



OVERCOMING HYBRID WORK CHALLENGES WITH SMART DESK DEVICES

Boost Engagement, Productivity and Employee Wellbeing for Remote Workers


FROST & SULLIVAN WHITEPAPER

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Pervasive work from home is here to stay. It has created a hybrid workforce and flexible work styles that must be supported for all employees, from the boardroom to the front desk. However, the technologies provided to remote workers have not kept pace with their needs. Today, too many remote workers have to settle for sub-par audio-video tools.

It is time to empower all employees to do their best work, no matter where they are. Smart desk collaboration devices are the first step in supporting productive, engaging, and inclusive collaboration.

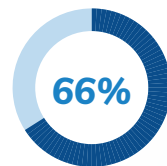
Harness the Promise of Hybrid Work

After many months of disruptive change and transformation, one thing is clear: **the future of work is hybrid**. Frost & Sullivan surveys reveal that a majority of business leaders expect more than half of their employees to work remotely on a part-time or full-time basis for the long term.

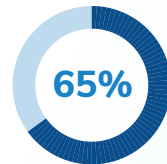
The combination of some employees working remotely and others working from the office has created the hybrid workforce, hybrid teams, and the hybrid office. As a result, most organizations will need next-generation collaboration technologies that support seamless and productive remote work. As IT decision-makers, you must strategize now on how to best support the next normal.

HYBRID WORK IS HERE TO STAY—PREPARE FOR THE LONG TERM

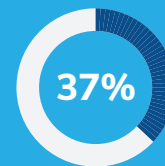
The number of remote workers will be 6 times higher than the pre-pandemic levels



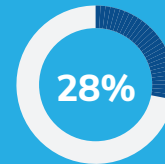
of IT leaders rank the rise in remote work as the top factor impacting decision-making



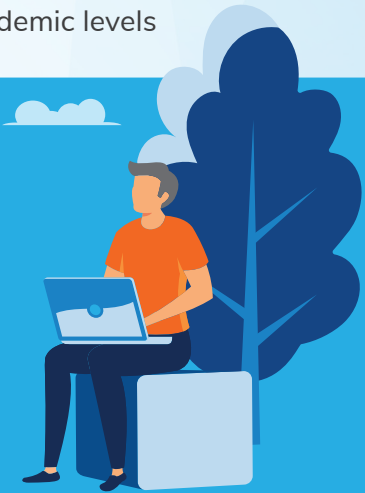
rank customer and employee safety as a top mandate



will reduce real estate as a result of hybrid work



will be fully remote with no physical offices



HYBRID WORK FUELS:

Better business continuity

Increased productivity

Greater access to the global talent pool

Sustainability and inclusivity

Improved employee satisfaction and retention



Source: Frost & Sullivan Survey of IT Decision Makers, 2021

Hybrid Work: Opportunities and Challenges Ahead

Hybrid work is the new reality; businesses are waking up to its possibilities and challenges.

With digitized workflows and modern meeting tools, business leaders and IT decision-makers have realized that employees can work productively from anywhere and that there are significant cost and productivity benefits by embracing hybrid work. Business leaders are also recognizing that they must adopt hybrid work as a long-term practice to attract and retain talented employees who have embraced remote work as the new normal and would rather quit their job than lose such flexibility.

Against this backdrop, work and the workplace have been reshaped forever. **But even now, many months into pervasive work-from-home and hybrid work, too many employees remain without business-grade collaboration devices.** Today, many users are relying on subpar built-in audio-video on their laptops or on consumer-grade webcams, resulting in low-quality meetings and poor user experiences that ultimately waste time and resources.

THE PATH TO HYBRID WORK IS RIDDLED WITH MANY QUESTIONS:

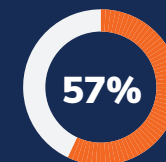
- ▶ How will employees maintain a professional presence and distraction-free experiences regardless of their work environment?
- ▶ How will businesses maintain a collaborative peer-to-peer culture that builds relationships and provides mentorship?
- ▶ How will supervisors manage remote employees and ensure they are fully productive?
- ▶ How will remote employees be assured that they are not overlooked and are fully included?
- ▶ How will IT support the new tools that remote users need going forward?
- ▶ How will businesses ensure security and governance?



of meetings will have at least one person joining remotely



of business leaders say low employee morale is a top concern



of workers expect to be in the office 10 days or less each month



of business leaders rank enabling remote workers with the right technologies as a top challenge



of IT leaders are challenged by IT security or business risk brought by remote work



