

FROST & SULLIVAN



# WORK BETTER FROM ANYWHERE: EMPOWER YOUR HYBRID TEAMS WITH A VIDEO-FIRST TRANSFORMATION

FROST & SULLIVAN VISUAL WHITEPAPER

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## Rewire the Workplace to Meet Employee Needs

After a few starts and stalls, the return to the office is finally underway.

The last few years have been a time of immense disruption. As businesses gear up for the next evolution of work, there is a growing chasm between employers and employees.

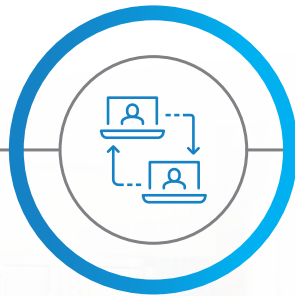
Business leaders are eager to have employees back in the office to maintain their corporate culture and identity. Employees are in no rush to head back for one simple reason: their needs and perceptions of work and the workplace have changed forever. They want flexibility on how, when, and where to work. A tight labor market combined with a tough economic climate, including inflation, and growing pressures to drive profits and shareholder value are creating further challenges for businesses.

So how can businesses respond? Savvy leaders know that employees are their biggest assets. They are adding more flexible work arrangements, offering better employee benefits, including mental health and wellness programs, and leveraging technology throughout their organization to empower employees to work better from anywhere. They are building long-term plans that promote talent acquisition and retention while driving costs down. Employee experience and happiness are the new yardsticks for success.

**The success of the massive workplace transformation ahead is contingent upon a careful redesign of the workplace combined with comprehensive investments in technologies that meet the needs of hybrid teams.**



Reinvent the office while managing expectations of the employees and the business



Fully harness the role of technology with a video-first transformation



Bridge the digital divide between working at home and the office



Future-proof your investments—think about addressing today's evolving needs for the future



A woman with blonde hair is seen from the side, looking at a laptop. The laptop screen shows a video conference with three people: a man in a dark sweater, a woman in a purple top, and a man in a grey suit. The scene is set in a bright room with white curtains in the background. A dark blue horizontal band is overlaid across the middle of the image, containing the text "REINVENT THE OFFICE".

**REINVENT THE OFFICE**

## Make the Office Worth the Commute

The core purpose of the office is evolving. Employees are equally productive working from home and will travel to the office only if they see compelling benefits. The new office is not just a place where employees will go to get their job done but it is also a place that promotes creativity, congeniality, inclusivity, engagement, and mental well-being. Businesses that recognize this new reality are responding with a more humane and purpose-driven workplace.

The workplace redesign is centered on the notion that the physical office is more relevant than ever before to bring people back

together. As a result, the office is turning from a plain technology-devoid space to a vibrant, collaboration-rich environment, better equipped for hybrid work.

The all-around digitization of the workplace is a must. **It is imperative to overhaul the technology infrastructure starting with a video-first approach that connects dispersed teams in a way that employees don't miss a beat, no matter where they work.** A consistent user experience from the home to the office and everywhere in-between ensures that employees can easily move between locations as and when they need to.

### The Office – A Key Tool to Support Both the Management and Employee Needs



#### What Top Management Wants

- ▶ **75%** of business leaders want employees back in the office either some days of the week or full time
- ▶ 4 out of 5 organizations have guidelines/requirements for the number of days employees must be in the office

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



#### What Employees Want

- ▶ **52%** of employees are somewhat or extremely likely to go fully remote or hybrid in the year ahead
- ▶ Social and interpersonal interactions but also unrestricted flexibility and better work-life balance
- ▶ Technology that enables consistent work experiences regardless of location

Source: Microsoft 2022 Work Trend Index Report

## Reevaluate and Redesign the Office

Just as work has evolved dramatically, so should the office space.

The office must be a fun, creative, and modern space that employees will look forward to coming to. The space must support the varied needs of hybrid teams. **All workplaces must have one underlying theme: they must energize employees and create a culture of innovation and team building.**



The office redesign and technology investments are being influenced by a growing emphasis on workforce diversity, equality, and inclusion (DEI). All employees, whether they are remote or in the office, must feel empowered and have the ability to clearly see and hear and be seen and heard. Creating a welcoming and inclusive workplace ensures that workers can participate fully from anywhere in a hybrid work environment.

## Create Vibrant, Engaging, Collaboration-infused Experiences

Forward-thinking organizations are creating new spaces that inspire teamwork, creativity, and productivity while nurturing employee well-being.



