

EMBRACING THE HYBRID WORKPLACE

Be Prepared for Anything, without Sacrificing Productivity

FROST & SULLIVAN VISUAL WHITEPAPER

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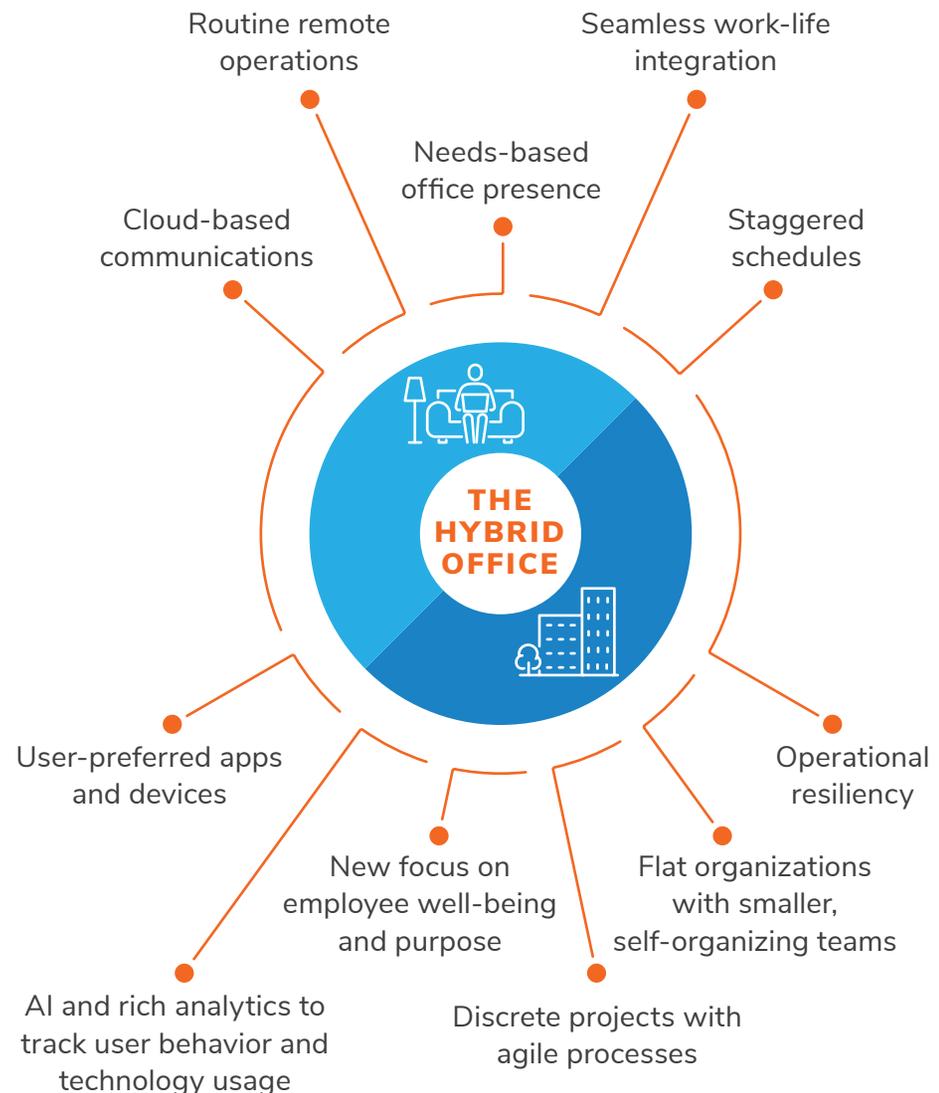


INTRODUCTION

In a world where nothing is certain, businesses must be prepared to enable employee communication and collaboration from anywhere, at any time and on any device. The best way to do this is by enabling a hybrid workplace. The goal: allow employees to work part time or full time from the location of their choosing—home, office or a combination of the two.

Business continuity is also now top-of-mind for everyone. The COVID-19 pandemic is the most glaring example of why this is so important, but weather events, travel bans and political and social upheaval can all upend the normal course of business. The key is to be able to pivot in the face of any disruption by immediately moving employees to home or satellite locations, regardless of job role and without interruption. Having a hybrid office in place makes that easier, faster and more effective.

In 2019, 5% of the global workforce worked from home. **AFTER 2020, WE EXPECT THAT TO INCREASE TO 25%.**



Source: Frost & Sullivan.

