

# Hybrid work that works for all

How to make hybrid work real in your organization.

As we begin to emerge from the global pandemic, one thing is for certain—the way we work has forever changed. This is the era of hybrid work.

# We have learned a lot since 2020

## **People are just as productive, if not more, when working from home.**

Employees expect the flexibility to work from anywhere with technology to collaborate and stay productive.

## **The great resignation is here.**

In 2021, employees started rethinking where, how, and why they work. Since then, 33 million people in the U.S. quit their jobs with other countries reporting similar trends. To retain the best people, companies need every employee to feel engaged and included, regardless of where they are working.

## **Meeting fatigue and burnout are real.**

Back-to-back meetings on a laptop and an always-on work culture are impacting mental and physical health. Work and life are now blended, putting increased pressure on individuals.

## **Securing and managing a distributed hybrid workforce is complex.**

The number of potential threats from cyberattacks, or accidental data leaks is higher than ever. Companies may not know they are vulnerable until something happens. Managing users distributed everywhere is driving costs to an all-time high.

# Research is uncovering important trends

## 81%

of people either do not want to go back to the office at all, or would prefer a hybrid schedule.

[Read full article](#)

Future of Work from Home Research, Harvard Business School, March 2021

## 58%

of those who have been working from home said they are using workplace collaboration tools more than they were a year ago.

[Read full article](#)

Future of Work Research, Forbes, March 2021

## 25%

By 2024, in-person meetings will account for just 25% of enterprise meetings, a drop from 60% prior to the pandemic.

[Read full article](#)

Forecast Analysis: Unified Communications, Worldwide, Gartner, June 2020

## 87%

of executives expect to make changes to their real estate strategy in the next 12 months.

[Read full article](#)

Remote Work Survey, PWC, January 2021

## 97%

of the workforce wants changes to make work environments safer.

[Read full article](#)

Entering The Era of Hybrid Work, Dimensional Research

## 64%

of people say the ability to work from anywhere affects whether they stay at or leave a job.

[Read full article](#)

Hybrid Work Index, Cisco, February 2022

# Good enough simply isn't enough

## With a hybrid workforce, different teams are wondering how to enable this new way of working

Company and team leaders are asking “How do I enable my remote workers to do secure hybrid work while feeling like they are treated the same?”

They need to give employees access to tools that help them sustain and build culture, create team engagement, broaden talent acquisition, and enable employee well-being.

Corporate real estate or facilities teams need to know “How do I enable a safe return to the office and create workspaces for all types of workers?”

Today's office spaces must support a mix of hot-desk, huddle, and meeting rooms while ensuring safety and cleanliness in the office. Facilities teams need to understand space utilization to make effective decisions now and in the future.

Marketing and events teams are wondering “How do I give virtual and in-person event attendees the same same immersive event experience?”

Today's events need to be hybrid, with options for attendees to tune in virtually or in person. Marketing and event teams need technology that works together and connects them to attendees, pre, during and post events.

They also need that same technology to create engaging event experiences no matter if attendees are in-person or remote.

For people managers and HR, the main question is “How do I lead with empathy and care for my employees?”

They need to enable flexibly, ensure everyone feels included, create easy connections, and remove video and work fatigue so employees can be at their best.

IT professionals are wondering “How can I manage and troubleshoot my hybrid work environments, while ensuring security and privacy?”

The tools they deploy need to be easy to scale, enabling them to manage collaboration while providing real-time insights to solve issues fast.

**“If an office is the ‘glue’, and processes and systems don’t adapt for a remote workforce, remote team members will not feel included and will face constant communication barriers. This will make it harder for them to perform at the same level as their in-office peers.”**

Hybrid Remote Work Offers the Worst of Both Worlds, Wired, July 2020

**“We must ensure a level playing field for all team members, regardless of their physical location. There cannot be a two-class system—those in the room being first-class and those on the phone being second-class.”**

The ‘Hybrid Model’ Of Working Remotely And In The Office, Forbes, February 2021

# The game has changed

Great hybrid work environments embody five key characteristics



## Flexible

Hybrid work solutions need to accommodate every collaboration use case and communication mode. Supporting internal and external participants, including guests and customers, and integrating with any application.



