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ARE YOU READY TO REINVENT THE OFFICE?

*Lead with a Technology-driven Transformation
To Empower Your Employees*

FROST & SULLIVAN VISUAL WHITEPAPER

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The New Logic of Work

Work is not the same as before. Your office shouldn't be either.

Today, hybrid work has become the dominant choice for most office employees. People will go to the office for clear, compelling reasons—reasons that justify the commute. The office, as such, serves a different purpose now. It is a place where employees can collaborate better, build stronger interpersonal connections, and drive greater innovation while feeling a sense of community and identity.

Most businesses want to bring their employees back to the office at least some days of the week. In a recent survey, IT decision-makers and business leaders reveal the following.

Only **9%** of office employees are either in the office full time or fully remote. The remaining **91%** are doing hybrid work.

68% of organizations expect that during the next two years a quarter or more of their workforce will be hybrid.

Among the top managers and leaders, more than half, or **52%**, prefer hybrid work; **25%** prefer remote work, while **23%** prefer being in the office full time.

89% of business leaders consider attracting and retaining talent to be an important goal.

48% of businesses are planning to build additional meeting spaces to accommodate a dispersed workforce compared to **36%** last year.

Among investment plans for future communications and collaboration tools, cloud meetings, professional webcams, and dedicated video devices are the top three priorities for IT decision-makers.
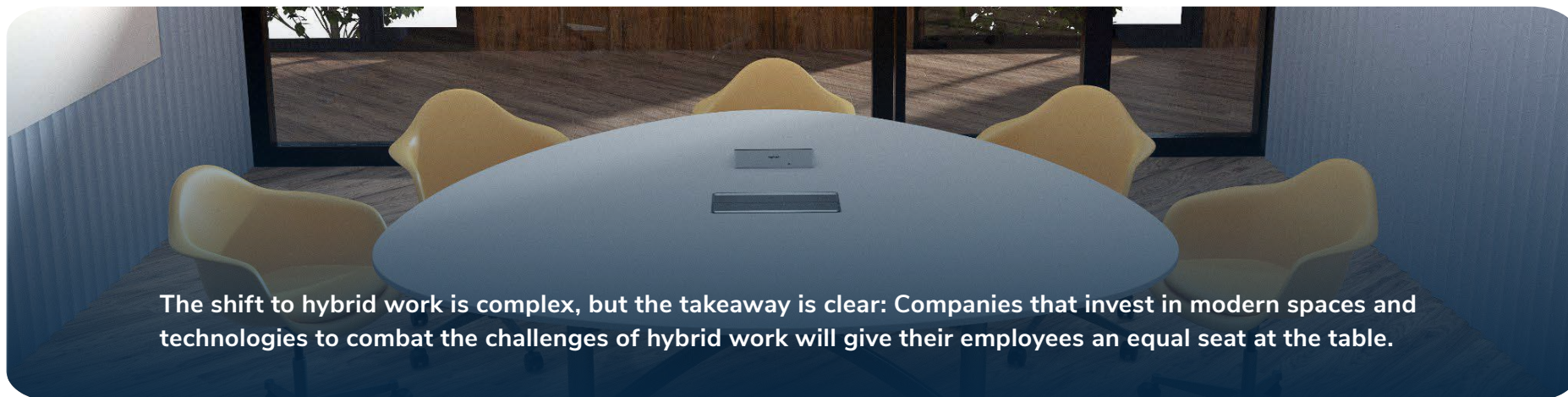
The shift to hybrid work is complex, but the takeaway is clear: Companies that invest in modern spaces and technologies to combat the challenges of hybrid work will give their employees an equal seat at the table.

Source: Frost & Sullivan Annual ITDM Survey on Investment Priorities, January 2022

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A Technology-led Transformation is Foundational to the New Office

As more employees return to the office, their expectations are vastly different. They expect the same audio, video, and content collaboration technologies they have become accustomed to using when working remotely. Moreover, they want every workspace—desks, meeting rooms, cafeterias, and lobbies—to be technology-enabled to facilitate continuous collaboration, and a smooth back-to-office transition.