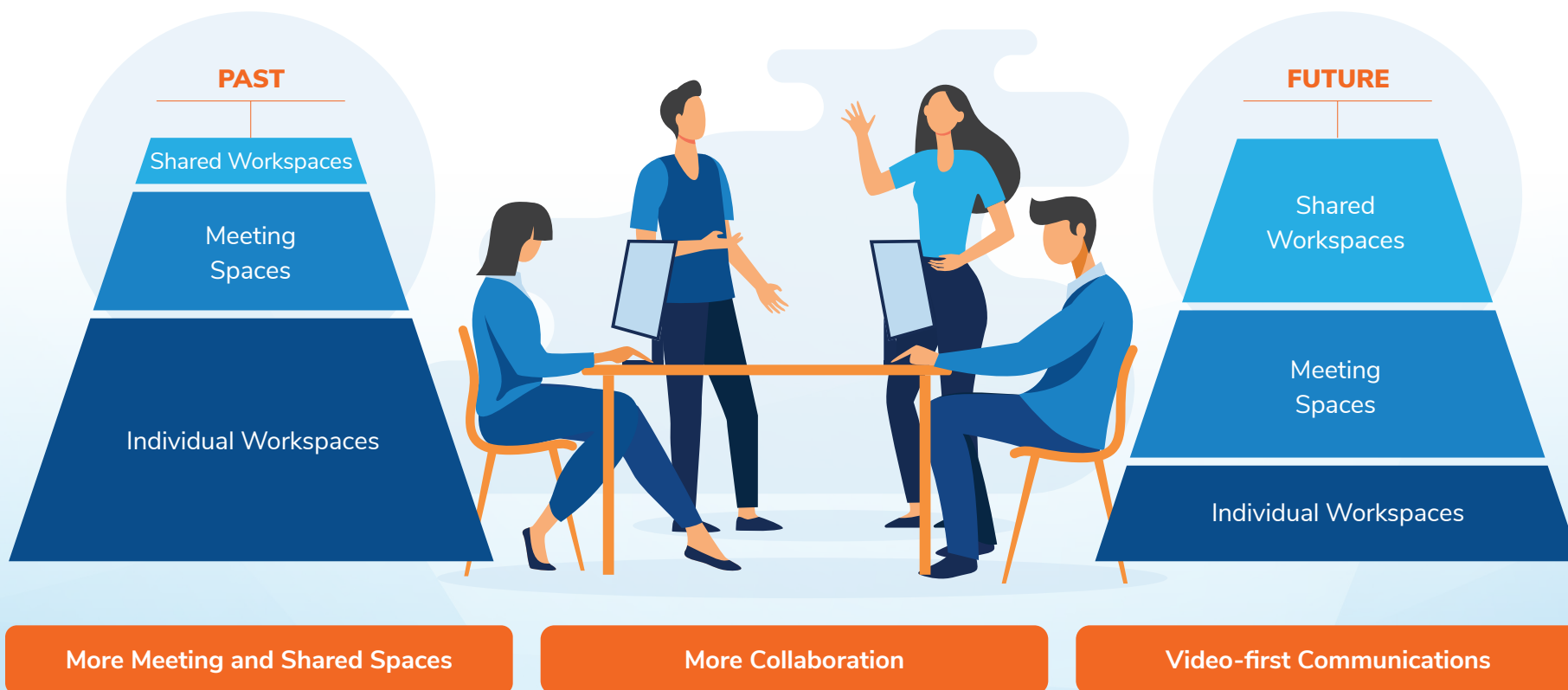
Source: Cisco 2021 Global Hybrid Work Index; NTT 2021 Global Workplace Report; Frost & Sullivan 2021 Survey of IT Decision Makers

Rethink Work, Workplace, and Workspace

The blueprint for building effective hybrid work programs involves many structural changes, including real estate reduction and office space redesign to decrease the number of physical desks and add more meeting spaces, hot desks, and flexible workspaces. **Technology enablement across the entire spectrum—the home, the office, and everywhere in between—has become foundational to hybrid work.**

DESIGNING THE NEW WORKPLACE

The shift to hybrid work has led to significant changes from what was a CIO-driven technology acquisition process to joint decision-making by a broader expanse of key stakeholders—IT, HR, and facilities.