## Inclusive

Hybrid work solutions need to accommodate every collaboration use case and communication mode. Supporting internal and external participants, including guests and customers, and integrating with any application.



## Supportive

Organizations need to show empathy for their employees that may be fatigued by working virtually, but remain anxious about returning to the office.

Individuals and teams need to set and achieve goals for their meetings, understand work-life integration, and manage their most precious asset—time.



## Secure

With hybrid work, your risk surface expands—more work locations and connections, more devices, more communications, more content. You need the utmost security and privacy, without compromising simplicity and employee efficiency.



## Managed

It should be easy to provision users and devices, monitor, and gain insights to help ensure the best experience for your employees—wherever they are working.



# Webex powers the best hybrid work experience

# Strategic investment in the future of hybrid work is a must

Hybrid work isn't just about location. It's also about people, culture, safety, security and unlocking new opportunities.

To make hybrid work a reality, companies need technology that's adaptable and flexible for any role, working style, device, and geography. You need solutions that bring the best of remote work and in-person work together so everyone has an equal voice.

While settling for "good enough" collaboration solutions might have helped you deal with remote work before 2022, you can't settle for a lower quality, fragmented, unsecure collaboration experience in this hybrid world. The time to act is now.

**“Webex has helped us achieve our goals by keeping our entire team connected. With over 120 meetings per day, we’ve been able to engage all 14,000 people”**

Keith Watts, Customer Support Analyst, Rent-A-Center

[View Testimonial](#)



# How does Webex power your hybrid work strategy?



## Enabling flexible workstyles

Power your employees' best work with collaboration tools that adapt to their workstyle, while creating engaging, inclusive, and connected experiences optimized for well-being.



## Reimagined workspaces

Provide safe, secure, and supportive places to work. Reimagined workspaces enable intelligent, engaging, and inclusive human-centered collaboration across any device and software.



## Connect event experiences

Engage audiences through connected and immersive event experiences that blend the best of in-person and virtual events.