Disparate technologies between the home and office can create user friction and hamper productivity. IT departments are therefore tasked with providing collaboration technologies throughout their organization that meet the hybrid worker's needs and ensure a compelling reason to come into the office. This calls for a sweeping technology-led transformation. Done right, it will lead to enhanced employee experiences, greater productivity and efficiency, and a more collaborative environment that fuels business growth.

Whether working from home or in the office, employees need the right set of technologies to be productive. Business leaders, IT decision-makers, facilities, and HR teams must work in tandem to re-energize work and re-engage the employees to deliver their best work regardless of where they are.

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Redesign the Office for the New Future of Work

The success of hybrid work hinges on creating the best employee experiences. The new business mandate is to increase the effectiveness of flexible work by investing in modern office spaces and next-generation collaboration technologies that are equipped to navigate the complexities of hybrid work. A technology-led transformation empowers employees to create an optimal balance of remote and in-office presence. Leaders must evaluate all technology choices through the lens of three key parameters:

Simplicity: User-friendly so employees can get work done quickly and effectively

Flexibility: Built for employees to collaborate—their way

Manageability: Ensures full stack management experience
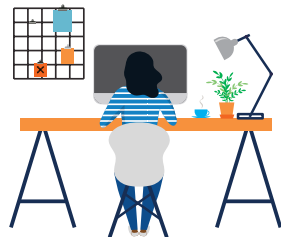
What Hybrid Workers Expect:

▶ **Freedom from location dependency** – Seamless connectivity and continuous collaboration no matter where they are —in the office, at home, or on the go

▶ **Modern office** – A new, redesigned workplace that supports the new purpose of work

▶ **Easy-to-use collaboration tools** – Professional webcams and headsets, smart docking stations, intelligent audio and video conferencing devices, and effortless content collaboration tools that allow for personalization and choice

▶ **Inclusive experiences** – Meeting equality for hybrid interactions

▶ **High-performance meeting spaces** – Intelligent audio, video, and content collaboration that supports varied use cases

What IT Managers Want:

▶ **Simplicity at scale** – Simple, frictionless procurement and installation and a stellar user experience that promotes team collaboration

▶ **Anywhere, anytime manageability** – Monitoring and administration across locations regardless of the device or cloud platform the employees use

▶ **Full stack administration** – Unified and integrated management of all devices and cloud services

▶ **Extensibility** – Technology providers that offer a broad portfolio of solutions to fit all workspaces and meeting room needs

When asked to rate capabilities that are crucial or very important, more than half of IT decision-makers rank centralized admin/management capabilities as their top requirement.

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Technology-driven Meeting Spaces Are Here

The new office must be a hub for collaboration and creativity.

Modern offices are evolving from basic, technology-devoid spaces to vibrant, collaboration-rich environments, better equipped for employees who transition frequently between remote and in-office work.

