

A woman with glasses and a headset is smiling while working at a computer in a modern office. She is wearing a vibrant, multi-colored patterned shirt. The office has large windows, a desk with a computer monitor, keyboard, and mouse, and a potted plant. The background shows another person working at a computer in a similar setting.

Collaboration Success in the Hybrid Work Environment

October 2020

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Introduction

In the old way of working, marginal collaboration tools might have made the grade. After all, most of your team was just a few footsteps away, and in-person meetings were almost effortless.

But that was then ... and this is now.

In the hybrid work environment, much (if not most) of your workforce is remote. Even colleagues who happen to be in the same office at the same time might not want to assemble in a confined space.

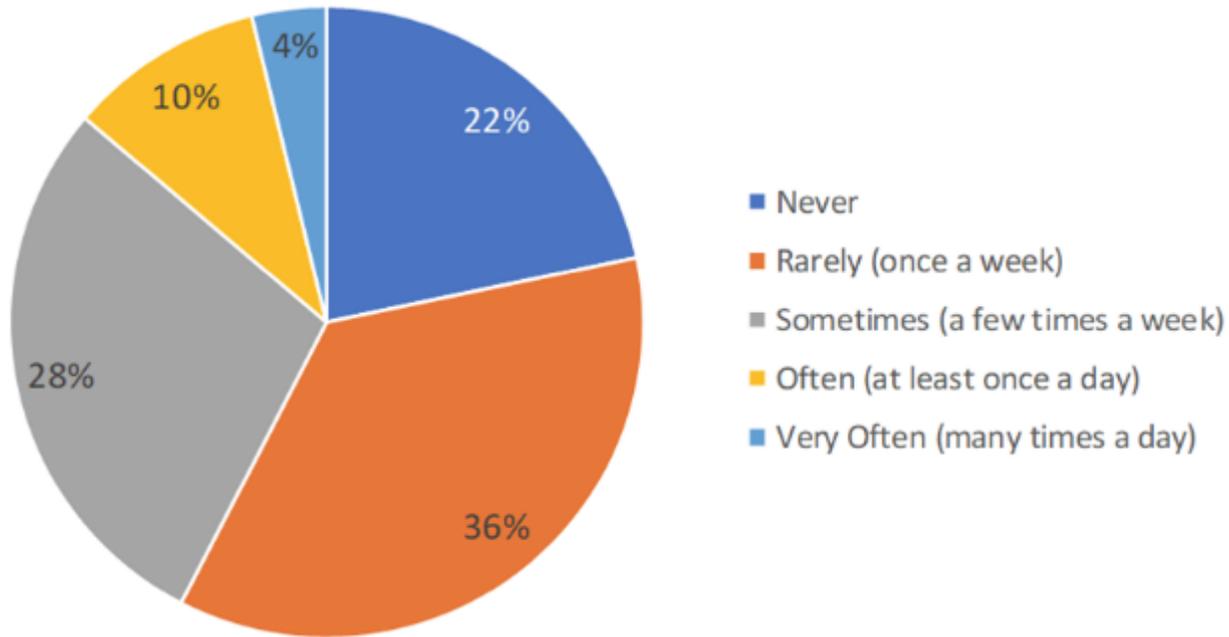
Given today's realities, it's no surprise that video collaboration has become the way organizations keep their people connected - to each other, to partners, and to clients.

This eBook provides actionable recommendations for creating a video-first culture and maximizing employee success in the hybrid work environment.

Mediocre collaboration tools won't cut it in the hybrid work environment.

The Power of VIDEO CONFERENCING

Video Conferencing Usage Before the COVID-19 Crisis



- **22% of home-bound workers were not using video conferencing pre COVID-19.**
- **Only 14% were using video conferencing at least once a day.**