## Boost security, manageability, and performance

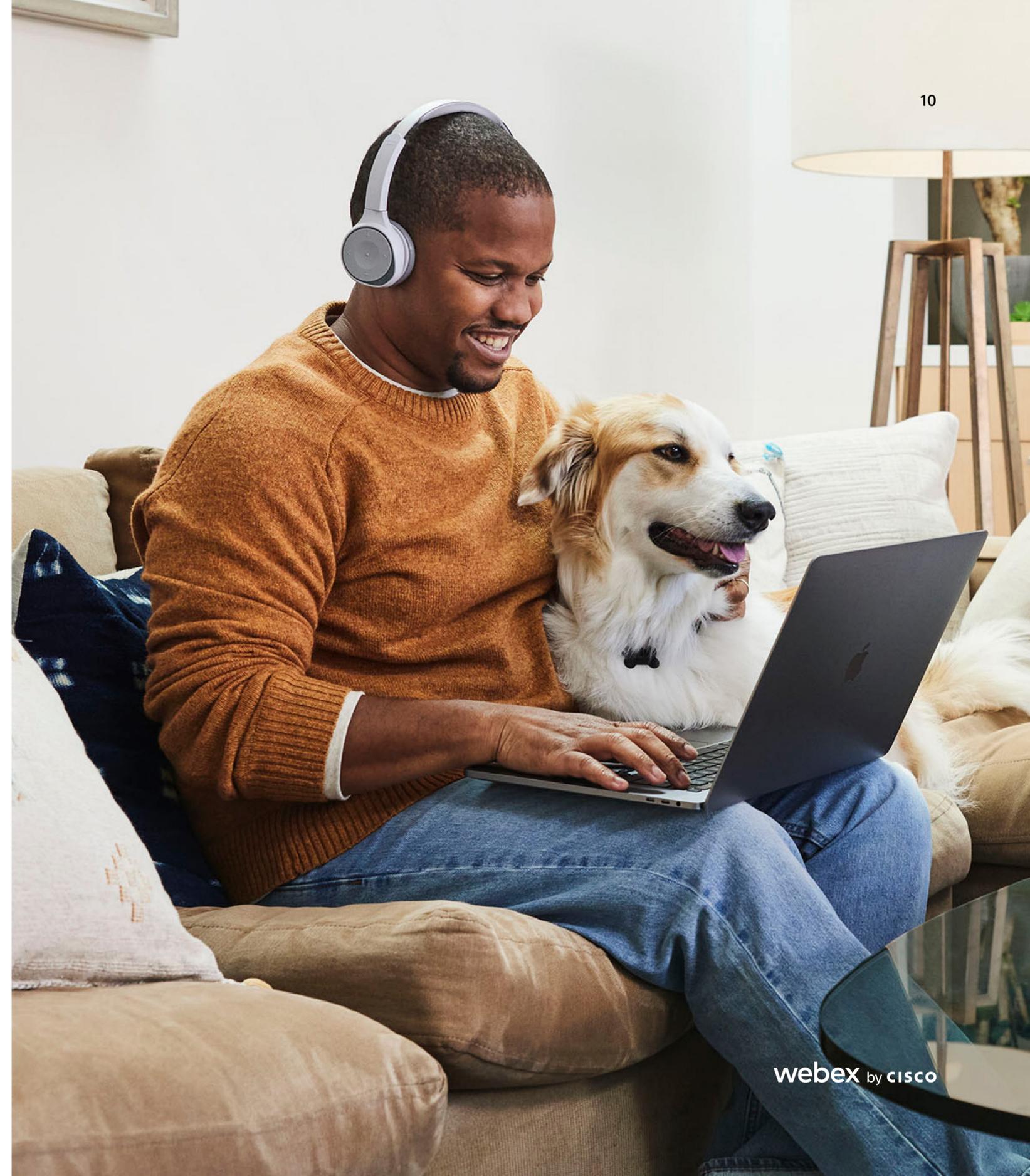
Secure, manage, and optimize hybrid work experiences with an end-to-end solution that powers and secures hybrid work collaboration experiences on a global scale.

# Flexible workstyles

## Empower people to work their way and enhance their well-being and inclusivity.

Flexibility goes beyond location. It's about enabling people's unique attributes, empowering them to work their way. Making sure everyone feels included and deeply connected to their peers and stakeholders. It starts with a shift in culture and the right technology to bring everyone together despite their time zone, their native language or their disabilities. But inclusivity is only part of the equation. In the age of marathons of virtual meetings, there has been a big impact on well being [with 77% of employees saying they have experienced burnout recently](#) (Deloitte Workplace Burnout Survey). Leaders must prioritize empathy, encouraging employees to focus on their well being, and provide tools to help them do so.

Only Webex helps you power an inclusive, diverse workforce with the help of the Webex App and purpose-built Webex devices.



# Flexible workstyles

## Inclusive Collaboration

- Be an equal participant regardless of language differences with real time translation/transcription into 100+ languages and closed captioning.
- Power [accessibility](#) with screen reader support, high font styles and icon contrasts, keyboard shortcuts and more.

## Always show up at your best no matter where you work

- Simple transitions and consistent experiences let you work on any device and location.
- Reduce disruptions and interruptions with background noise removal and voice optimization.
- Remove all visual distractions and ensure privacy by customizing your background to hide distracting details.
- Never miss a beat with integrations to business tools specific to your role.

