5 WORKPLACE TRENDS IN 2020 AND BEYOND:

VIRTUAL PLACES AND DYNAMIC SPACES

Today's workplace is as dynamic as the digital communication tools that connect everyone within it.

Cloud computing, video conferencing, telecommuting, workflow collaboration apps, and messaging platforms have uncoupled collaboration from the brick-and-mortar world of desks and water coolers and empowered every level of staff to realize their most efficient way of producing.

> Today we communicate from our desks, our meeting rooms, our office branches, our homes, and in transit. This digital empowerment removes the barriers between ideas and actions.

The latest workplace trends indicate that this unbounded network of collaboration is only the beginning. These trends can be understood both as predictors of future events and as indicators about what is important to today's workers.

Insight logitech

DIGITAL WORKPLACE TRENDS IN THE AGE OF COLLABORATION

The digital revolution going on in the workplace is captured within five key trends:

1. The Dominance of the Cloud
2. The Growth of Telecommuting
3. Video As the New Norm in Communication
4. Variety and Choice in Workspaces
5. A Digitally Native Workforce

The age of digital communication has already remade the workplace to be more efficient and effective. If you're not adopting these digital workplace trends, your enterprise will be left behind.

CLOUD COMPUTING

67 percent of organizations now have at least part of their unified communications in the cloud.

TELECOMMUTING

Globally, **70 percent of employees** work remotely at least one day per week.

VIDEO CALLING

Global cloud-based video conferencing **has increased 880 percent** over the past four years.

VARIED SPACES

79 percent of people whose workplaces offer a variety of types of spaces report a great work experience.

GEN Z VIDEO NATIVES

25 percent of employees between the ages of 18 and 29 use video conferencing at work every day.

Insight logitech

1.
THE DOMINANCE OF THE CLOUD:
SUPPORTING FLEXIBLE, SCALABLE WORKPLACES

Simply put, "the cloud" refers to remote servers housing software and databases that are available on-demand. Cloud computing is behind the majority of modern workplaces and is the key to the agility of the digital workforce. Worth an estimated **$146 billion annually**, the emergence of the cloud computing market is due to its ability to reduce the cost, maintenance, support, and upgrading needed to operate heavy workflow applications, including video conferencing and unified communications. In fact, **research by Frost and Sullivan** shows that companies can save 60 to 75 percent in annual video conference costs by moving to the cloud.

According to Gartner, there **isn't a known vendor or service provider** operating today that isn't influenced by the cloud-first thinking of its customers. It is estimated **that half of organizations** now house their unified communications in the cloud, with these primary drivers:

Every User Is an Endpoint: Cloud computing allows businesses to centralize their communications into an always-accessible hub that powers an endless number of endpoints. Every desktop, mobile device, home office, conference room, and huddle room can be connected in video-enabled communication.

Flexible Working Arrangements: Remote access to uniform cloud-hosted communication empowers staff to work remotely, between offices, on the road, and from shared hot-desks. Every employee remains connected through a common digital platform. **Lifesize found that 51 percent of people** had taken a work-related video call from a home office, 33 percent from a coworking space, and 24 percent from a coffee shop or restaurant.

As Scalable as Ambition: Cloud services can be expanded and enriched as an enterprise grows. Rising employee headcounts, increasing customers, and broader sales targets can be met with software solutions that don't require on-premise reconfiguration.

Insight | logitech

2.

THE GROWTH OF TELECOMMUTING:

**EMPOWERING FREER,
MORE PRODUCTIVE WORK**

Telecommuting is rapidly becoming the force multiplier of the modern workplace: it makes employees happier and more productive, and businesses more efficient.

In the last five years, there has been a **44-percent growth in remote work**. Today, 4.7 million people in the U.S. currently telecommute. The number of U.S. employers offering flexible work opportunities such as the option to work from home has risen **by 40 percent** over the past five years.

The most profound workplace trend associated with telecommuting, however, is its effectiveness. **Stanford University research** has shown that telecommuting provides a productivity boost equivalent to a full workday each week and brings a 50 percent reduction in employee attrition. That boost was attributed to remote employees starting and ending work on-time—while on-site colleagues were often late to work or left early—and being less distracted. The same study found employers saved almost $2,000 per employee on rent by reducing the size of their office space.

Insight Logitech

Telecommuting is a workplace trend that is going to be with us for the foreseeable future: 50 percent of Americans hold a job that is compatible with telecommuting, and 80-90 percent say they'd like to work remotely at least some of the time. Robust support from IT staff will be crucial to making this transition toward flexible and remote work possible; IT departments will be responsible for ensuring remote employees have the technology they need to work effectively. IT workers should be equipped to troubleshoot issues from afar as well as ensure security and data backup protocols are followed by telecommuters.

