.

⚠ This is the **Continuous Operations Gap:** teams can see the problem, but cannot coordinate the response at the speed of change demands.

The Continuous Control Gap: When Assumptions Break

Under episodic models, organizations build governance around a set of assumptions that made sense when change was periodic. These assumptions are now structurally invalid in continuously evolving environments. Capgemini's research on intelligent operations emphasizes that data must be used to drive real-time decision-making, visibility, and resilience across operational workflows, rather than assembled after the fact through periodic review.

Episodic Assumption	Continuous Reality
Readiness can be assessed at defined milestones	Readiness expires between assessments as the environment changes

→ **Readiness expires**

What was compliant last month may not be compliant today as patches, updates, and configurations drift.

→ **Evidence becomes stale**

Compliance evidence assembled at audit time no longer reflects the live operational state of the environment.

→ **Ownership blurs**

As headcount changes and systems evolve, accountability for assets and applications becomes unclear.

→ **Exceptions accumulate quietly**

Without continuous monitoring, technical debt and policy exceptions build invisibly between governance cycles.

⊗ The result is not a visible failure. It is a **gradual erosion of control**, subtle, compounding, and expensive to reverse.

CHAPTER 2

The Cost of Operating Without Continuous Governance

The financial consequences of episodic lifecycle management are rarely labeled as such. They do not appear as a line item in a budget variance report. Instead, they manifest as friction, delay, and reactive spending across multiple functions, each attributable to operational causes that are never fully connected to their root cause: the absence of continuous control.



Escalating Audit Effort

Manual evidence assembly consumes significant team capacity each cycle



Extended Support Licensing

Delayed migrations force costly extended support agreements



Reactive Remediation

Emergency compatibility fixes replace planned, governed change



Over-Provisioned Buffers

Safety margins grow as confidence in readiness data declines



Program Fatigue

Repeated transformation waves exhaust teams and erode change confidence

KPMG's global technology research found that **69% of respondents** reported heightened regulatory and governance complexity concerns, particularly in regulated industries. The issue is not transformation capability. It is the absence of continuous control between transformation waves.

Why Traditional Tooling Cannot Close the Gap

Enterprises have not ignored the problem. They have invested heavily in tooling: ITSM platforms, ITAM systems, endpoint management suites, cloud management platforms, and security analytics. Each performs its function effectively within its domain. The investment is real. The capability is genuine. Yet the control gap persists, because the problem is not a lack of tools. It is an architectural gap in how those tools relate to each other.

DPC tools do not replace existing cloud or infrastructure management tools. They draw on them, aggregating their data into a single, cohesive operational view.

Most tooling optimizes domains. Few provide a lifecycle control layer *above* domains. While hyperscalers optimize infrastructure utilization and ITAM tools optimize asset visibility, the gap lies in application readiness orchestration and lifecycle control across the digital workplace. Accenture's research on IT operating models argue that enterprises must move beyond fragmented, function-level technology management toward centralized visibility and orchestration across the IT landscape..



In other words, coordination, not more dashboards, is the missing capability. We see this as the gap the emerging DWOA category speaks to: in Juriba's view, a vendor-independent control plane that sits one layer above existing management tools.

CHAPTER 3

From Digital Platform Conductor to Digital Workplace Operations Automation

The formalization of the Digital Platform Conductor market reflects a decisive shift in how the industry views enterprise IT governance. This is not a migration accelerator category. It is the recognition that enterprises require a persistent operational control plane, one that provides continuous visibility, lifecycle intelligence, and coordinated workflow execution across hybrid environments regardless of transformation phase.



Cohesive Cross-Environment Visibility

Unified view across data center, cloud, edge, and workplace systems



Lifecycle Intelligence

Continuous awareness of asset readiness, risk, and compliance state



Workflow & Orchestration

Coordinated execution across tools, teams, and environments



Compliance Transparency

Always-on audit evidence without manual assembly overhead



Value-Based Reporting

Measurable I&O business value demonstrated to executive stakeholders

Boston Consulting Group has argued that in complex digital enterprises, competitive advantage increasingly depends on the ability to **orchestrate shared, enterprise-wide platform capabilities** rather than optimizing individual systems in isolation.

The Juriba Control Tower Model

Digital Platform Conductor (DPC) technology emerged to help enterprises coordinate lifecycle governance across increasingly complex hybrid environments. Today, the Digital Workplace Operations Automation (DWOA) category extends this operational vision further, recognizing the need for coordinated workplace automation across applications, devices, users, and operational workflows. Within this broader model, DPC provides the orchestration layer that coordinates activity across workplace systems and processes.