## Create more engaging conversations and build relationships

- Build better relationships with insights and context into the people you collaborate through People Insights and Personal Insights.
- Leverage immersive share and customizable layouts to create an engaging experience with video intelligence.
- Make your meetings more productive and easily capture action items with Webex Assistant.
- Brainstorm as a team with digital whiteboarding capabilities on the Webex App or Webex Devices.
- Make meetings fun and foster team building and engagement with Emojis, Gesture Recognition, Slido Polling and Q&A.

## Own your well being and reduce meeting fatigue

- Choose how to collaborate so meeting fatigue is reduced while respecting all time zones with asynchronous collaboration options: Vidcast, Spaces, and one-on-one messaging.
- Reduce stress and reenergize in just 60 seconds—before, during, or after your meeting with the Thrive integration on the Webex App app integration. Thrive can automatically DM you to ask if you'd like to take a short break.

# Reimagined workspaces

## Safe, secure, and supportive places to work

Reimagined workspaces enable intelligent, engaging, and inclusive human-centered collaboration experiences across any device and software.

## This level of flexibility means software alone can't solve for hybrid work

With immersive collaboration devices, the location no longer defines how people work. At home, those devices turn any room into a powerful and engaging workspace. In the office, they enable safe, efficient and intelligent spaces to welcome employees and visitors that go beyond the conference room. Only Webex provides the consistent experiences across software and devices at home, in the office, or anywhere in between.

[Tour Workspaces](#)



# Work your way, anywhere

Regardless of where you do your work, Webex devices gives you:

## **Engaging, immersive, and consistent collaboration experiences**

Enable consistent experiences across hardware and software, reduce fatigue, and ensure you always look professional.

## **High-impact meetings and presentations**

Support state-of-the-art video conferencing and content sharing.

## **Optimized audio regardless of what's around you**

Feel confident that noises and interruptions won't disrupt the conversation and only your voice comes through with background noise removal and voice optimization.

## **Flexibility to use the meeting platform of your choice**

Join Webex, Microsoft, Google and Zoom meetings with one button through any Webex video conferencing device.

## **Headsets for every user and workstyle**

Whether you are collaborating or focusing with music, enjoy great audio and active noise cancellation deeply integrated with Webex devices and the Webex app.



# Making any space a workspace

Whether you're working from a dedicated home office, your kitchen or bedroom, Webex devices have you covered.

## Better performance

Because Webex devices are optimized for hybrid work, they take the load off your computer, so you never have decreased video and audio quality or overheating.

## Turn any space in your home into an office

The Webex Desk Mini enables great face-to-face collaboration that's portable, so any surface in your home becomes a powerful workspace.

[Read Analyst Report](#)

## Privacy matters

AI-powered Webex Desk and Webex Desk Camera devices provide background controls to hide distracting details around you.

## Intelligent cameras focus on you and enable wellbeing

Webex cameras are powered by AI technology that adjusts the lighting and image so you can stand up, move, and be energized.



# Personalized and safe spaces at the office

Safe, efficient, and intelligent spaces for employees and visitors beyond the conference room.

## Reserve a desk space and make it your own

Pair your mobile phone to the Desk Hub to reserve your space, connect to your calendar, and join your next meeting.

## Reduce distractions in open spaces

Remove noise and other voices so you can hear and be heard.

## Cameras that focus on people

Frame people in the room individually, providing a more inclusive view for virtual participants.

## Interactive ideation spaces

Include virtual participants in brainstorming and ideation with Webex Board devices.

## Smart touch-free experiences

Hands free and touchscreen control of in-room capabilities like room reservation, temperature and lighting.

## Phones for every user type and workspace

Phones that power conference rooms, exec admin offices and reception desks.

[Read eBook](#)



# Smart workspace management to power a safe return to office

## Ensure well-being and safety in the office

- Networking and sensors deliver high performance monitoring by proactively alerting to changes in room temperature, device performance, room capacity, cleaning etc.
- Touchless meeting experience (joining, sharing, calling, intelligent room booking).
- Integrated with other Cisco solutions that improve safety and monitor people density throughout the building. Cisco DNA Spaces and Meraki let you offer rich location-based services that meet your facilities guidelines.