When it comes to office redesign, one size does not fit all. Employees returning to the office have various needs. Many want to be at the office because they want a "heads-down" space—a distraction-free professional place where they can get their best work done. Others come to the office for ideation and collaboration with team members or to build relationships with their peers. Many others are there for onboarding, training, and mentorship.
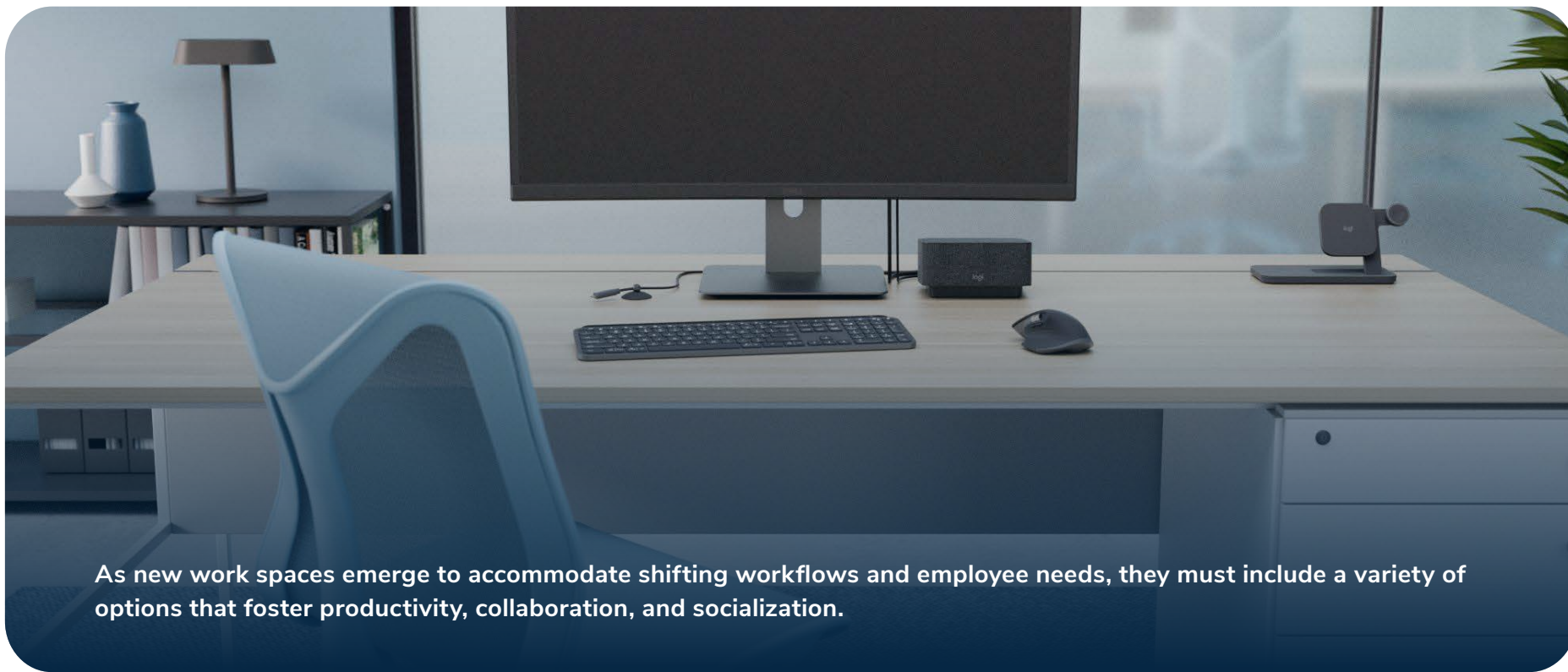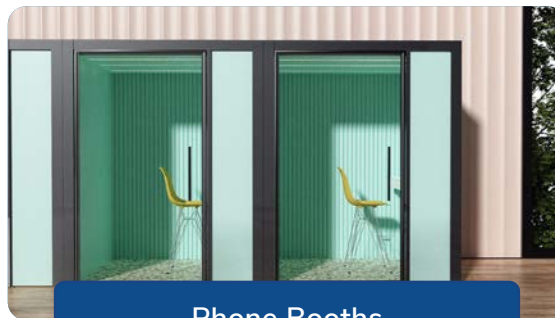

As new work spaces emerge to accommodate shifting workflows and employee needs, they must include a variety of options that foster productivity, collaboration, and socialization.

