



Modernizing the **Employee Experience:**

Unlocking Engagement and Productivity with Intelligent Collaboration Solutions

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Employee Experience Matters

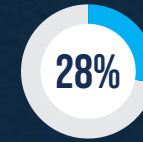
Massive workplace disruption over the last several years has driven greater awareness for more compelling and consistent employee experiences. Driving a better employee experience (EX) is pivotal to the success of any organization.

Employees crave trust, camaraderie, and a sense of purpose. They have a predefined set of expectations from their workplace. Work is not just a place to perform tasks; it is a hub for meaningful connections and experiences. EX is critical to the success of modern work, no matter where work takes place. In fact, **EX is more than an organizational process in the employee lifecycle; it is a strategic business priority.** Business leaders must seize this opportunity to create environments that boost employee engagement, morale, and the overall performance of their organization.

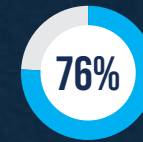
IT managers are now also tasked with overseeing workplace transformation and EX. Enabling better team collaboration is crucial to transforming any workplace into a place where employees want to be. The widespread adoption of advanced collaboration technologies is, therefore, pivotal to business transformation.



While a customer-first motto has always been the driving force, employee experience has moved to the forefront as a strategic business goal. Visionary business leaders are prioritizing EX as much as CX (customer experience).



of the organizations report that all employees are satisfied with their current work model

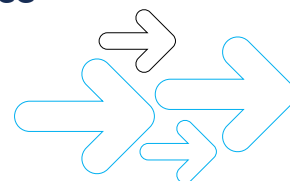


of the organizations report that employees are disengaged as a result of hybrid work



of the business leaders say hiring and retaining talent is a top business priority

Source: Frost & Sullivan IT Decision Makers Survey in Communications and Collaboration, April 2024





The Role of Technology in Transforming EX:

Matching Collaboration Solutions to Employee Expectations

As organizations navigate the challenges of returning to the office and building a modern workplace, it is clear that they must empower their employees with the appropriate physical and digital environment that allows them to achieve a harmonious work–life equilibrium and equips them to be successful at their jobs. This is particularly true in the current hybrid work environment.

To fuel digital transformation, many companies are investing in end-to-end modernization of the workplace, including the latest collaboration devices and software across all workspaces. Effective digital collaboration enables employees to make seamless connections. However, simply investing in technology is not enough. **Employee engagement and productivity decline when collaboration solutions are overly complex, offer sub-par audio–video experiences, or do not match an organization’s work model, workspace, and work styles.** Against this backdrop, a new class of intelligent devices has emerged to address the shift to hybrid work. Powered by software, these intelligent collaboration devices are designed and optimized for ease of use with robust AI-driven features and enterprise-grade manageability and security.

Percentage of IT decision-makers who say investing in communications and collaboration solutions is important to:

94%

Boost team collaboration

93%

Improve employee engagement and satisfaction

93%

Attract and retain the best talent

93%

Enable productive remote, hybrid, and in-office work

Source: Frost & Sullivan IT Decision Makers Survey in Communications and Collaboration, April 2024



Today, IT teams are under pressure to accelerate the pace of technology transformation across their organization. They have to navigate the logistics of selecting the right collaboration solution that meets the shifting needs of their employees while ensuring a swift, smooth technology rollout process and user adoption. In addition, they must ensure easy manageability across all communication devices and platforms and enable consistent user experiences as employees move between home and office work. Therefore, a diverse portfolio of collaboration solutions that meets all personal and team workspace needs while prioritizing ease of use and manageability is critical to driving better employee and IT experiences.

82% of business leaders and IT decision-makers consider **EASE OF USE** important when purchasing communications and collaboration technologies.

81% say **EXCELLENT MANAGEABILITY** is important to their communications and collaboration technology selection.

Simplifying technology, reducing friction points and user frustration, and developing manageable and **SCALABLE IT SOLUTIONS** are essential to meet the needs of the modern workplace and workforce.





Ease of Use is More Critical Than Ever

With distributed teams and hybrid work becoming the norm, better collaboration is critical to the success of any workplace. Engaging and inclusive video conferencing, in particular, has become the heartbeat of modern work.

Modern video devices offer a tightly integrated hardware and software experience and deliver simplicity, flexibility, and manageability for a more collaborative environment. They are essential to build stronger connections between employees, enhance engagement, and promote inclusion.