Application lifecycle automation and governance are equally critical components of continuous workplace operations. Juriba addresses this through three integrated capabilities that together form a Control Tower approach, enabling organizations to coordinate change continuously across the digital workplace estate at enterprise scale.

Juriba DPC

Orchestration and operational coordination across hybrid environments. The control plane that connects tooling domains into a governed, unified lifecycle management layer.

Juriba App Readiness

Application lifecycle automation from discovery through packaging, testing, and deployment readiness, embedded within the governance framework.

Juriba App Owner

Application ownership, accountability, and governance, ensuring every application has an assigned owner and a governed lifecycle at all times.

Together, these capabilities create a **Control Tower approach** to workplace operations, helping enterprises coordinate change continuously while maintaining governance, visibility, and control across the full digital workplace estate.

From Windows Migration to Lifecycle Governance

For enterprises seeking to operationalize the DPC model within their digital workplace, the challenge is practical: where does continuous lifecycle governance actually sit? The strategic value extends well beyond Windows upgrade transitions. The underlying issue is broader; how does an enterprise maintain continuously auditable control without reverting to spreadsheet governance?

The Governance Challenge

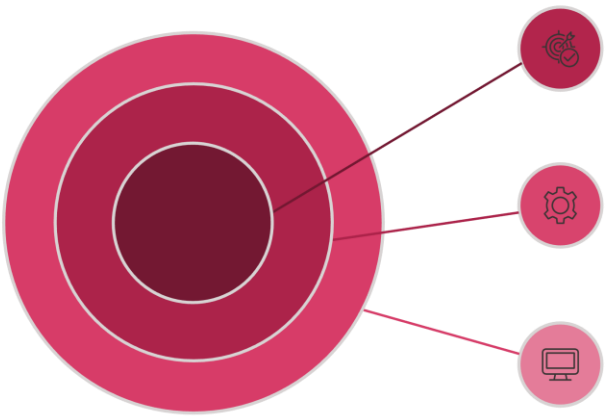
How does an enterprise maintain continuously auditable control over all the following simultaneously without manual coordination overhead or point-in-time snapshots that become stale within days?

- Application readiness and compatibility
- OS lifecycle status across device fleet
- Virtual desktop platform versions
- Cloud PC provisioning and compliance
- Device refresh cycles and hardware EOL
- Identity and compliance baselines

The Juriba Approach

Juriba's Digital Platform Conductor operates as a **lifecycle governance layer**, embedding ownership, visibility, and prioritization directly into operational workflows.
It does not replace Microsoft tooling. It operationalizes control across it, acting as the coordination intelligence above the execution layer that existing tools provide.

The result is a continuously maintained, auditable view of the entire digital workplace estate, updated in real time as the environment evolves.



Business Outcomes

Audit confidence and reduced debt.

Juriba DPC Orchestration

Lifecycle intelligence and ownership.

Execution Layer

Microsoft tools, endpoint management, ITSM.

This layered approach ensures that governance is not a periodic activity but an embedded, continuous operational capability, active between transformation waves, not just during them.



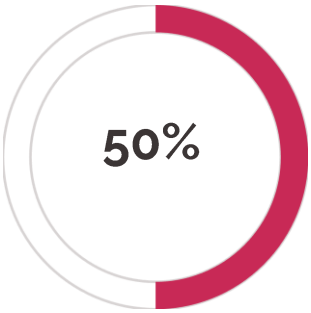
CHAPTER 4

Continuous Control as a Competitive Differentiator

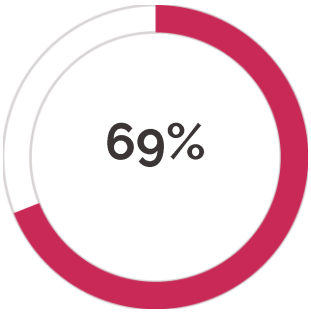
The next decade of enterprise IT will not be defined by who migrates fastest. It will be defined by who most effectively sustains control. The enterprises that pull ahead will not necessarily be those with the largest transformation budgets or the most sophisticated tooling estates; they will be those with the governance architecture to stay in control as change accelerates.