Employer Benefits	Employee Benefits
Telecommuters **take fewer sick days**	More likely to be satisfied with their job, less stressed, and have a better work-life balance
Businesses save **an average of $11,000** yearly per part-time telecommuter	Earn **around $4,000 more** on average
77 percent of telecommuters report increased productivity	Save on commuting-related expenses

Insight **logitech**
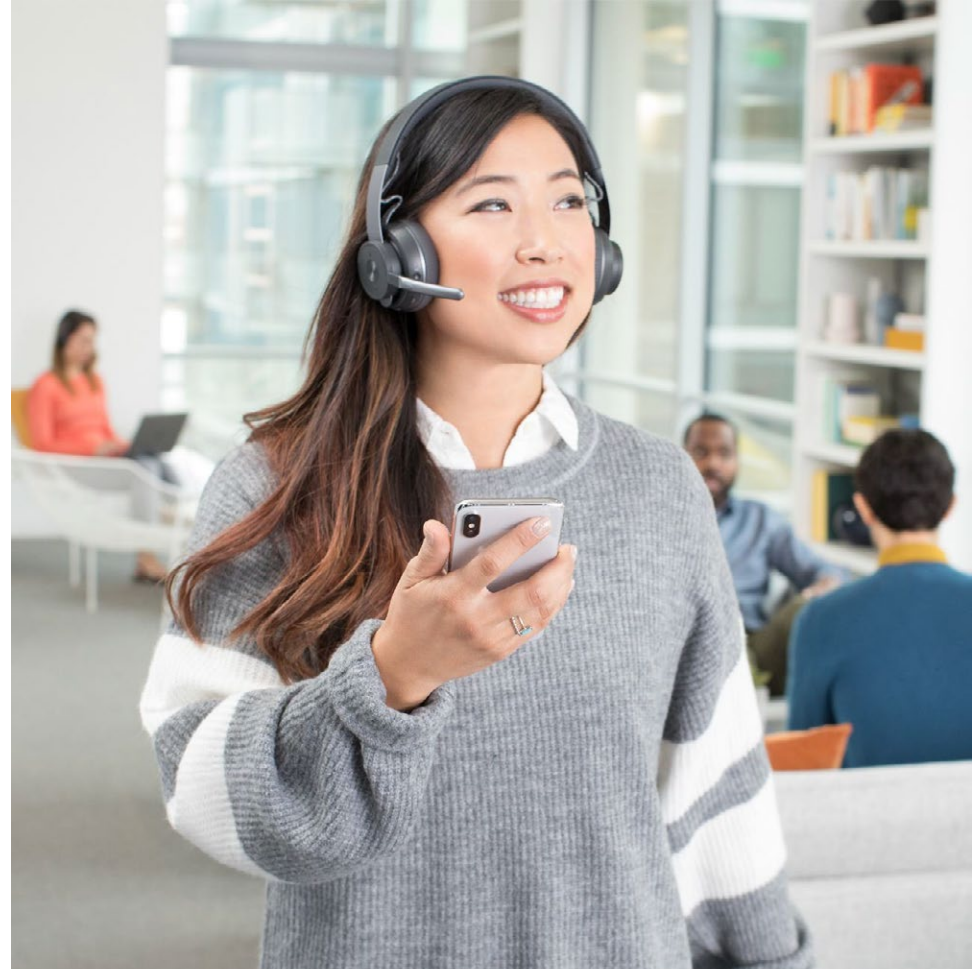
3.
VIDEO AS THE NEW NORM IN COMMUNICATION

VIDEO CALLS WIN OVER AUDIO-ONLY

Video calls are going to replace audio calls as the standard for workplace communication and collaboration. Landline phones have already begun disappearing from desktops—accounting and professional services firm **PricewaterhouseCoopers removed all landlines** from its 24 UK offices in 2018 and switched to smartphones—and more than **40 percent of U.S. companies** now employ Voice over Internet Protocol (VoIP) as the hub of their communications networks, up from **about 15 percent in 2013**. In fact, a Forbes study shows that **80 percent of executives** say video conferencing is becoming the norm, and that 92 percent think it has a positive impact on their performance.

The reasons are obvious: video is more dynamic. It strengthens relationships, improves the quality of communication, and makes teams more effective. Aside from providing a critical visual element, video conferencing also offers a far greater variety of communication tools, including screen, media, and file sharing, live streaming, digital whiteboarding, and integrated chat. Workplace collaboration platforms, such as Microsoft Teams and Slack, are emerging as single-source hubs of information, where employees navigate between their working tasks, documents, team chat, and video calling from a central interface.

Such dexterity and ease of teamwork are not possible in an audio-only environment, where sound and visuals occur through separate channels. And the need for collaboration in the workplace is increasing rapidly. A study published in the Harvard Business Review found that, in many companies, **80 percent of employees' time** was spent on collaborative activities such as phone calls and meetings.

Insight   logitech

VIDEO CALLING CONSUMERS

Video conferencing is becoming an increasingly popular method of business-to-consumer communication. Research by WebRTC **video vendor TokBox** found:

One in three Americans uses live video to chat with a business, brand, or service.