Organizations of all sizes are expanding their investments in video conferencing:

- 81%** will have adopted video conferencing room devices by the end of 2024.
- 78%** will have dedicated personal video conferencing devices by the end of 2024.
- 61%** will have increased their investments in video conferencing by 2026.

Priorities for effective hybrid work:

- ▶ Simple, consistent user experience in collaboration spaces
- ▶ Seamless integration between devices and collaboration platforms
- ▶ AI-enhanced audio and video capabilities for inclusive hybrid meetings
- ▶ Easy to deploy solutions with remote management capabilities
- ▶ Easy switching between mobile, desk, and room video

As employees navigate hybrid work and transition between home and office, they need communication devices that are easy to use and adapt to individual roles and specific work settings.

Remote work environments demand their own technology, such as high-quality webcams and headsets that provide an immersive audio–video experience. Meanwhile, as new patterns of office use evolve, businesses are adding more meeting rooms and collaborative spaces to foster better connections and collaboration between hybrid teams. These spaces demand user-friendly, enterprise-grade, and centrally manageable video conferencing devices that align with IT’s need to scale technology across their organization and accommodate diverse employee needs.



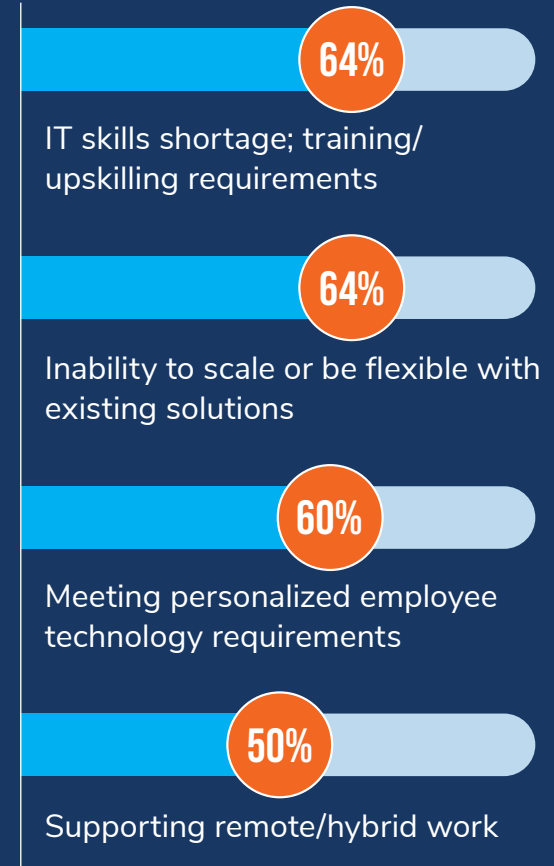
Overcoming the Challenges

IT's role in driving EX with a tech-forward transformation is clear. However, IT responsibilities in the modern workplace have changed massively over the last few years. With the rapid proliferation of technology across their organizations, not only are IT managers asked to take on more work, they are also responsible for upskilling their staff's technical capabilities to keep up with advancements. All this is taking place while their resources remain the same or fewer.

When deploying and managing video collaboration technologies, IT's challenges include:

- ▶ Maintaining employee engagement and quality of experience when they work from home, the office, or the road
- ▶ Enabling adequate technology choices for workers with different environments and preferences in a standardized and secure way
- ▶ Provisioning and monitoring potentially hundreds or thousands of audio and video communication devices across remote desktop and office spaces
- ▶ Tracking technology usage and performance accurately to enable real estate optimization/office redesign, assess ROI, and plan future investments
- ▶ Managing the proliferation of disparate communication tools and collaboration platforms
- ▶ Keeping pace with technology advancements, particularly with respect to AI

Key challenges faced by IT departments:



Source: Frost & Sullivan IT Decision Makers Survey in Communications and Collaboration, April 2024



Move from Technology-First to People-First

Businesses must move from a technology-first to a people-first approach. As such, IT managers are shifting their priorities from point products to solution-centric video collaboration to address the many pain points users face today.

A solution-centric approach truly bridges the gap between technology and experience. It ensures a sweeping technology transformation at the workplace, ensuring unified, consistent user experiences.



Businesses must identify their challenges as they embrace change and solidify their hybrid work models and real estate plans.



Reaping the most value from investments requires stakeholders across the organization to share a common vision and prioritized goals.



IT leaders must accelerate the mindset shift from technology to “outcomes.”

Strategies designed to modernize the workplace and enhance EX:



of the organizations are offering greater perks to encourage an in-office presence.



are modernizing offices by adding more technology, including modern collaboration solutions.



are building additional meeting spaces.



are using physical co-working spaces.



are replacing assigned seating with hot-desking.



have more geographically dispersed offices.

