

Futureproofing Workplace Technology Investments

Interactive guide to:

- Better calculate workplace tech total cost of ownership (TCO)
- Engineer AI prompts to audit investments, uncover hidden costs, and build a resilient business case for C-suite priorities.



Table of Contents

Click on a topic below to skip ahead.

Components: Main TCO Factors and Frequent Pitfalls	04
Acquisition Costs	05
Operational Costs	06
Scalability and Upgrades	07
Indirect Costs	08
Security and Compliance	09
End-of-Life and Transition	10
Strategy: Maximizing the Impact of Your Tech Investments	11
Strategic Alignment on Investments That Fuel Innovation	12
Structuring for Resilience and Agility	14
Bonus: Engineering AI Prompts to Assist with TCO	15
About Logitech	19



This guide will provide the foundation for understanding, aligning, and optimizing costs—visible and invisible—in your organization’s workplace IT strategy. As a bonus, we’ve also included AI prompts throughout this guide designed to help assist you in auditing your specific investments and building a business case that resonates with C-suite priorities.

Introduction

It’s easy to focus on the sticker price of new workplace tech, but it’s the total cost of ownership (TCO) that truly determines its value—and its impact on your bottom line.

TechTarget defines TCO as “an estimation of the expenses associated with purchasing, deploying, managing, using, and retiring IT assets, such as a product or piece of equipment.” When calculated correctly, it can uncover the full financial impact of an investment, enabling companies to drive long-term value, optimize resource allocation, reduce risk, and strengthen overall business performance. On the other hand, underestimating total workplace technology costs—or failing to account for the value of missed opportunities—can quickly set companies back.

Unfortunately, traditional methods for calculating TCO aren’t working as well as they used to due to the complexity of today’s tech stacks.

In fact, IDC predicts Global 1000 companies will underestimate AI infrastructure costs by up to 30% through 2027. And that’s just looking at projects that get approved. Forrester estimates that 86% of B2B purchases stall during the buying process. Refining your TCO strategy doesn’t just prevent budget overages; it empowers your buying committee to move from “analysis paralysis” to decisive action, ensuring your most critical technology investments reach the finish line on time and on budget.

Let’s explore how smarter TCO strategies set the foundation for flexible, resilient, and high-performing workplaces—ready to meet the challenges of the future.



What Are the Main TCO Factors and Frequent Pitfalls?

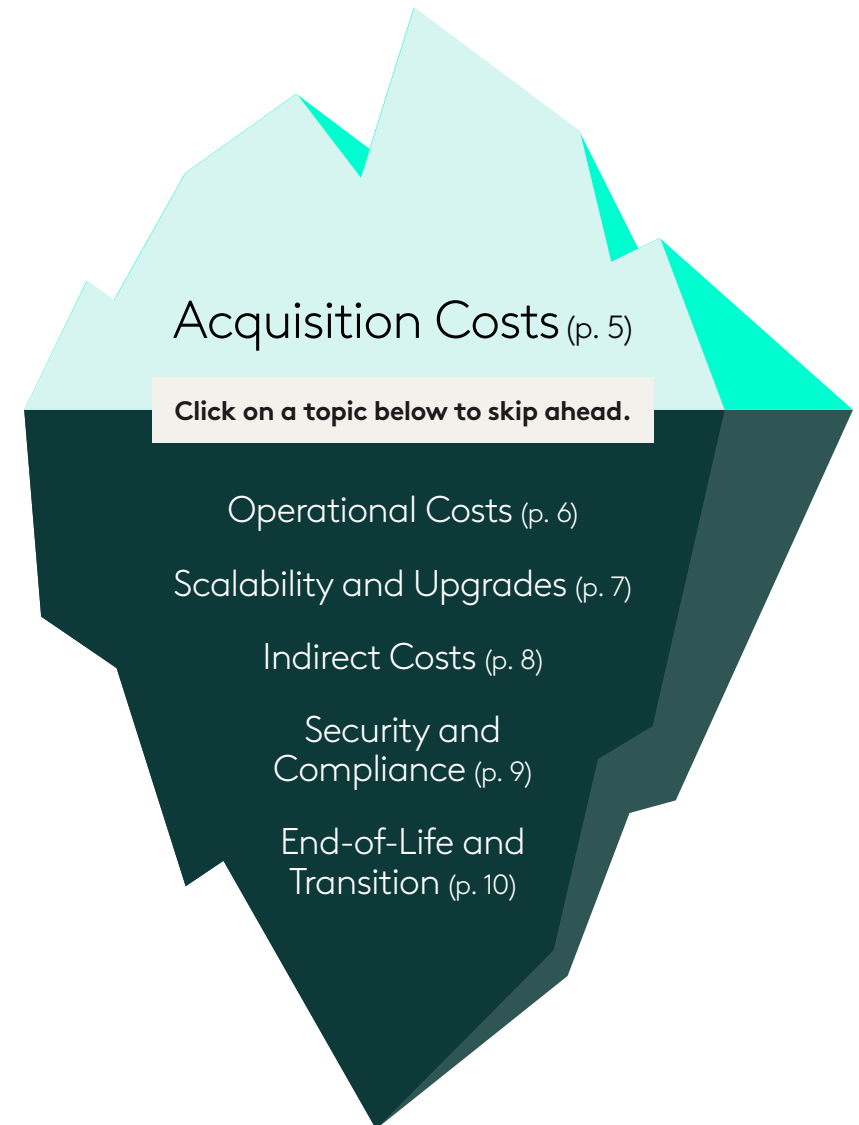
Many organizations account for the upfront expenses of workplace technology—hardware, software, or installation costs—while overlooking the full range of ongoing commitments: maintenance, license renewals, upgrades, training, energy usage, integration, security, compliance, and even “hidden” costs such as downtime or change management. Smart IT decision-makers know that these unseen factors can undermine Return on Investment (ROI) and stall transformation efforts.