DPC Mainstream
According to Gartner®, DPC is a "high-benefit" innovation expected to reach mainstream adoption within 5–10 years.*



DWOA Automation
According to Gartner®, "By 2030, over 50% of digital workplace tasks will be automated via digital workplace operations automation platforms, an increase from less than 5% in 2026."**



Governance Pressure
Of the 400 technology leaders reported, regulatory challenges were cited as a concern (KPMG)

Enterprises that embed continuous lifecycle governance will reduce audit volatility, contain technical debt accumulation, improve executive confidence in change programs, and lower long-term transformation costs.
The shift from EUC projects to continuous lifecycle governance is not optional; it is structural.

Digital Platform Conductor is not a feature category. It is the **operating model for sustained enterprise control**. To explore how Juriba's Digital Platform Conductor supports continuous lifecycle governance across hybrid estates, visit juriba.com.

* Gartner, Hype Cycle for Data Center Infrastructure Technologies, 2025, Henrique Cecci, 30 June 2025
** Gartner Innovation Insight for Digital Workplace Operations Automation Platforms 23 April 2026 - ID G00841430



The Opportunity for Your Organization

If any of this feels familiar, it is not a coincidence, and it is not unique to your organization. Most enterprises facing these symptoms are experiencing the structural consequences of managing a continuously evolving environment with governance models designed for periodic change. The teams getting ahead are not running more projects. They are operating with a fundamentally different control architecture.

Fragmented Visibility

You don't have a single, reliable view across your environment, decisions are made on partial or outdated information.

Audit Overhead

Audit prep takes too much effort, every time, evidence is assembled manually rather than maintained continuously.

Change Coordination Friction

Coordinating app, OS, and device changes feels harder than it should , teams are working across disconnected systems.

Growing Complexity

The environment keeps getting more complex, not less, and control drops off between major projects.

This is not just a tooling problem. It is how the environment is being managed. Take the next step toward continuous control:

Continuous Control Maturity Assessment

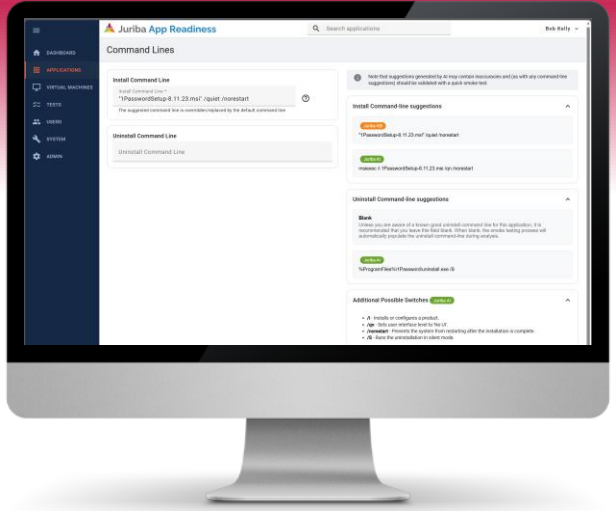
Assess where your organization stands today →

Cost Saving Calculator

Quantify the value of continuous governance →

Schedule a POV

Validate results in your own environment →



At Juriba, we help some of the world's largest and most complex organizations operate their digital workplace with confidence in an era of continuous change.
Enterprise IT is no longer challenged by delivering change. It is challenged by sustaining control as change becomes continuous.

Digital workplaces now operate across a complex mix of endpoints, applications, cloud services, identities, security controls, and employee experiences. Operating systems update continuously. Applications evolve independently. Security threats emerge daily. AI is accelerating both the pace and volume of change.

An adjacent category, Digital Workplace Operations Automation (DWOA) platforms, recognizes the need for coordinated automation, governance, and orchestration across workplace operations.

Juriba is recognized as a Representative Provider in the 2026 Gartner Innovation Insight for Digital Workplace Operations Automation Platforms research. It also provides the following:

- Juriba DPC: orchestration and operational control
- Juriba App Readiness: application lifecycle automation
- Juriba App Owner: application ownership and governance

Together, these capabilities create a Control Tower approach to Digital Workplace Operations Automation, helping enterprises coordinate change continuously while maintaining governance, visibility, and control.
Because change is constant and IT is the engine that powers the organization, it must be executed correctly, with the end user in mind.

Juriba: Built for IT people, by IT people

Gartner, Innovation Insight for Digital Workplace Operations Automation Platforms, Tom Cipolla, Stuart Downes, 23 April 2026. GARTNER is a trademark of Gartner, Inc. and/or its affiliates. Gartner does not endorse any company, vendor, product, or service depicted in its publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner publications consist of the opinions of Gartner's business and technology insights organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this publication, including any warranties of merchantability or fitness for a particular purpose.

Book a Demo

juriba