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Small Collaborative Spaces

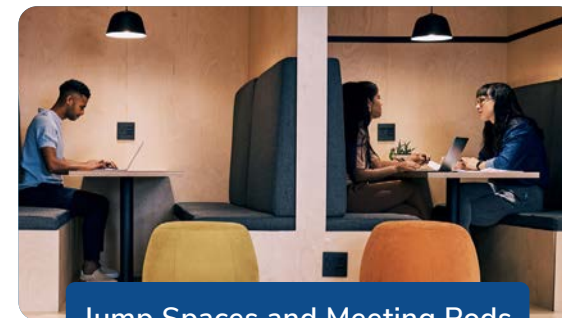**Focus Rooms**

Phone Booths
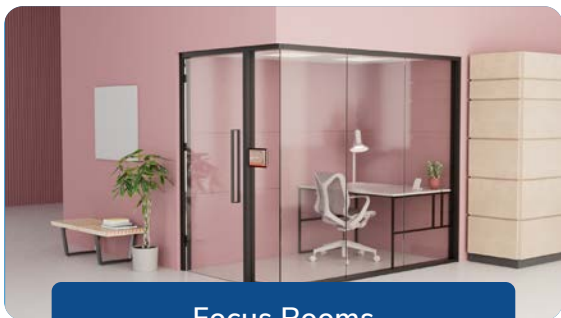
Jump Spaces and Meeting Pods

Also called quiet rooms or think spaces, focus rooms are fully enclosed, unassigned single-person workspaces that typically include a desk and a set of technologies that create a distraction-free setting.

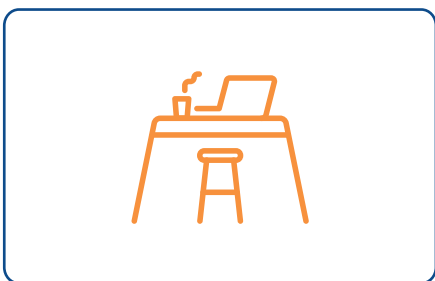These enclosed, sound-proof booths are designed in either a standing-only or a small seat configuration for a quick voice or video call.

Fixed or movable work points support 1 to 4 people for ad-hoc work or meetings, usually located near individual workstations to accommodate rapid shifts in workflow.

Typical Components:

A sitting or standing desk and focus lighting
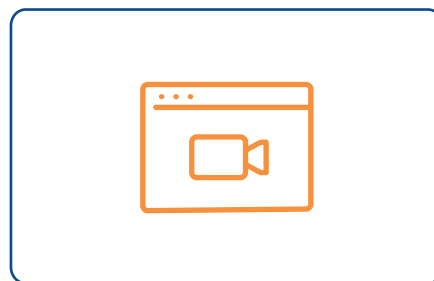
A small touch screen display with a professional webcam or a video camera

Standard USB-A and USB-C connectivity and one or more outlets with Ethernet/cable feed in the desk, allowing users to access all content and any meeting apps

High-quality acoustics and ventilation

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Open Collaboration Spaces

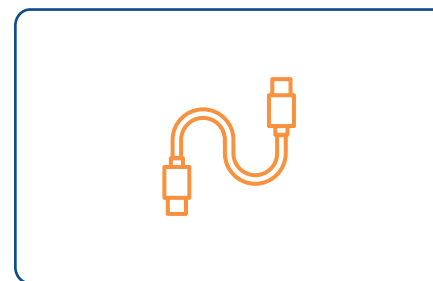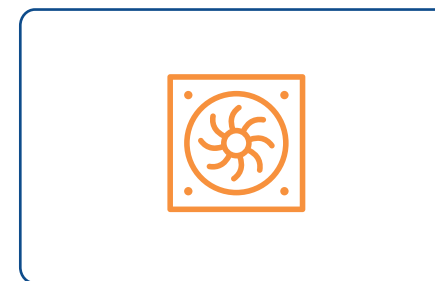Not all meeting areas need four walls. These spaces have three walls or fewer and are set up for ad-hoc collaboration in a more casual setting, compared to meeting rooms.

Group Size: 2-8 people

Configuration – Flexible enough to accommodate classroom-style groupings or stand-up meetings focused on the content presented on a large, interactive board.

Typical Components:

▶ Cart-mounted interactive whiteboard

▶ Multi-touch display for group interaction

▶ Full audio and video conferencing capabilities

▶ Mobile to enable collaboration in any space

▶ Option for a 55-inch display or an 85-inch display for larger spaces

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Meeting Rooms

Collaboration ready meeting rooms

Small Spaces/Huddle Rooms
Seat up to 6 people

Mid-size Rooms
Seat 6 to 10 people

Large Rooms
Seat more than 10 people

Configuration – Rooms in various sizes that match the right equipment to the physical space and use case.