INDUSTRIES THAT CAN FULLY EMBRACE REMOTE WORK CAN STILL BENEFIT FROM IN-OFFICE COLLABORATION

Many companies whose employees are primarily knowledge-workers are leaning toward fully remote workplaces—but they will still need to support in-person meetings and events. Largely made up of the professional services (legal, accounting, consulting, etc.), these firms saw the benefits of remote work early and may have had at least some work-from-home (WFH) programs in place for years.

Now, many are offering employees the chance to stay home permanently. But almost all these companies must still have some communal spaces available for in-person meetings and collaboration, as well as offices that can support those employees who prefer to go to work every day—and are more productive for it. After all, the need for collaboration hasn't disappeared. As soon as it is safe to do so, employees will want and need places to brainstorm with one another, both virtually and in person.



84%

of executives say their businesses have somewhat or greatly accelerated the implementation of technologies that digitally enable employee interaction and collaboration, such as videoconferencing.

Source: McKinsey

INDUSTRIES THAT MUST BE ON SITE CAN ALSO BENEFIT FROM REMOTE WORK

Some sectors (including healthcare, manufacturing, retail and travel/hospitality) require that the vast majority of their employees work on site—some tasks simply

must be done in person. But even these organizations can and should identify the areas where remote work isn't just possible, but preferable.

Back-office personnel can almost always work from home, and many might be happier and more productive given the chance to do so long term. And even some front-line workers might be able to spend part of their time working from home as they tackle the “paperwork” that’s now done almost exclusively online.



85%

of business leaders say they plan to put **policies and technology in place to support a remote, flexible workforce.**

Source: Dell

INDUSTRIES MADE FOR HYBRID WORKPLACES MUST EMBRACE FLEXIBILITY

The most agile organizations are those that are naturally able to design their workplaces to support hybrid workers—allowing them to meet the needs and preferences of a wide range of employees, job roles and work styles while incorporating the best practices from both remote and in-person interactions.

Workplaces that are naturally inclined toward a hybrid model are generally filled with knowledge workers who can do their job from anywhere, as long as they have an internet connection and a suite of communications and collaboration tools. Companies in creative fields fit this bill (production houses, advertising agencies, talent representatives), as do educational institutions and, to some degree, government agencies. The key is to identify the job roles that best lend themselves to either remote or in-person work, with the understanding that both groups will need (and sometimes want) to switch media from time to time. Hybrid also means different things to different people: some companies might have a mix of full-time remote and full-time in-office workers, while others will ask all or most employees to split their time between locations.



80%

of workers say they would
choose a job that
offers flexible working
over a job that didn't.

Source: IWG

THE HYBRID WORKPLACE—CULTURE COMES FIRST

Companies that have already embraced hybrid work understand that before they deploy new technologies, they must rethink processes across the organization, often completely reinventing their corporate culture. This includes management practices, performance expectations, recruiting and hiring, compensation plans, incentives and promotions.

Not only will organizations be highly distributed, they will also be “flat,” relying on dynamic, self-organized teams and agile processes. Teamwork across office, front-line and customer-support staff is key to enabling smooth operations despite physical workspace constraints.



BUILD STRONG TEAMS

Greater employee engagement and seamless work/life integration are crucial for keeping productivity and innovation high across all environments. Make sure you promote a culture that values collaboration while also respecting individual accomplishments and preferences for engagement.



PROVIDE TRAINING AND RESOURCES

Tackle the many challenges faced by remote workers by providing technology training, centralized support and best practices for effective remote work. Be sure to include education on how to straddle the line between shared and private spaces.



INCREASE FLEXIBILITY

Make sure employees can design the workspace—and workplace—that’s best for their own needs and productivity. Younger workers, especially, want flexible schedules and work environments; emphasize these attributes as you recruit and retain talent. This should also inform the types of devices (PCs, tablets, phones) you deploy and support for all employees.



ENSURE MANAGEABILITY AND GOVERNANCE

WFH does not mean compromising on control, compliance and governance. Managing users and workflows, regardless of where they are, ensures the company is meeting its goals. But know the difference between supervising and stalking.