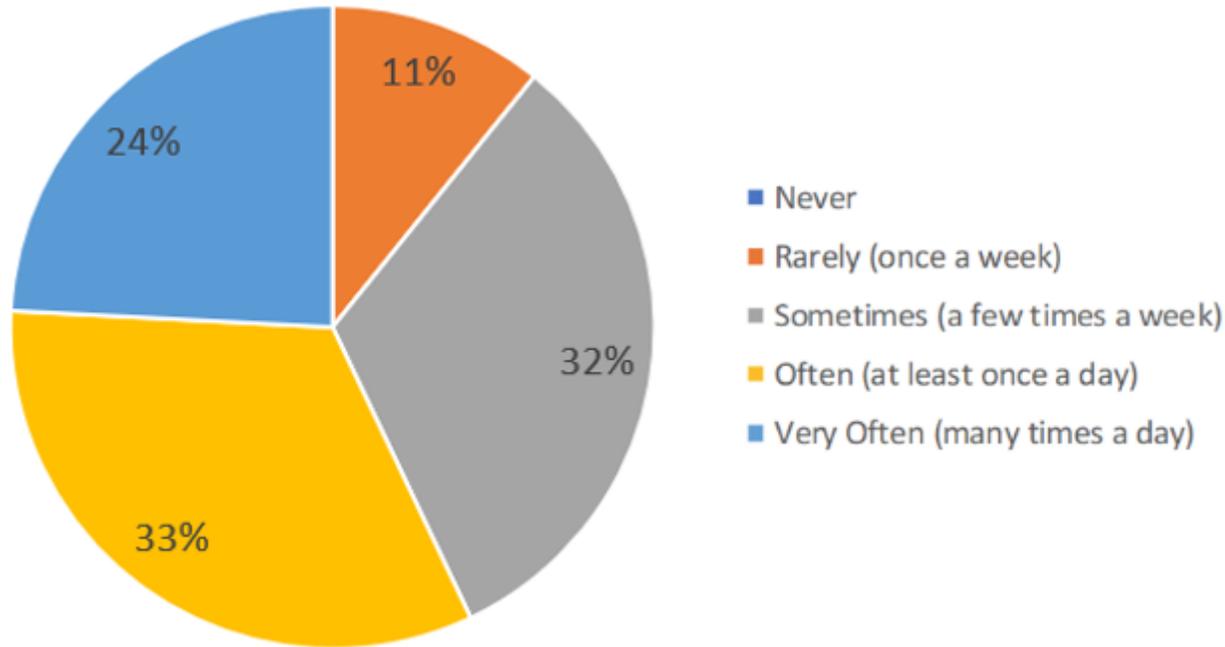
Pre-COVID
2.3 video calls per week

Source: Recon Research 2020 survey of ~ 1,500 information workers.

But Those Days Are Gone!

The Power of VIDEO CONFERENCING

Video Conferencing Usage During the COVID-19 Crisis



Summer 2020

6.3 video calls per week

Source: Recon Research 2020 survey of ~ 1,500 information workers.



- **All 1,500 of the information workers surveyed are using video conferencing while working form home.**
- **More than half are using video at least once a day.**
- **One-quarter use video several times a day.**

Video conferencing usage has almost tripled due to hybrid working!

The Hybrid Work Environment

In the future hybrid work environment:

- Many (most) people will work in different locations:
 - *From home some of the time*
 - *From the corporate office some of the time*
 - *From other remote locations as needed*
- The mix of work locations will be defined for each worker to maximize productivity and efficiency.
- Specific countries, cities, offices, departments, and work teams will adopt work programs that foster collaboration with global colleagues.
- Where and how we work is changing, evolving, and morphing - in real-time.

Success in the hybrid work environment requires a new way of working - and thinking.

*The **hybrid** work environment is all about flexibility and agility.*



*The hybrid work environment is a **strategic benefit** – not a compromise.*

A Hybrid-Friendly Culture

Don't just accommodate remote workers ... embrace the power of a distributed workforce.

- Think global but "understand" and support local
- Create hybrid-friendly HR policies
- Let people choose where, when, and how they work
- Focus on outcomes – not hours at a desk or in the office
- Make it possible for remote workers to join EVERY meeting
- Unleash your team's creativity with virtual collaboration tools (e.g., digital whiteboarding, annotation, ideation, etc.)
- Record your sessions for those who could not attend and remote workers who weren't able to join the meeting in real-time.
- Conduct frequent all-hands meetings to keep your team in the loop



Leverage video conferencing to maintain a strong connection with your colleagues, partners, and customers!

Choose Your Collaboration Platform Wisely

As you pick your platform, look for solutions offering:

- **Ease of Use** – simple and intuitive systems with a streamlined workflow that require no user training
- **Flexibility** – supports for multiple communication mediums (presence, IM, audio, video, collaboration)
- **Scale** – a global footprint and reach to support workers around the world
- **Accessibility** – can be used by workers at home, in the office, and on the road
- **Multi-Device Support** – provides mobile, laptop, desktop, and meeting room experiences with a consistent look and feel across platforms and devices
- **IT-Friendly** – strong security and management built-in!

*The right collaboration platform **unleashes** the true power of your workforce.*



Image Provided Courtesy of Microsoft

To simplify your communications and minimize time to benefit, look for cloud services like Microsoft Teams.

Let Your Workers be Heard!

(with professional headsets)

*Your workers need the proper **communication tools** – no matter where they are.*

As you choose your headset, look for vendors offering a range of choices to meet your needs, including:

- **Cost-Effectiveness** – wired headsets for a low-cost, reliable experience
- **Flexibility** – wireless headsets with long battery life for flexibility
- **Comfort** – on-ear, in-ear, one-ear and two-ear devices to suit everyone
- **Performance** – intelligent noise cancellation to drown-out hybrid work environment noises ranging from colleagues talking to dogs barking
- **Certification** – pre-tested and vetted compatibility with the leading collaboration environments (e.g., Microsoft Teams)
- **Convenient Controls** – on-ear controls for key functions such as volume up/down, start/end calls, and invoke the collaboration app (e.g., Microsoft Teams)

Seek vendors like Logitech that offer a broad portfolio of wired and wireless headsets to meet any budget.