One in five Americans video chats with a business at least weekly.

One in four people who have not used video to communicate with a business says they will in the future.

Insight logitech

4.

WORKPLACES OFFER A MIX OF SPACES:

MAKING THE MOST OF VIRTUAL AND PHYSICAL AREAS

Open-plan workplace environments and the immediacy of digital communications are changing the way teams utilize space. This search for new ways to gather is driven by the need to find quiet, readily available meeting rooms within shared facilities and an increase in informal, impromptu video collaborations.

The result is more huddle rooms being added to offices. These small, multi-purpose rooms are designed to cater to groups of two to six people. In order to facilitate creativity and collaboration with remote colleagues and teams, however, these smaller spaces need to be outfitted for digital communication.

That process is taking time: one study estimates that **less than two percent** of the 32.4 million huddle rooms in operation around the world are enabled for video conferencing. The lag is a legacy of the fact that video conferencing technology has in the past been a resource-intensive luxury reserved for just a few dedicated conference rooms. So, while **73 percent of video conferences** involve just two to four people, 53 percent of video conferencing enabled meeting rooms are designed for groups of seven or more. Today, though, there are effective, scalable **video conferencing solutions** for all spaces.

The solution to the need for a variety of video conferencing spaces is to offer choice. A **Steelcase study of global office workers** found that 53 percent of workers said they couldn't find the type of space they needed in the office and 38 percent wanted more access to private working spaces. **Gensler's 2016 Workplace Survey** found that the degree to which an office plan was open or closed had little effect on a high-performing team as long as the facilities met their needs. The research found that the most successful environments offered employees twice the number of workplace configurations as low-performing offices and made it easy for them to switch back and forth between configurations. The desired design is therefore a mix of collaboration spaces and technologies.

HUDDLE ROOMS

In huddle room spaces, meeting participants often sit close to--or on either side of--the camera, making a wide-angle lens useful. Huddle rooms can be adequately outfitted with a single flat-panel display, and often make use of an all-in-one video conferencing solution that includes an integrated speaker and microphone.

CONFERENCE ROOMS

Still the primary venue for video conferences, boardrooms and large video conferencing rooms are generally equipped with high-quality, customized video conferencing setups. A dual-screen display setup is often used to clearly relay shared content to the entire room, and a motorized PTZ camera and standalone microphone capture high-quality audio and video. Extension mics are sometimes used for optimal audio coverage in large rooms. With an emphasis on presentation and presence, conference room video calling equipment should be able to clearly capture and reproduce the audio and visuals from large meetings without echo or background noise.

Insight **logitech**

5.
A DIGITALLY NATIVE WORKFORCE:
GEN Z DIGITAL NATIVES

The workforce is about to receive an influx of youth. More than **65 million members of Generation Z**, those born between 1996 and 2010, will begin their professional lives over the next decade. As soon as 2020, Gen Z will make up a third of the U.S. workforce.

Also known as the iGeneration, they are the first digitally native generation in history and the expectations and capabilities of this rising influence will shape the modern workplace. Attracting and retaining the best young talent is going to require a shift in workplace management and infrastructure.

Much of this shift will be driven by IT teams, which are primarily responsible for choosing and implementing the technology that best meets users' needs. Upgrading the office's technology to meet Gen Z expectations will, in turn, better equip the workplace as a whole to compete in a world of constantly advancing technological innovation.

And the best technology isn't just being demanded by the iGeneration. The expectations of the workforce as a whole are being shaped by the increasingly sophisticated, intuitive devices that workers interact with in their personal lives, from smartphones and smart speakers to fitness trackers and AI-powered smart appliances. Employees who use these devices at home expect a similar convenience and ease of use from the technology they encounter at work.

WHAT GEN Z WANTS

91%
say the technical sophistication of a company **affects their interest in working there**.

57%
believe that technology helps them to be more productive.

69%
prefer to have their own workspace rather than share it.

84%
prefer communicating face-to-face.

37%
believe smartphones and laptops are essential business tools.

Insight   logitech

CONCLUSION:

DIGITAL COMMUNICATION POWERS COLLABORATION

Today's workplace trends reveal that digital communications technologies are improving efficiency by empowering people to work in the environments they find most productive. These technologies provide the quiet, connected, media-rich corner of the open-plan office. They let employees avoid the hassle and waste of the daily commute. They encourage growth and targeted resource spends by pushing heavy data into the cloud. IT workers will play a crucial role in these trends as they are called on to ensure that offices are equipped with a variety of spaces for working and video conferencing, that remote workers are properly supported, and that the right technology is in place to help employees do their jobs better.

The arrival of a new generation of digitally native professionals and the technological expectations of workers of all ages confirms the fact that the companies that succeed in the next decade will be the ones that value the limitless ways of working made possible by today's technologies.

Insight logitech