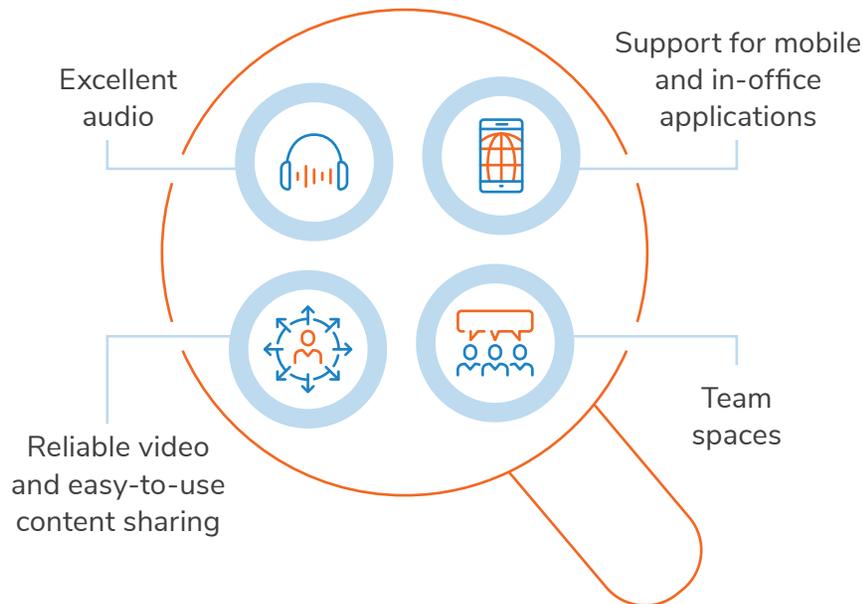
TOOLS TO SUPPORT THE HYBRID WORKFORCE

Companies that embrace a hybrid workplace must also embrace digital transformation. A recent Frost & Sullivan global survey of IT decision makers reveals that 99% of companies are undertaking these efforts. Any digital transformation initiative must include cloud-native and mobile-first solutions, with collaboration tools serving as a linchpin of any such undertaking. Only this way can employees work seamlessly from anywhere without sacrificing the teamwork they need to drive innovation and creativity.

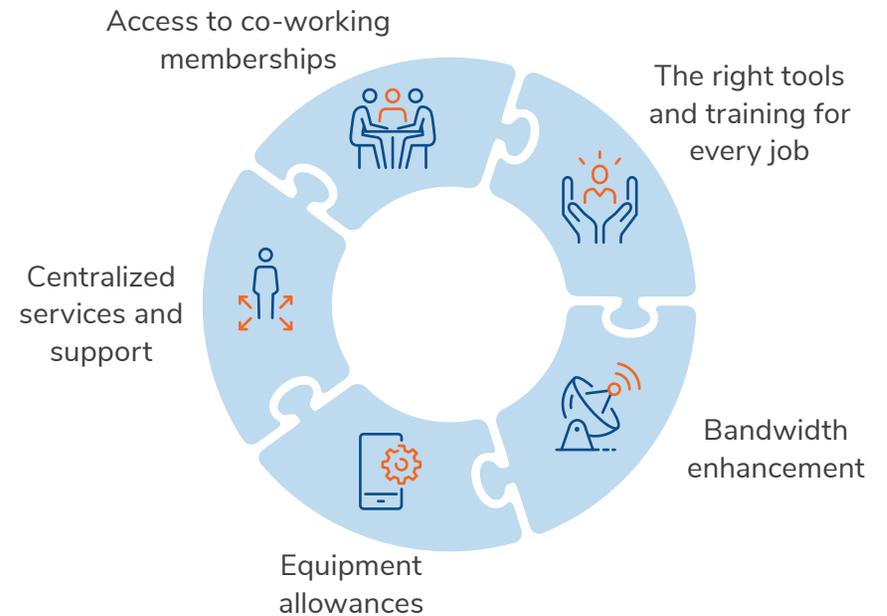
It's also important to deploy tools that are built with hybrid environments in mind. That includes a video collaboration solution designed to support multiple participants in a single view and allow for personalized enhancements; advanced scheduling capabilities; integrations with popular collaboration tools, such as Slack and Microsoft Teams; and robust security features for both end users and IT.