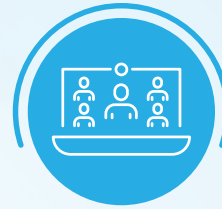
Source: Frost & Sullivan

Key Imperatives For IT, HR, and Facilities



IT

- ▶ Ensure high-quality audio-video and content collaboration for all employees by investing in smart devices and cloud meetings
- ▶ Enable AI and analytics that give employees and managers better insights into work performance and engagement metrics
- ▶ Unlock robust tools that provide IT administrators with full control and visibility
- ▶ Enable work-from-home through high-quality plug-and-play devices that offer no-hassle experiences, minimal footprint, and seamless connectivity with the cloud meeting of users' choice



HR

- ▶ Implement long-term remote work programs centered on flexibility, choice, and inclusion
- ▶ Create processes to better equip employees for remote work, such as offering monthly allowances and creating an enterprise store or a company account at a retailer
- ▶ Ensure remote users have access to the best desktop devices that prevent fatigue and promote a culture of collaboration
- ▶ Encourage employees to use effective meeting methods and capabilities such as chat, reactions, and more to stay engaged and motivated
- ▶ Conduct frequent check-ins on employee well-being
- ▶ Provide access to digital signage and modern intranet to keep all employees informed

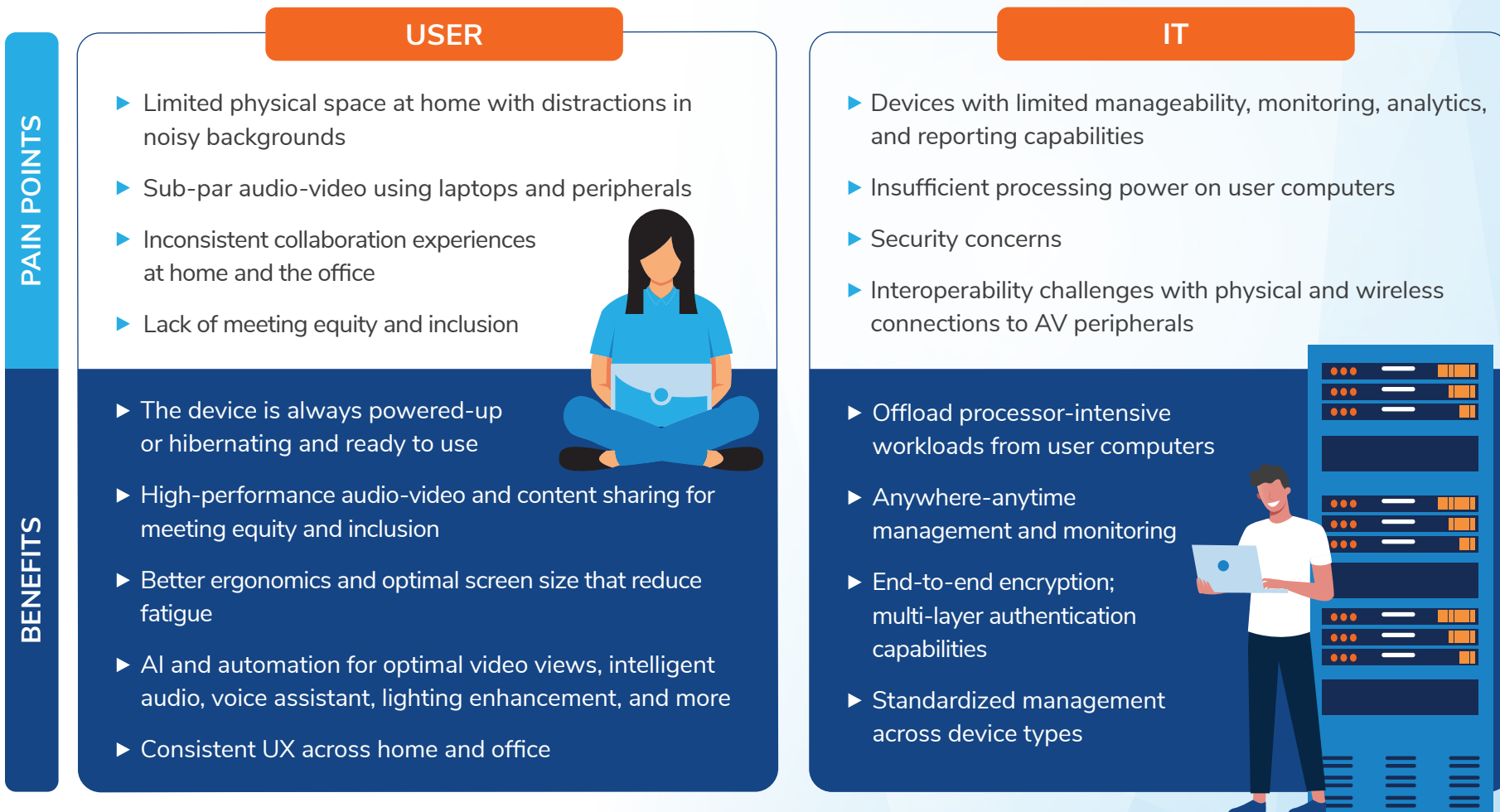


FACILITIES

- ▶ Evaluate the workplace through a new lens to build safe spaces, optimize real estate, and reconfigure the physical office to enhance team collaboration
- ▶ Create an optimized mix of hot desks, flex spaces, and dedicated workstations that best fit employee needs and available space
- ▶ Build more meeting spaces that allow easy access to video and content collaboration for all employees
- ▶ Rethink the physical design of meeting rooms to enable equitable and engaging participation
- ▶ Ensure consistent user experience (UX) across workspaces of all types

Smart Desk Collaboration Devices: A Must-have to Get the Job Done