Let Your Workers be Seen!

(with USB webcams)

Professional webcams present your people in the best possible light. Look for solutions offering:

- **Video Quality** – a high quality, HD-resolution, full-motion video experience
- **Adaptability** – suitable for use with laptops and desktops, in the company office, the home office, and on the road
- **Intelligence** – automatic light adjustment, backlight compensation, autofocus, and more
- **Certification** – pre-tested and vetted compatibility with key collaboration environments

For professional situations, the marginal performance of most laptop cameras, mics, and speakers won't cut it!

*Tools that let your people stay **connected** - no matter where they are.*





Video-Enable Your Meeting Rooms

To keep your workers in the office and at home connected, look for vendors and systems that provide:

- **Flexibility** – a range of solutions for small, medium, and large meeting spaces
- **Cost-Effectiveness** – solutions at price points to support a large-scale, global deployment
- **Ease of Purchase** – bundles and packages that include everything needed to video-enable your space
- **Easy Installation** – systems that can be installed quickly (in minutes – not days) and easily by IT generalists
- **Quality of Experience** – HD video, intelligent camera tracking, high-quality audio and more
- **Certification** – pre-tested and vetted compatibility with key collaboration environments (e.g., Microsoft Teams)

*Your company's video conferencing rooms are the **portal** to your distributed workforce.*

Consider turnkey solutions like Logitech Tap for Microsoft Teams that include a touch UI, mics, speakers, a 4K camera, and the collaboration platform in a single bundle.

Optimize Your Meeting Room Estate

Review your current meeting room inventory and right-size your deployment as follows:

- **Meeting Room Mix** – offer the right number of small, medium, and large spaces for your office workers to accommodate social distancing and the way they work
- **Purpose-Built Spaces** – provide spaces optimized for specific use cases (e.g., interviews, R&D sessions, brainstorming, presentations, training, etc.)
- **Modern Technology** – replace complex AV and VC systems with easy-to-buy, easy-to-install, and easy-to-use solutions such as Logitech MeetUp or Rally
- **The Proper Platform** – use a platform purpose-built for meeting rooms such as Microsoft Teams Rooms

Educate your people on how to use your meeting rooms to maximize their safety and productivity.

*Provide your **global team** with the right systems in the right locations to help them get the job done!*



Go the IT-Friendly Route

Partner with companies offering tools and services that reduce time-to-benefit and minimize your TCO.



Microsoft Teams Rooms Premium – Benefits Package
Image Provided Courtesy of Microsoft

- **Deployment Support** – look for services such as:
 - Logitech JumpStart - a free service that helps customers install and configure Logitech-powered Microsoft Teams Rooms
 - Microsoft FastTrack - a free service that helps customers onboard Microsoft Cloud solutions and drive user adoption
- **Monitoring / Management** – look for tools such as:
 - Logitech Sync – a cloud-based platform for monitoring and managing Logitech meeting room devices and meeting room PC.
 - Microsoft Teams Admin Center – a web-based portal for monitoring and managing Microsoft Teams and Teams apps
- **Managed Services** – leverage the power and experience of qualified service providers such as those available through the Microsoft Teams Rooms Premium offering

As you choose your vendors, platforms, and devices, focus on solutions that empower both the users and the IT administrators.

Raise the IQ of Your Collaboration Environment

Supercharge your meetings and protect your people with intelligent systems and an IT mindset.

Voice Control – whether for convenience or a next-gen, touchless experience, voice control takes your meetings to the next level while maximizing employee safety

Automation – motion sensors that turn systems on automatically as people enter the room, and auto-switching that automatically displays content to be shared

Experience Optimization – automatic room framing, light compensation, and noise reduction to eliminate video and audio issues before they impact the meeting

Don't Fly Blind – remote monitoring and management of the devices, collaboration platform, and even the meeting room environment

Protect Your People – room use tracking, room occupancy alerts, and heat mapping to provide insight into room utilization and help your people work safely



Future-proof your investments by choosing vendors (e.g., Logitech and Microsoft) developing smarter collaboration products and services.

Closing Thoughts

Video conferencing has become a preferred way to communicate with peers, partners, and customers.

The hybrid work environment will include people working in the office, at home, and on the road.

Savvy organizations will create a video-first culture to energize and empower their global workforce.

Organizations should invest in solution providers, like Logitech and Microsoft, who continue to invest in next-gen, worker-friendly, intelligent solutions.