Source: Frost & Sullivan IT Decision Makers Survey in Communications and Collaboration, April 2024



Changing the Game with Simple, Intelligent Collaboration

Many of the challenges businesses face today in their tech-first transformation can be overcome by simplifying user and admin experiences.



What Users Want



Simple and intuitive experiences that allow the use of technology without heavy reliance on IT support



Flexibility to use the collaboration platform of choice (Microsoft Teams, Zoom, Google, etc.)



AI-infused feature-rich and natural collaboration

- Speaker tracking, smart framing, noise cancellation, smart lighting
- Intelligent multi-camera switching for equitable meetings



Consistent, experiences from anywhere—remote, office desks or meeting rooms



Inclusive, engaging meeting experiences that put everyone on equal footing

What IT Admins Want



Solutions that are easy to deploy, scale, and manage



Reduced user training and help desk tickets



Centralized management across all collaboration devices



Device certifications with leading collaboration platforms to ensure reliability and high performance



Proven, reliable tech support and warranty programs



AI is Driving Efficiencies and Performance



Source: Frost & Sullivan IT Decision Makers Survey in Communications and Collaboration, April 2024

77% of business leaders and IT decision-makers say AI-powered features and services are important, very important, or critical to their collaboration investments.





End-to-End Solutions for All Workspaces

When using collaboration technologies, users want a consistent, unified experience, whether they are remote, on the road, or in the office. Solutions that support varied use cases and modalities while allowing users the flexibility for cross-platform experiences help them make easy connections across their organizations.

Meanwhile, IT benefits from the ability to standardize the admin experience across all types of workspaces with assured security and privacy.

Meeting Spaces (Huddle Spaces; Small, Mid, and Large Meeting Rooms)	Employee Desktops (Dedicated and Shared Workstations)	Remote Work (Home, Hotel, Commute)
<ul style="list-style-type: none"> ▶ USB conference cameras ▶ Appliance-based collaboration bars ▶ Multi-camera systems ▶ Audio microphones and extensions ▶ Meeting controllers and schedulers 	<ul style="list-style-type: none"> ▶ Business headsets ▶ Business webcams ▶ Desk hubs/docking stations ▶ Desk reservation systems 	<ul style="list-style-type: none"> ▶ Business headsets ▶ Business webcams ▶ Quality speaker and mic audio ▶ Mobile accessories
Cloud-based Monitoring and Management Utilities		

Modern businesses are designing new, dynamic workspaces that foster teamwork, innovation, and productivity.

-  Hot-desk
-  Open collaboration space
-  Jump space and meeting pod
-  Think space/ quiet room
-  Work cafe
-  Phone booth
-  Huddle room
-  Meeting rooms



Solution Spotlight: Logitech Business Solutions

Known for its industry-leading design and simple, intuitive user experiences, Logitech offers a comprehensive line of room and personal collaboration devices. This includes video conferencing solutions for meeting rooms of all sizes, including newer spaces such as open collaboration spaces and phone booths, and desktop solutions for shared and dedicated desks.

Logitech blends intuitive hardware design, remote management tools, and flexible deployment options with a differentiated software-centric approach that allows continuous optimization of the user and management experience. Its solutions offer the flexibility to address a myriad of use cases, user preferences, and work environments, allowing IT to simplify and scale collaboration capabilities across their organizations. In addition, Microsoft Teams, Zoom, and Google Meet certifications allow organizations to use the video conferencing platform of choice while ensuring compatibility.

Logitech's Team and Personal Workspace Solutions leverage AI and adaptive technology to enable seamless, engaging, and natural collaboration experiences.



RightSight 2 is Logitech's suite of AI-driven algorithms designed to detect individuals, identify speakers, and dynamically frame participants, enhancing meeting engagement and productivity.



RightSound 2 is Logitech's suite of AI-driven algorithms and audio processing to suppress distracting noises, reduce echoes, equalize voice volume, to ensure that in-room discussions come through clear and crisp.



RightLight automatically adjusts webcam lighting to ensure users are clearly visible and naturally represented, even in low-light or back-lit conditions.