By taking a holistic approach to TCO, leaders can identify:

- ✔ **Early wins that deliver quick, measurable improvements.**
- ✔ **Hidden expenses that silently drain value.**
- ✔ **Opportunities to future-proof investments.**

Whether outfitting a desk, room, or an entire building, it's not just about buying features—it's investing in predictability, efficiency, and long-term ROI. [TechTarget](#), [Gartner](#), and many others provide a list of items to include in TCO calculations. It's worth noting that across the board, these formulas are expanding to include more holistic and cross-functional considerations in addition to traditional budget line items—what TechTarget calls “intangible costs” and Gartner refers to as “nonfinancial life cycle costs,” such as productivity and employee experience.

Let's start with some foundational TCO line items and identify areas within where hidden costs and potential savings may appear.



1. Acquisition Costs

› HARDWARE

Laptops, desktops, peripherals, meeting room equipment.

› SOFTWARE

Licenses and subscriptions for productivity, collaboration, and security.

› IMPLEMENTATION

Deployment, integration, and training.



Common Oversights and Hidden Costs/Savings

- **Vendor compatibility and integration:** Insufficient options and limited feature depth often force organizations into “bolt-on” workarounds that drive up costs and tank performance. To avoid this, look for feature-rich solutions that offer platform flexibility and deep integration with leading providers. By selecting tech built to fit into your existing world—rather than forcing you to adapt—you eliminate the friction of customization and ensure your ecosystem remains high-performing and cost-effective.

For example: Microsoft Teams Rooms on Windows is listed on the US Department of Defense Information Network (DoDIN) Approved Products List (APL). This approval enables Microsoft-certified Logitech solutions for Teams Rooms to be deployed in secure DoD environments.

- **Vendor lock-in versus flexibility:** The tech stack that works today may not be the same as the one you need tomorrow. Flexible deployment, integration, and training options are key to reducing upfront cost and risk.

Questions you need to consider when purchasing peripherals:

- Does this include native support for technology your company is already using, such as Microsoft Teams, Zoom, and Google Meet, or is it competing against it?
- Does it have features that make the experience better?
- Is this compatible with other critical infrastructure, environments, and systems such as Windows 11 and Android 12, Appliance or BYOD mode?
- Are there onboarding and ongoing support options?
- If you want to change from one of the above to another, how easy will that be?

2. Operational Costs

› MAINTENANCE

Routine servicing, repairs, software updates over the expected life, extended warranty.

› IT SUPPORT

Installation, management, help desk staffing, remote support contracts.

› UTILITIES

Power consumption for devices and infrastructure.