A new class of business-grade smart desk devices has emerged as an effective solution to address the pain points that IT and end users are enduring with the shift to hybrid work. **Purpose-built for hybrid work, smart desk devices are designed and optimized for desktop collaboration, are easy to use and manage, and offer robust features, functionality, and enterprise-grade security.**



Flexibility across Use Cases and Workspaces

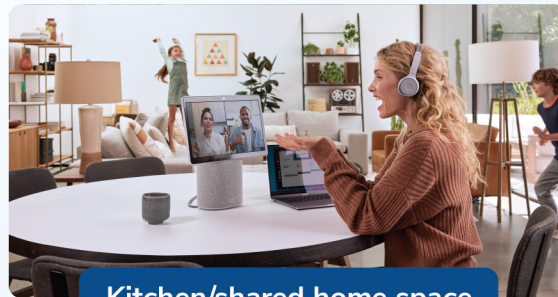
Whether working in the office or at home, knowledge workers need flexibility and access to an array of functionality that allows them to share information easily and collaborate effectively with both internal and external users. Desk collaboration devices support:

- ▶ Persistent team and one-to-one messaging for free flow of ideas and information
- ▶ Presence-based contextual access to contacts and calendars
- ▶ Ad-hoc and scheduled video meetings
- ▶ Interoperability across a range of calling and meeting services
- ▶ Content sharing and whiteboarding
- ▶ Corporate signage for easy, pervasive employee communications

Modern desk collaboration devices are built to satisfy the needs of hybrid work across varied environments and use cases, empowering users to make any space a productive workspace. With massive transformation ahead, IT decision-makers must empower their employees to do their best work, no matter where they are located.



Dedicated home office



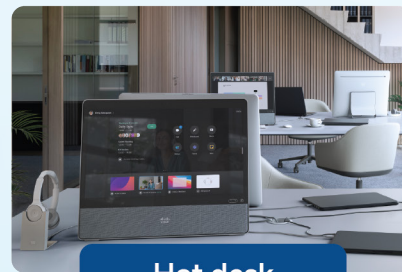
Kitchen/shared home space



Office lobby



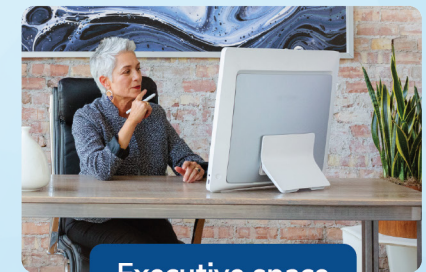
Open office



Hot desk



Jump space



Executive space

Reimagine Employee Engagement and Productivity through an Ultimate Ownership Experience

Today's leading-edge communication devices and software are transforming user and IT experiences. However, many desk collaboration devices that are available offer limited functionality and manageability or are point solutions optimized for a single cloud meeting platform.

Smart desk devices should be easy to buy, install, and use in a home or office while delivering sophisticated functionality and interoperability with all meeting services and devices, including your organization's chosen meeting platform.

IT must right-fit solutions for evolving hybrid workspaces and use cases.