Spotlight on Logitech Business Solutions: Team Workspaces

Logitech team workspace solutions encompass:

Rally family of all-in-one video bars and conference cameras enabling AI technology and multiple deployment modes, available for huddle, small, medium, and large rooms

- ▶ **Tap and Tap IP** for one-touch-join meetings and touch control for conference room systems and meeting settings on a 10.1” diagonal display
- ▶ **Accessories** for extension microphones, BYOD connections, cable management, and device mounts



MeetUp 2 AI-powered USB conference camera for small spaces. Deploy with an in-room PC or in BYOD mode with the Active USB Cable accessory

Sight AI-driven tabletop companion camera with intelligent multi-participant framing to deliver an optimal front-and-center view in larger or longer rooms

RoomMate computing appliance that runs Logitech CollabOS to enable Microsoft Teams Rooms on Android, Zoom Rooms Appliances, and other leading platforms

Software and services: Manage and provision devices and spaces in Sync remote management platform, and activate insights and proactive alerts through premium services. Advanced technical support and product replacements available through Logitech Select.



Spotlight on Logitech Business Solutions: Personal Workspaces

Logitech's comprehensive portfolio of audio–video devices and software for personal workspaces includes:

| **Zone Wireless and Wired headsets** featuring USB and Bluetooth® connectivity, stereo audio, and dual noise-canceling microphones

| **MX Brio 705 for Business** premium 4K webcam, certified for major video calling platforms, featuring AI-powered image enhancement, dual noise-reducing beamforming mics, and other advanced features for true-to-life video calls



| **Brio 505** full HD 1080p webcam, certified for major video calling platforms, featuring noise-reducing mics, advanced light correction, auto-framing, and Show Mode

| **Logi Dock** all-in-one docking station certified for leading video calling platforms, provides one-touch meeting controls and built-in speakerphone with advanced audio features

| **Logi Dock Flex** managed docking station that delivers a better desk booking experience for employees and a greater ability to manage shared desks across multiple locations

| **Logi Tune** desktop software app that makes webcam, headset, and Logi Dock settings easily accessible to users for firmware updates, battery status, settings customization, and more



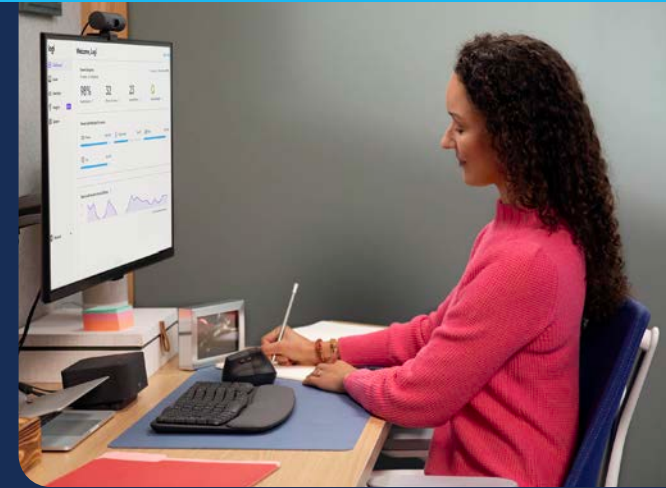


CALL TO ACTION – FOCUS ON SIMPLICITY TO ENHANCE EMPLOYEE AND IT EXPERIENCES

The next stage of video collaboration is here. When evaluating collaboration devices, the primary focus should remain on simplicity, with ease of use and management to enable enhanced user and IT experiences at scale.

In a crowded marketplace, customers can identify the best-fit technology providers and solutions by prioritizing the following best practices:

- ▶ Consider a provider with a comprehensive portfolio of devices to meet all personal and team collaboration needs
- ▶ Deliver user-friendly solutions that reduce the need for training or heavy reliance on IT support
- ▶ Work with a technology partner that leads with innovation in cutting-edge audio–video and AI-led technologies
- ▶ Ensure device performance through certifications with leading cloud collaboration services – Microsoft Teams, Zoom, Google, and others
- ▶ Seek cost-effective solutions with low total cost of ownership that offer greater ROI
- ▶ Demand centralized management utilities across all spaces and devices



To prepare your business for disruptive shifts, pivot to an employee-centric approach. This means embracing solutions that maximize human collaboration and employee well-being. An EX-first approach attracts and retains top talent, drives productivity, and leads to sustainable growth across the organization.

[Click here](#) to learn more about best-in-class Logitech for Business collaboration solutions. →

YOUR TRANSFORMATIONAL GROWTH JOURNEY STARTS HERE

Frost & Sullivan's Growth Pipeline Engine, transformational strategies and best-practice models drive the generation, evaluation, and implementation of powerful growth opportunities.

Is your company prepared to survive and thrive through the coming transformation?

[Join the journey.](#) →