Common Oversights and Hidden Costs/ Savings

- **Internal resources required (people x hours):** Is this what you want your expert IT team to be focused on, or are there more high-value tasks that will bring a larger ROI? It may be worth comparing costs and time saved by opting in to full support options provided by the vendor. If proceeding without full support, ensure the vendor provides adequate instructional materials that are easy to scan for quick answers.
- **Integrated cable management:** Device downtime is often caused by detached cables—a problem easily avoided with proper cable management. A variety of cabling options can result in shorter installs, consistent rooms that scale, and reduced downtime.
- **Add-on subscriptions:** Some vendors will charge additional fees for centralized device management. If included, companies will see faster time to value on an investment and simpler budgeting.
- **Operational lifecycle savings and sustainability impacts:** Devices designed for sustainability from the ground up can save energy during use, stay in use for longer, track environmental data, and help achieve sustainability goals.
- **Extended warranty options:** Warranties can offer security and peace of mind, knowing your systems and devices are protected against defects.



CASE IN POINT

PenTeleData has a fully capable install team; however, they have determined their time is better spent on other critical tasks. The company opted for Logitech Select (licensed by room), which offers centralized remote management, 24/7 support, and extended product coverage. Rather than reaching out to a colleague or manager for support, PenTeleData field technicians have been able to reach Logitech Support within minutes and **reduce installation time by 4X**—and that's in addition to the time their colleagues saved ([see the full case study here](#)).

3. Scalability and Upgrades

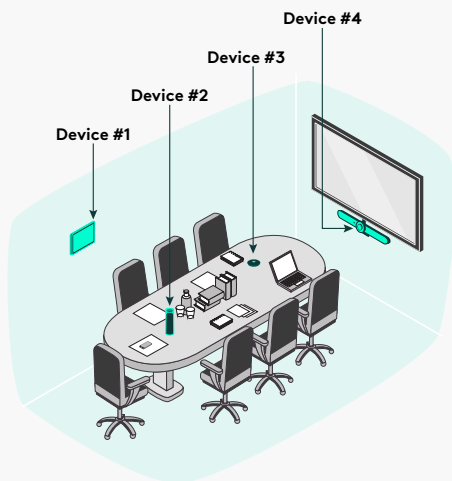
› SCALABILITY

Costs for expanding user base (extra licenses, new hardware as workforce grows).

› UPGRADES

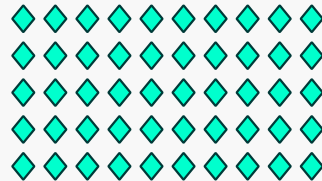
Replacing or updating hardware/software for performance or compatibility (AI agents, AI workflows, automation).

Comparing Licensing Models: Which Scales Better?



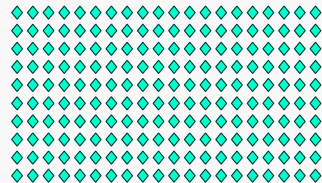
Option A: Organized and Efficient Licensed by Room

4 devices per room x 50 rooms = 50 licenses



Option B: Complex and Chaotic Licensed by Device

4 devices per room x 50 rooms = 200 licenses



Common Oversights and Hidden Costs/Savings

- **Device versus room-based management:** Support costs can rapidly increase when managing individual equipment across multiple rooms or large meeting spaces. Room-based service contracts with centralized management can create more accurate 3–5 year TCO modeling and reduce procurement friction.
- **Optionality at scale:** From personal workspaces to large meeting rooms, selecting a workplace tech vendor with a complete portfolio of solutions that you can or may want to eventually grow into can prevent future incompatibility and integration challenges.
- **Easy personalization and customization:** Workplace IT that is easier for workers to use and personalize to their individual preferences will see higher adoption and better user experience. A lack of ability to personalize (such as keyboard shortcuts and mouse controls) could result in requests for new devices or software.
- **Remote/centralized management:** The ability to easily configure, manage, and provision spaces and devices remotely means more uptime and less IT tickets.
- **Data and insights:** Modern devices deliver actionable insights that drive smarter decisions around space optimization and scalability, turning raw data into direct cost savings.
- **Automation:** From room bookings to software updates, automating workplaces frees up time for more valuable tasks and saves on labor costs.

4. Indirect Costs

› DOWNTIME/PRODUCTIVITY LOSS

Impact from outages or system slowness (calculating the number of hours lost, multiplied by the number of people, multiplied by an average wage per hour).

› TRAINING AND CHANGE MANAGEMENT

Preparing users for new tools or systems.