# Boost security, manageability, and performance

With hybrid work, IT needs to manage performance and quality for people working from anywhere.

Expectations have never been higher, because video is now required for every meeting. That means your solution should enable frictionless administration of the entire environment—software, hardware, and facilities. It should provide real-time insights to help you ensure the best experience no matter where your users are. Your solution should be built on a modern cloud infrastructure that's optimized for the media and bandwidth demands of hybrid work.

With people working from everywhere, your risk probability has increased, and threats everywhere are increasing. That means your solution should have security built in, not bolted on. It can't be an afterthought. Cisco has always been known for security and your solution should honor an individual's privacy by default. At Webex, we believe privacy is a basic human right.



# Boost security, manageability, and performance

## Security

- **Zero trust security** authenticates users, room devices, and compliance. Our approach is based on standards that encrypt meeting content end-to-end and verify the identities of each participant. We are also extending it to cover all devices, conference rooms and apps on mobile phones or laptops.
- **End to End encryption (E2E)** keeps your interactions and content confidential. You can be confident that the person you are talking to is who they say they are, and that no one has tampered with that identity or is an impersonator.

## Privacy

- **Real-time data loss prevention (DLP)** for collaboration is an industry first. With real time DLP, you can prohibit classified content from being stored in the cloud or shared with the wrong person instead of deleting content after it is posted. It also helps guide users by providing in-app messaging if their content violates company policies.
- **Data sovereignty and compliance** for our global network and datacenters are designed for real-time media and for any size organization. Webex supports localization to meet regional compliance needs for the EU, India and Canada. And we are continuing to expand with data centers in Frankfurt, Mumbai and Montreal.
- **On-premises and cloud bring-your-own key (BYOK)** offer flexible security options for organizations that need 100% confidentiality.

## Performance

- Global availability lets you access high-quality video meetings, calls, and events from wherever you are, powered by our 47 global data centers and 100+ peering points.
- Webex network is optimized for real-time media, producing low packet loss and jitter while offering high-bandwidth connectivity between you and the closest data center.
- Optimize and extend your existing investments to deliver the best experience on-premises and cloud (video mesh, edge audio optimization).

# Boost security, manageability, and performance

## Open, interoperable platform

- Works with any standards-based collaboration service or device.
- Time-saving workflows support bi-directional, embedded apps.
- Innovate and customize with open APIs and SDKs.
- Access an ecosystem of partner integrations across, meetings, calling, messaging, devices, events, and AI.

## Manageability

- Manage all your collaboration software and devices directly from the Control Hub with real-time historical data for facilities and experience management.
- Enable real-time and proactive reporting and analytics across calling, meetings, messaging, events, and devices.
- Gain end-to-end visibility and real-time troubleshooting to resolve issues at the user, device, and network levels.
- Utilize automated management processes and step-by-step guidance for on-boarding and adoption.
- Manage your environment with insights on adoption, engagement, and usage trends analytics.
- Simplify PSTN Purchase and provisioning of integrated calling plan services on webex.com.

[Learn More](#)

# Connected event experiences

Engage audiences through connected event experiences that blend the best of in-person and virtual events.

Events are among the most impactful ways to engage with customers, prospects and employees. Like employee workspaces, they require a dynamic, flexible approach.

When companies pivoted to virtual-only events during the global pandemic, they lost some of the characteristics that make in person events so special, like in-person networking and the ability to see and touch cool technology. However, they also gave audiences flexibility on how and when to tune in, without the need to plan and travel to an event.

But as people burned out with meeting fatigue, they also burned out with virtual events, and attendance dropped.

Now, events are coming back, but with a big difference: they not only in person, but hybrid. Companies everywhere are seeking to offer the best of both in person events with engaging content and networking—with the flexibility of virtual attendance. **72% of companies expect that incorporating virtual events into physical events will be a lasting change.** They need to engage participants to elevate their brand, maximize event ROI, and drive success throughout the entire event lifecycle with unified software, hardware and services. With Webex Webinars and Webex Events, you can deliver events ranging from marketing webinars to conferences and community building—all with technology that gives both attendees and event teams the best experience.