Hot-desk



Open collaboration space



Jump space/meeting pod



Think space/quiet room



Work cafe



Phone booth



Huddle room



A woman with blonde hair, wearing a grey sweater, is displayed on a large video conference screen. The screen is mounted on a light-colored wood-grain wall. Above the screen is a black video camera bar. In the foreground, a woman with dark hair, wearing a purple sweater, is seen from behind, sitting at a light-colored wooden table. On the table, there is a black mug, a tablet displaying a video call interface, and a closed laptop. The background shows a modern office setting with a plant and a framed picture on the wall.

**LEAD WITH TECHNOLOGY TRANSFORMATION**



## Invest in an End-to-end Technology-driven Environment

Over the last two plus years, remote employees worldwide have leaned on new technologies and found better ways to work. In particular, high-quality video meetings combined with digital content collaboration have become a must-have. As employees return to the office, they expect the same robust and easy-to-use collaboration throughout the workplace.

For a hybrid work strategy to be successful, it is critical that employees have access to high-quality yet easy-to-use video meetings no matter where they work. Modern meeting devices, when paired with the latest advancements in the cloud, allow for effective collaboration and greater meeting equality for dispersed teams. **Therefore, investing in modern audio, video, and content collaboration devices and cloud services across your entire workplace is the first step in supporting hybrid work.** The end result is clear—greater efficiency, improved business outcomes, and better employee experiences all while allowing IT managers full manageability, security, and compliance.

Modern meeting room layouts and the technologies going into them are empowering hybrid work without placing additional workload on IT teams. The guiding theme for any new technology investment should be ease of installation, management, and use—technology that delights both IT and users alike will make hybrid work easier.

Video enablement is a top priority for hybrid work:  
Technologies Businesses are Planning to Invest More In



**46%**  
Cloud video meeting services



**45%**  
Professional or business grade webcams



**40%**  
Dedicated video conferencing devices



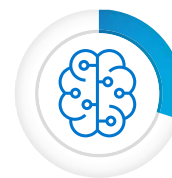
**38%**  
Professional headsets



**36%**  
Virtual assistants



**32%**  
IP Phones



**31%**  
Artificial intelligence (automation, support)



**25%**  
AR/VR devices



**25%**  
Cloud PBX or UCaaS

N=1,157

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

## High-impact Meetings Need High-impact Technologies

Hybrid work means dispersed teams, which translates into the need for more video meetings and more meeting spaces. In a recent survey, almost half (48%) of business leaders and IT decision-makers reported that they are building additional meeting spaces to keep their dispersed employees connected. (Source: Frost & Sullivan Annual ITDM Survey on Investment Priorities, January 2022)

Employees expect video in every space as they come back to the office. Recent advancements have made leading-edge video meetings available at a fraction of the cost. However, there is a new parameter for success – the technology must be incredibly simple to use and create equal and inclusive experiences without compromising elegance and robustness. The end goal is to maximize employees' time at the office while making IT's job easier than before.

Modern meeting rooms must be equipped to not only deliver high-impact video meetings but also next-generation collaboration that enables employees to do their best work. This includes:

