

Which Generation Needs IT Help the Most?

**ANNOUNCER:**

NEW RESEARCH COMMISSIONED BY BARCO CLICKSHARE REVEALS THAT GENERATION X AND MILLENNIALS ASK FOR THE MOST IT ASSISTANCE IN THE WORKPLACE.

TECHNOLOGY PIONEER AND DATA SCIENTIST, INMA MARTINEZ:

**SUGGESTED SOUNDBITE:**

Millennials, Centennials and some Generation X employees excel at being digitally social, yet they are 100 percent mobile driven, lacking the necessary skills to understand how desktop computers connect to other devices or, how network infrastructure really works.

The very nature of Millennials and Centennials is short-term oriented, spoiled by the instant gratification of e-commerce and the seamless user experience that mobile apps present.

Generation X, because they weren't born digital, feel even more alienated when confronted by desktop issues – connecting to other machines, or understanding basic network infrastructure.

They require stronger support and response from IT teams beyond what other generations need in the workplace because patience is not their forte.

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