

# THE NEXT NORMAL: ADAPT AND TRANSITION WITH TOOLS THAT KEEP TEAMS CONNECTED

## FOR MANY ORGANIZATIONS, REMOTE WORKING USED TO BE AN EXCEPTION

Since the pandemic, remote work has become more accepted, with organizations rethinking the way they will conduct business in the future. To enable face-to-face teamwork at a distance, offices and home workspaces must be prepared. The next normal means that more than ever before, the right tools are needed to maintain employee safety and a feeling of connectivity.



## TODAY'S NEXT NORMAL LANDSCAPE

Analysts are predicting the return to work will require many adjustments that will last well into 2021<sup>1</sup>.

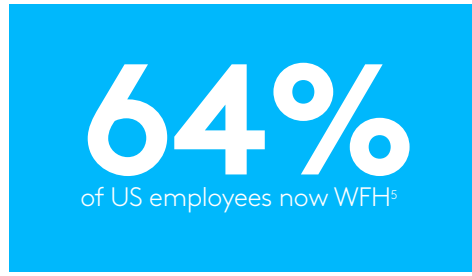
Adjustment will be needed for employees either returning to the office or that will continue to work from home (WFH). Since the pandemic we have seen many changes in the way we work, resulting in:

**3X**  
increase in employees WFH<sup>2</sup>

Zoom is now connecting around  
**265,000 businesses**  
world-wide<sup>4</sup>

**2.7 billion**  
Microsoft Teams meeting minutes held  
per day – that's a 200% increase from  
900 million on March 16th<sup>3</sup>

**40% of companies**  
now offering WFH options, an 18%  
jump in the last three months<sup>4</sup>



## TRANSITIONING STRATEGIES

Organizations are now preparing for their next normal. Strategies will vary, and may include a majority of employees returning to the office, continued remote work, or a hybrid mix of the two.

### STRATEGY ONE: WORK FROM HOME



**25%**  
**PRODUCTIVITY INCREASE**  
reported by remote workers vs  
onsite colleagues<sup>6</sup>

**74%**  
**OF BUSINESSES PLAN** to move some of their  
previously on-site workforce to permanently  
remote positions post-pandemic<sup>7</sup>

### STRATEGY TWO: RETURN TO OFFICE



**74%**  
**OF LOGITECH'S CUSTOMERS** say  
the "open office" is still relevant when  
considering the next normal<sup>15</sup>

**20%**  
**OF EMPLOYEES** have been told that  
WFH will cease and they'll return to the  
office as soon as possible<sup>14</sup>

### STRATEGY THREE: THE HYBRID APPROACH



**44%**  
**OF LOGITECH'S CUSTOMERS** plan a  
split ratio of office and remote working<sup>15</sup>

Organizations with remote work  
options have the **HIGHEST EMPLOYEE  
ENGAGEMENT** vs those with no remote  
options, or those with a 100% remote  
workforce<sup>16</sup>



## A NEW VIDEO-FIRST CULTURE

No matter which approach businesses are looking to take, adapting to the next normal has resulted in a huge increase in video collaboration. Video collaboration tools have become the de facto standard for enabling colleagues to connect with each other and with customers, regardless of where and how they are working.

- **1,000%** increase in Microsoft Teams video calls in the month of March 2020 alone<sup>8</sup>
- **60%+** day-over-day growth for Google Meet with daily usage 25X higher than January 2020<sup>9</sup>
- **354%** YoY growth for Zoom customer numbers<sup>10</sup>
- **60%** YoY sales increase in Logitech video collaboration products during 2020<sup>11</sup>

## TOOLS THAT ENABLE COLLABORATION AND CONNECTIVITY

Businesses across all industries are recognizing video as the key to driving engagement, productivity, and efficiency.

**#1**  
Having the right tech is the  
**number one essential** for  
enabling working from home<sup>14</sup>

**78%** of employees **favor**  
**video conferencing** over audio<sup>14</sup>

**40%** of companies say  
video conferencing has made their  
employees **more engaged**<sup>12</sup>

**1/3**  
Over a third of Logitech's customers  
need **more video-enabled rooms** to  
support remote employee collaboration  
from the office<sup>15</sup>

**9/10**  
The need for video collaboration is  
scored **nine out of ten in terms of**  
**importance** by Logitech's customers<sup>15</sup>

**9/10**  
Nearly 9 in 10 remote employees  
say video helps them feel **more**  
**connected**<sup>13</sup>

## TRANSITION TO YOUR NEXT NORMAL WITH LOGITECH VIDEO COLLABORATION

Nobody can predict when in-person interaction will make a full return. That's why it's critical to keep employees connected and engaged, whether at home, in the office, or working remotely in other locations.

Logitech can support your organization's journey to the next normal with video experiences that make everyone feel as if they're in the same room, even when apart. Logitech video collaboration solutions are easy to setup, manage, and use – and can help you transition more easily to the next normal.



## CONTACT OUR SALES TEAM FOR SUPPORT AND GUIDANCE WITH YOUR NEXT NORMAL PLAN

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