Smart desk devices must support:

- ▶ High-performance audio, video, content sharing, and whiteboarding to provide a productive and inclusive user experience for all
- ▶ Deployment and management at scale, with updates delivered from the cloud and an admin experience that is consistent with your other collaboration devices and cloud meeting platform
- ▶ Unparalleled ease of use for more effective meetings, reduced support costs, and accelerated ROI
- ▶ Collaboration experiences that extend beyond your organization's chosen meeting platform and offer interoperability with any collaboration tool of users' choice



Solution Spotlight: Webex Desk Devices

Hybrid work requires investments in seamless desktop collaboration that make work-from-anywhere a simple and impactful experience for all employees.

The Webex Advantage

Webex has launched a series of smart desk solutions that are easy for IT teams to manage end-to-end and that enable better multichannel communications for employees working from anywhere. Among an impressive roster of innovations is a line-up of intelligent desk devices that are packed with smart features and are purpose-built to address the current and future needs of hybrid work.

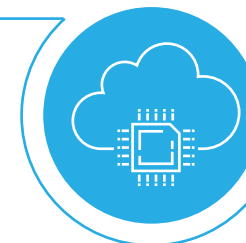
ADVANTAGES FOR USERS

- ▶ All-in-one devices that remove clutter and offer audio, video, and content sharing features that are purpose-built for increased productivity with a video-first experience that is always accessible
- ▶ Simple to use and an always-on joining experience to take the stress out of joining meetings on time
- ▶ Stylish design and personalization with an array of color preferences and a keen focus on ergonomics that prioritizes employee health
- ▶ Cutting-edge AI and analytics for productive, professional collaboration (noise removal, auto framing, speaker tracking and people focus, virtual background, voice assistant, recording, automated transcripts, and more)
- ▶ Integrated workflows with the ability to run 3rd-party applications
- ▶ Better clarity and optimised visuals of in-room attendees' facial gestures and body language



ADVANTAGES FOR IT

- ▶ An open platform for integration with 3rd-party apps
- ▶ An end-to-end portfolio of all required hardware, software, and natively integrated cloud services that deliver a significantly better experience than multi-vendor solutions that require IT to install and manage many, often disjointed, components
- ▶ Standardized for scale, manageability, and consistency
- ▶ Supports joining meetings on Webex, Zoom, Microsoft Teams, and Google Meet
- ▶ Zero-trust security and a real-time data loss prevention (DLP) capability combined with end-to-end encryption for meetings



A Range of Devices That Fit Every Need

The Webex Desk Series features a range of innovative devices that enhance the collaboration experience, improve engagement levels, and increase personal productivity to enable effective hybrid work. The line-up supports different use cases, workspace environments, and user preferences and budgets.



Webex Desk Hub is a purpose-built device for hot desking that connects to an external display for productive collaboration. With a 6-inch touch-enabled control panel that helps identify and reserve an available desk, users can wirelessly pair the device with their mobile phone to bring up their individual profile, calendar, and contacts.

Webex Desk Mini is a sleek, compact all-in-one device featuring a 15-inch 1080p display with full HD resolution, 64-degree HD camera, and a microphone array with noise removal, easy portability with an integrated handle for carrying, and stylish design.

Webex Desk is an all-in-one plug-and-play device with a 24-inch interactive screen, a high-quality camera, microphone, and speakers in a single form factor that saves desk space and reduces clutter. It can be used as the primary display to connect to any meeting service.

Webex Desk Pro is an all-in-one professional device with a 4K touchscreen and a 27-inch anti-glare display with stereo speakers, intelligent framing, noise cancellation, virtual backgrounds, and facial recognition features.

Call to Action: Meet the New Mandate of “No Employee Left Behind”

How and where people work and how employers keep them engaged is now top of mind. Leveraging digital technologies may have been a necessary tactic to stay in business during the worst of the pandemic, but businesses that chose to embrace hybrid work and accelerated digital transformation are seeing the long-term benefits.

Employees working from home should not have to compromise for less than optimal work experiences. Business and IT leaders must level the playing field by providing top-quality smart desk devices and cloud meeting services for all employees to truly unlock the power of hybrid work.

The time to prioritize no-compromise personal collaboration experiences is now. Invest today in powerful and engaging personal collaboration technologies that offer:

- ▶ Ease of use with exceptional user experience
- ▶ Cost-effectiveness for digital transformation across the organization
- ▶ Flexibility and scale to evolve with your business needs
- ▶ Any-to-any capability and compatibility with leading cloud unified communications platforms
- ▶ Consistent user experience across devices, work environments, and spaces
- ▶ Remote device management and control for IT admins
- ▶ Security from the ground up



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products/desk-series](https://hardware.webex.com/products/desk-series)



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