# Immersive experiences deliver ROI at every step

## **Simplify webinar delivery with Webex Webinars**

Easily build an attendee registration experience with custom branding options and different themes. Hold practice sessions before the session starts, customize the stage layout, and deliver more engaging, personalized presentations with Immersive Share. Encourage participation with moderated Q&A, real-time polling, and breakout rooms. Event management features including practice sessions, attendee moderation and advanced security give hosts and presenters peace of mind.

## **Deliver robust virtual, in-person or hybrid events with Webex Events**

Quickly build and customize event hubs. Registration, ticketing, sponsorship options, interactive attendee networking, and community make it easy to participate and connect in meaningful ways. For onsite events, streamline safe attendee and staff experiences with contactless in-person check-in, badging, digital signage, and lead tracking.

## **Provide data and analytics capabilities to measure the impact of any event**

Manage pre-event engagement, registration and ticketing, and email communications. During your event, real-time analytics and reporting helps monitor the health of your event and provide sponsorship engagement metrics and actionable insights. Post-event metrics equip you with the data you need for continuous improvement, and demonstrate ROI to your business, attendees, and sponsors.

# Flexible technology adapts to your event needs

Webex can support your technology needs, no matter what type of event you are hosting. Easily pivot event use cases for webinar, training and more. Or change the entire event format from virtual, in-person or hybrid.

## For attendees

- Provide a cohesive event experience (including polling, whiteboarding, speech-to-text, embedded apps) no matter how they participate (including on mobile, web or desktop, in person).
- Virtual and in-person event experiences let attendees view sessions, participate in audience engagement, and network—regardless of how they join.
- Closed captioning and real-time translation.

## Events team

- Simple out-of-the-box setup, registration, delivery, customization, and post-event survey and engagement.
- Easily pivot events between virtual, in-person, and hybrid at any time during the planning process.
- Track event ROI with data, monetization, and measurement features.
- Host up to 100,000 attendees.
- Personalize experiences for attendees across multiple events, leveraging data about their event behaviors and preferences.
- Automate pre-and post-event attendee communications.
- Post-event metrics equip you with the data you need to continually improve your events program.

# Webex by Cisco: Leading the way for hybrid work innovation

# Webex powers hybrid work

For hybrid work to truly redefine business, physical spaces must merge with inclusive virtual experiences. And only Webex has the technology that provides a purpose-built solution for hybrid work.

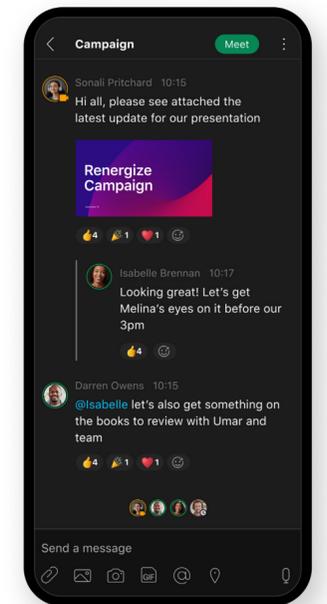
Our combination of software, devices, and centralized management provides a seamless, comprehensive solution for workers at home, in the office, or on the go.

Learn how T-Mobile is bringing 5G to everyone with the help of Webex.

[Learn How](#)

Integrated with Cisco solutions for networking, routing and smart buildings, Webex offers a unique end-to-end approach for delivering hybrid work solutions for your organization

At Webex, we help organizations around the world navigate the era of hybrid work. And we want nothing more than to help you and your teams excel.



# Get started

Watch how Cisco Webex can make hybrid work real for you.

[See How](#)

To learn more how Webex can help you design and implement your hybrid work strategy.

[Contact Us](#)

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