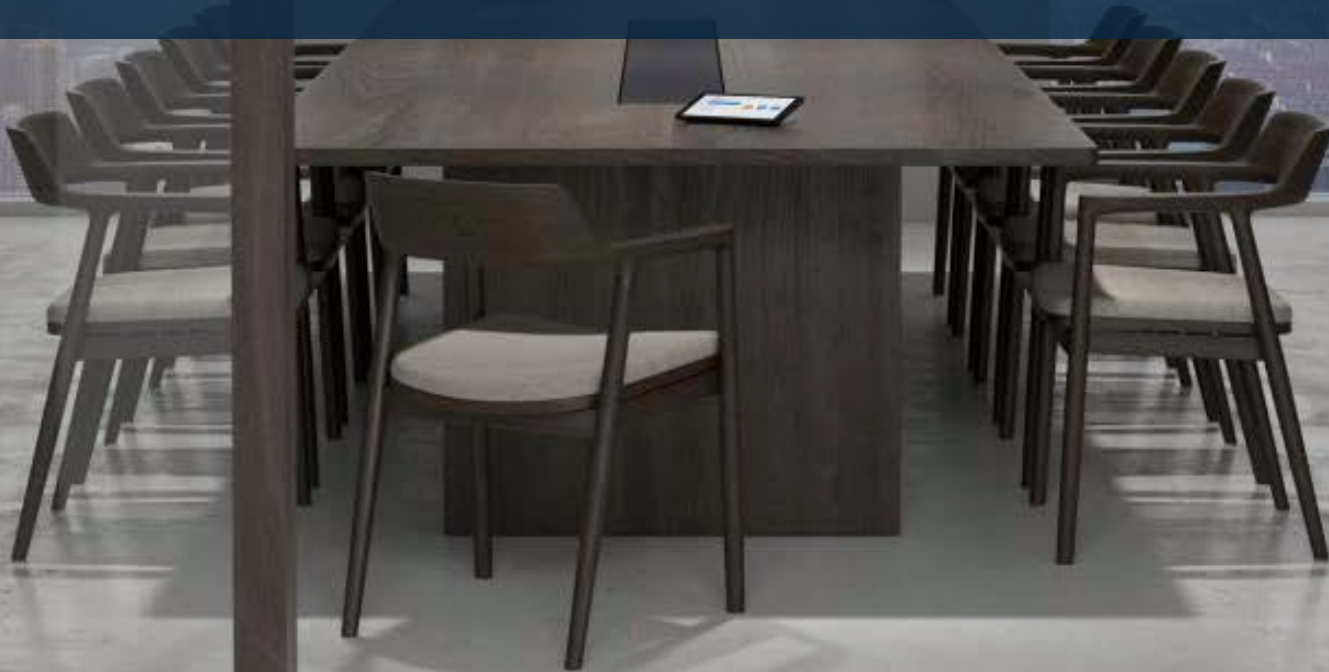
- ▶ Intelligent automation of audio-video devices
- ▶ Support for leading cloud meeting platforms
- ▶ High-quality displays
- ▶ Digital whiteboards for content collaboration
- ▶ AI and analytics for better insights into usage, performance, and engagement

In addition, businesses must maximize employees' time at the office with technology-infused offices and meeting spaces by investing in:





# BRIDGE THE DIGITAL DIVIDE





## Create Meeting Inclusivity and Engagement

The pandemic was a great equalizer with everyone being remote. Mass adoption of video meetings, chat, virtual whiteboarding, and group messaging kept everyone productive and fully connected. Everyone had the same presence and an equal voice during video meetings. Meeting participants positioned side-by-side on the computer screen as equal-sized video windows erased the traditional hierarchies between employees, managers, and the C-suite. In this digital experience, employees found a new parity and power. Moreover, meeting chat gives all employees a chance to voice their thoughts, even those who are otherwise shy or uncomfortable speaking up.

As people return to the office, they expect the same leveled playing field when some participants are face-to-face in meeting rooms and others join online. Hybrid meetings change the stakes for all—businesses must ensure that no idea is too small and no employee is left behind. Whether making investments in the right meeting room furniture, placing high-quality video cameras optimally for natural eye contact, or leveraging the latest advancements in cloud, artificial intelligence, and machine learning, every meeting participant—remote or in-person—must feel included and engaged.

The latest advancements in audio-video conferencing devices are bringing remote participants closer to in-person experiences.



### Video

- ▶ Smart cameras and individual video streams enable remote participants to see everyone in the room up-close, regardless of who is speaking. Working in conjunction with leading cloud platforms like Microsoft Teams and Zoom, smart devices use advanced AI to detect people in a room, and display each participant, whether sitting or moving, in individual video panels for an optimized view of the attendees' facial gestures and body language.
- ▶ Flexible video layouts enable multiple participants to be placed in a single view, as if they are sitting in the same meeting room, auditorium, or classroom.
- ▶ Virtual backgrounds, background blur, and ambient lighting enable remote users to present a professional appearance that puts them at par with in-office participants.



### Audio

- ▶ Background noise removal and speech enhancement allow remote and in-room participants to have distraction-free conversations.
- ▶ Intelligent audio capabilities sync with the camera view to ensure everyone in the room is heard while suppressing unwanted background noise outside of the camera view. This ensures participants hear crystal-clear audio even in noisy environments.



### Content

- ▶ The addition of digital whiteboards in meeting rooms enables remote attendees to clearly view far-end content and contribute ideas. By linking together the digital and physical experience, digital collaboration boards bring everyone on the same footing for ideation and content collaboration.
- ▶ New presenter view modes allow attendees to stay focused on the presenter as well as the content.