As organizations transform their workplaces to provide access to communications and collaboration tools to all,

THEY MUST FOCUS ON THE CAPABILITIES THAT MATTER MOST



LEADERS MUST PROVIDE A FRAMEWORK OF TECHNOLOGIES AND DEVICES FOR REMOTE WORKERS



BLUEJEANS BY VERIZON + DOLBY VOICE SOLUTION SPOTLIGHT

BlueJeans by Verizon is the meetings platform that makes you more productive. BlueJeans balances ease of use with enterprise-grade security, performance, manageability and scalability to enable organizations to easily adapt to the needs of the hybrid workplace.



HD VIDEO AND DOLBY VOICE AUDIO FOR SEAMLESS COLLABORATION

BlueJeans provides superior audio quality with Dolby Voice and exceptional HD video performance to enable crystal-clear meetings, regardless of location. An intuitive, intelligent interface streamlines the experience, and Dolby's advanced noise-reduction technology decreases meeting distractions.



BETTER MEETING PRODUCTIVITY WITH SMART MEETINGS

BlueJeans Smart Meetings transforms the meeting experience with in-app intelligence to capture the most important discussion points, assign action items and catch up quickly with time-saving highlight reels. Features like screen sharing, digital whiteboard, annotation and text chat make collaboration easy.



INDUSTRY-LEADING COMPATIBILITY TO ENABLE HYBRID WORK

BlueJeans supports the needs of the hybrid workplace by providing interoperability that removes the technical barriers between conference rooms, computers, mobile devices, browsers and applications. Whether employees are joining from their homes or using conference rooms in the office, BlueJeans ensures a consistent, reliable and secure video conferencing experience.



ENTERPRISE-GRADE MANAGEABILITY AND SCALABILITY

BlueJeans provides administrators and end users with a full suite of security tools to manage identity, protect against fraud and ensure privacy—all essential in a hybrid work model. Administrators gain complete visibility of their BlueJeans environment with real-time insights into meeting performance, network conditions and user-focused return on investment (ROI).

BEST PRACTICES FOR SUCCESS

Rich internal and external collaboration is a must in the borderless workplace of today.

OFFER COMPANY-WIDE ACCESS TO RICH COMMUNICATIONS AND COLLABORATION Almost two-thirds of organizations give employees the tools needed to effectively communicate and collaborate—now those tools must be available at home and in the office.

PROVIDE CONSISTENT USER EXPERIENCE AND SUPPORT ACROSS DEVICES IT must provide comprehensive training and support on all technology, regardless of where the tools are being used. And the experience should be consistent across work environments, whether on a desktop, mobile device or in the office.

IMPLEMENT AT SCALE Choose solutions that easily scale up and down, create flexible rooms that can do double or triple duty (think video, audio and web sharing, as well as physical whiteboards) and look for technology that works across a range of use cases.

LEVERAGE UNIFIED MANAGEMENT AND ANALYTICS As the type and number of work environments grow, it's critical to centralize management and monitoring. IT must get comfortable with remote upgrades and problem resolution across homes, offices, meeting rooms and bring-your-own (BYO) devices. Data-driven insights can make it easier to track room utilization and physical distancing.

TAP INTO THE POWER OF AI AI-led enhancements are changing the way we work, which is why 63% of IT decision makers report investing in the technology. Use it to improve scheduling and attendance, drive meeting engagement, boost follow through and improve outcomes.

PRIORITIZE EASE OF USE

- Users Need Intuitive UI:** Choice of LV voice/video/data
- Admins Need Unified Utilities:** Centralized management, integrated across apps
- Facilities Need Standardization:** Across locations, consistent UX and support

ENSURE USE CASE FLEXIBILITY

- Integrate Disparate Capabilities:** Voice, video, content sharing, recording; rooms, desktop, mobile
- Address Diversity:** Business requirements, user preferences, device flexibility, room sizes and configurations

DESIGN FOR SCALE

- Accommodating:** Capacity fluctuation, future growth, changing use cases
- Consistency:** Functionality across locations and devices, support and management
- Measure Success through Outcomes:** Productivity, creativity and innovation
- Low-hanging Fruit:** Project cycle times, employee performance, customer satisfaction
- Identify Problems and Best Practices:** Rinse and repeat

Source: Frost & Sullivan.



POWER YOUR HYBRID WORKFORCE WITH VIDEO CONFERENCING FOR THE DIGITAL WORKPLACE

BlueJeans is the simple, smart and trusted video conferencing platform that provides the flexibility, interoperability and enterprise-grade security to enable the workplace of the future.

Learn more at bluejeans.com.

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