Typical Components:

▶ Multi-touch 55-inch or 85-inch single or dual front-of-the-room displays that help participants focus on the video and content

▶ Intelligent audio and video conferencing capabilities

　▶ Eye-level placement of the video camera with smart auto framing and advanced optics

　▶ Background noise removal and speech enhancement

▶ Optional expansion mics so everyone is heard

▶ Furniture that allows everyone at the table to be seen (for example, V-shaped tables for large rooms)

▶ A conduit or under-the-table cabling to mitigate clutter in rooms that require connections between the controller, camera, speakers, optional expansion mics, and peripherals

▶ Additional tabletop camera for meeting equality

▶ Scheduling displays outside the room with presence and occupancy indicators

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Meeting Equality: Bridging the Divide

Newer types of workspaces are promoting better experiences and drawing employees back to the office. However, most meetings have at least one participant that joins remotely. When meetings are hybrid i.e. some participants are in office while others are remote, the experience is often a broken one.

Top Concerns for Hybrid/Remote Work Model

Concern	Percentage
Loss of relationship with coworkers, loss of business culture/mentorship	33%
Distractions at home	31%
Complicated access to corporate applications	28%
Lack of meeting equity	26%
Lack of proper technology tools	25%
Lack of bandwidth/high-speed internet	25%
Meeting fatigue	23%
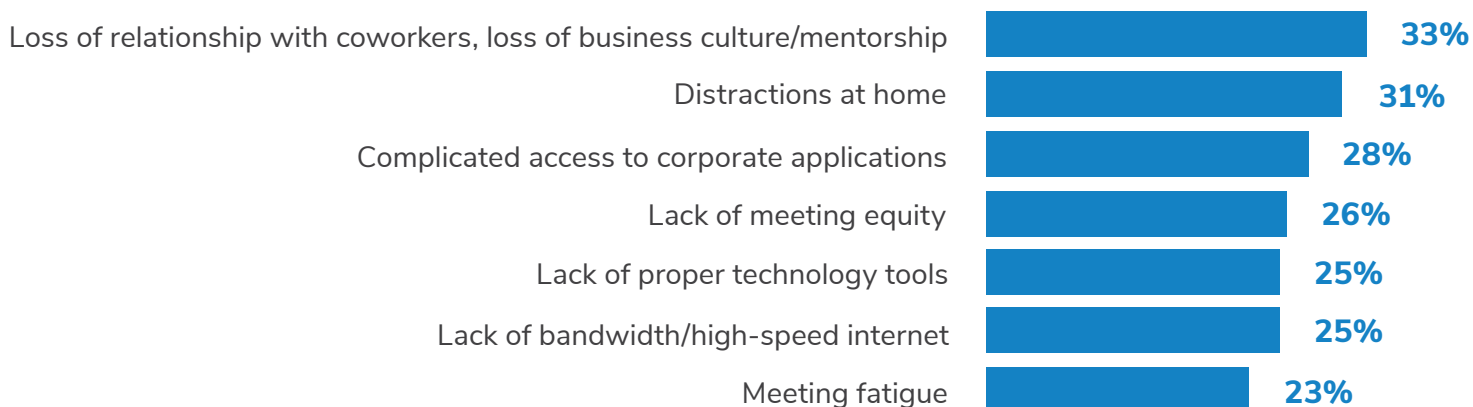
Source: Frost & Sullivan Annual ITDM Survey on Investment Priorities, January 2022)

Remote participants that join in-person meetings continue to be at a disadvantage as they settle for compromised audio, video, and content-sharing experiences. They want the up, close, and personal experiences with clear audio video that they have become accustomed to during online video meetings.

The issue of meeting inequality has been addressed partly by advanced AI-powered cameras that detect people in a room and auto frame them in a grid view to present an optimized visual of each attendee to remote participants. However, during most in-person meetings, especially those in larger rooms, participants do not always face the front-of-the-room camera.