**MODERNIZE WITH A FOCUS ON SIMPLICITY**

## Invest in Devices and Cloud Services That Are Ready for Tomorrow

The journey to hybrid work is different for every organization. The goal must be not to make the office perfect right away but to take the first steps to build a workplace designed for modern work. An end-to-end technology-led transformation empowers businesses to have an immediate competitive advantage in an otherwise challenging and volatile business environment.

For a carefully planned transition to hybrid work and the new office, look for a technology partner who can meet you where you are in this complex process.



### Cloud Enablement

- ▶ Future-proof your investments with devices that offer ongoing compatibility and tight integration with leading cloud platforms such as Zoom and Microsoft Teams.
- ▶ Ensure that your collaboration devices have the required certification to meet the rigorous performance and support requirements of leading cloud video providers.



### Robust Yet Simple

- ▶ Tap into technologies that fully leverage the latest audio-video intelligence for inclusive and productive meetings with detailed analytics that help guide future investment needs.
- ▶ Prioritize on plug-and-play simplicity. Deploying leading-edge technologies should not translate into more complexity for your users or IT teams.
- ▶ Look for clean yet elegant design that allows you to create inspiring, modern clutter-free spaces.



### Manageable and Flexible

- ▶ Invest in all-in-one devices with built-in compute to ensure quick installations while offering a single point of control for IT.
- ▶ Select hardware that is backed by software for full-stack management and a single pane of glass view for all your monitoring and management needs.
- ▶ The device you have today will not be the device you have tomorrow. Invest in devices that not only allow advanced features to be added through automatic firmware updates but also allow the option to have flexible buying plans, including subscription service plans.





## The Neat Way

Over the last two years, game-changing innovations have reshaped how we communicate. Neat has led the pack in revolutionizing the meeting experience. Designed with simplicity and elegance, Neat's comprehensive portfolio of video devices is bridging the gap between digital and in-person meetings and paving the way for intelligent, powerful teamwork that supports hybrid work.

### Built For Zoom And Microsoft Teams

Neat devices are built from the ground up to work natively with market-leading Zoom and Microsoft Teams cloud platforms straight out of the box.

### Comprehensive Portfolio

Neat offers various devices for all types of meeting spaces and personal conferencing. Each device has the same rich feature set and functionality, providing a uniform user experience.

### Advanced Features

AI-infused features for intelligent meetings and critical data-driven reporting and analytics that help IT plan investments as your hybrid strategy evolves.

### Flexible

Neat software operates in the cloud, providing seamless over-the-air (OTA) updates and new feature releases.

### Neat Differentiators

#### Neat Symmetry

for greater equity, inclusion, and freedom of movement around the room  
Everyone in the meeting room is clearly visible up close, whether sitting, standing, or moving around.



#### Neat Boundary

removes unwanted noise  
By setting a space perimeter, the device's camera avoids detecting, auto framing, and following people that aren't part of your meeting.



#### Neat-as-a-Service

for flexible investments  
It allows scaling your meeting room investments up or down across your entire organization through a budget-friendly subscription service.



#### Neat Sense

for well-being and optimal room utilization

Built-in sensors provide real-time views of room usage and the quality and health of the environment





# FINAL WORD



## Call to Action: Seven Steps for a Successful Transformation

Employees are craving new technologies that help them work better and ensure a fulfilling personal life.

Embrace hybrid work by investing in video and content collaboration tools that have a people-first approach and allow employees to form meaningful connections, develop a shared purpose, and achieve objectives connected to their ideas, values, and emotions.

The shift to hybrid work is a unique opportunity to deliver a more flexible and equitable workplace. By embracing technologies that make employees' work lives easier while supporting wellness, businesses can build a loyal, productive, and engaged workforce leading to greater productivity and business growth.

To get started, business leaders can think of this as a seven-step journey:

- Modernize the office and build newer types of spaces to accommodate hybrid work
- Digitize all user experiences from the home office to the physical workplace
- Video-enable all workspaces and workflows with easy-to-use, no-compromise collaboration
- Lead with cloud services and certified devices
- Empower employees by investing in technologies that ensure greater equity and inclusion
- Support employee well-being and keep the workforce engaged
- Pursue sustainability

As employees go back to the office, they expect meaningful experiences that add real value compared to working from home. They also expect greater equity and inclusion and modern technologies that empower hybrid work and not hinder it. **Invest in a strong technology foundation now that will help keep your employees happy and engaged while doing their best work.**

For more information on Neat video devices visit

[neat.no](https://neat.no) >