For example, when an active speaker addresses remote participants, the front-of-room camera can capture the best view. However, when the speaker addresses someone across the table in the room, they typically turn away from the camera. In these situations, remote participants often lose visual cues, which creates a subpar experience.

True meeting equality requires use of multiple cameras with multiple viewpoints to effortlessly follow the conversation. For greater equity, inclusion, and natural meetings, an additional tabletop camera provides automatic switching to cover the view when the active speaker addresses others in the room. This way each speaker is seen in a natural view by the remote participants.

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The Logitech Way

Logitech is bridging the divide between in-office and remote work. Its unique design-forward approach focuses on creating meaningful products with a clarity of purpose. By delivering simple, effortless communication experiences, Logitech offers hybrid workers a wide array of devices for all spaces— the home, the office, and everywhere in between.

Logitech Differentiators

▶ Video: Ultra HD 4K cameras that deliver premium video quality

▶ Audio: Ultra low distortion speakers for rich, natural sound

▶ Meeting automation: RightLight™ for light and color optimization; RightSight™ for auto-framing; and RightSound™ for noise suppression, echo cancellation, and auto leveling

▶ AI-enhanced optics: RightSense™ technology and a second camera dedicated to computer vision for enhanced auto-framing and camera control

▶ RightSight: A camera-control technology that automatically moves the lens and adjusts the zoom so no one gets left out of the picture, making hybrid meetings more equitable

▶ NEW Logitech Sight*: A tabletop camera system that works as an extension to Logitech Rally Bar and Rally Bar Mini; Sight combines the tabletop view with the front-of-room view for truly equal and inclusive meetings

Logi Dock

Brio 505

Zone True Wireless Earbuds   Logitech Sight

▶ Simple, individualized desktop experiences: Logi Dock, an all-in-one docking station with speakerphone, integrated with leading video conferencing services; a line of high-quality personal webcams and professional headsets

▶ Certified devices: Zoom, Microsoft Teams, and Google Meet certifications that allow users to leverage the video conferencing platforms and features they already use

▶ Logitech Sync: Cloud-based real-time monitoring, management, and analytics including open APIs for cross-platform solutions from a large partner ecosystem

▶ Flexible join modes: Option for BYOD, USB plug and play with any PC or Mac, and the ability to run in appliance mode

▶ Clean cabling: Built-in cable management and flexible mounting options for clutter-free rooms

▶ Sustainability: Use of recycled plastics, responsible packaging, and carbon offsetting

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*Available in the summer of 2023 with beta for select customers beginning this winter

Call to Action: Seven Steps to a Hybrid Workplace

The world has changed. Do not put your employees back in the same office as before.

To prepare your business for disruptive shifts in the workplace, lead with a technology-driven transformation that keeps employees productive and happy while ensuring business growth. The solution is a complete re-evaluation of the office space, technology architecture, and operational paradigm.

Many businesses lack the technological foundation needed to meet employee demands for greater flexibility, engagement, and support. As a business and technology leader, your top mandate is to drive better teamwork and collaboration throughout your organization.

Consider the complexities of hybrid work as a unique opportunity to accelerate the much needed changes in professional and personal lives. Invest in a seven-step journey that seamlessly connects people to spaces and technology for a flexible, inclusive, engaging, and collaborative workplace.

- ▶ Redesign and retool the office to accommodate the unique needs of hybrid work

- ▶ Build technology-infused spaces that support collaboration in engaging ways

- ▶ Ensure ease-of-use with exceptional UX for touch-to-join video meetings

- ▶ Bridge the divide between digital and physical experiences with equal and inclusive meetings

- ▶ Enable easy monitoring and management of all devices across all spaces for IT

- ▶ Leverage native integrations with leading cloud services for a "better together" experience

- ▶ Pursue sustainability

For more information on Logitech Modern Work Solutions –

logitech.com ›

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Growth is a journey. We are your guide.

For over six decades, Frost & Sullivan has provided actionable insights to corporations, governments and investors, resulting in a stream of innovative growth opportunities that allow them to maximize their economic potential, navigate emerging Mega Trends and shape a future based on sustainable growth.

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