Common Oversights and Hidden Costs/Savings

- **Opportunity cost:** Buying something incurs a cost, but what about not buying something? “Opportunity cost” refers to the potential benefits lost when selecting one option over another. With an expanded decision committee, understanding the opportunity cost can be key to securing approval for a new IT purchase that drives cross-functional success. See more details on this in the next section on maximizing the impact of your tech investments.
- **Proactive management:** People often wait for alerts and problems rather than proactively monitoring rooms and systems regularly. Finding and addressing issues earlier can save valuable time and improve user experience.
- **Tech sprawl:** Underestimating the complexity and cost of juggling multiple technology vendors can easily happen without seamless integration and central management.

BONUS AI PROMPT

As an exploratory exercise, use the AI prompts in each section to pressure-test your current assumptions and help better define the scope of a project. By feeding your specific vendor data into a secure AI tool, you can simulate long-term scenarios that manual calculations often miss.

AI PROMPT SUGGESTION

“List all direct and indirect costs associated with [[a proposed IT solution]], identifying which costs might be overlooked in a typical TCO analysis.”

Next, take your prompt from “Good” to “Best” by using tips in the [“Engineering AI Prompts to Assist with TCO”](#) section on page 15.

CASE IN POINT

When Welch LLP installed Logi Dock Flex on about 200 flex desks with centralized management through the Logitech Sync portal, they were able to **reduce time spent on desk management by 90% and reduce related IT tickets by 50%** ([see the full case study here](#)).



5. Security and Compliance

› SECURITY TOOLS

Certification, encryption, hardware protections, regular updates, and proactive vulnerability management.

› COMPLIANCE

Costs to meet regulations (GDPR, TAA, NDAA, etc.).

Common Oversights and Hidden Costs/Savings

- **Adaptable to changing regulation:** With regulation constantly evolving around AI, supply chain, sustainability, and other issues, it's important to select a vendor with a global presence and proven history in quickly and effectively navigating related challenges. Delays in shipping due to supply chain issues, or a lack of compliance on a new product update, can mean lost productivity and added costs.
- **Breadth of certifications and partnerships:** To minimize future costly compliance and integration challenges and ensure your tech stack is always best-of-breed, prioritize vendors with broad alliances and 3rd party certifications.
- **Secure by design:** Some vendors may charge additional fees or require additional services for essential features like SSO integration, advanced encryption, or regular firmware patches. Look for products that are developed using a secure development lifecycle that follows industry best practices during product design, development, and fielding.

6. End-of-Life and Transition

> DECOMMISSIONING

Secure data wiping, recycling, or resale of old equipment.

> MIGRATION

Moving to new platforms or systems.

Common Oversights and Hidden Costs/Savings

- **Circularity:** Selecting products designed for repair, reuse, and disassembly delivers real value. With the EU's Right to Repair rules taking full effect later this year, this is just one area of sustainability that is better for users, businesses, and the planet.
- **Refresh cycles:** Failure to consider a product's lifecycle or a company's track record of over the top (OTP) updates leads to shorter and more costly device refresh cycles.



How will the office continue to shift in the coming year?

As a global leader in video conferencing and workspace solutions, Logitech engineers and workplace leaders have a unique vantage point on the future of work. Karthik Rajagopal, VP/Head of Engineering at Logitech, says meeting rooms will be designed to move:



"We will stop designing meeting rooms around tables and start designing them around movements. People will walk, sketch, brainstorm, reconfigure tables and chairs, and the technology will follow automatically. The room will transform as quickly as the idea does."

[Read the full article here](#) for more insights around the future of work in the coming year and beyond.

Maximizing the Impact of Your Tech Investments

For IT decision-makers, this is an opportunity to take a step back from the tactical math and view TCO for what it ultimately is: a holistic framework to maximize your investments. To stay competitive in today's dynamic environment, the strategy must shift from passive maintenance to active value creation.

This requires focusing on two core pillars that turn IT spending into a high-impact asset:

- **Strategic alignment on investments that fuel innovation:** Aligning cross-functionally on smart investments in technologies that provide lasting competitive advantages.
- **Structuring for resilience and agility:** Prioritizing the ability to adapt and scale as business needs evolve, ensuring today's tech doesn't become tomorrow's obstacle.

By grounding your decision-making in these two areas, you can foster growth even in uncertain times, ensuring your technology remains resilient, future-ready, and aligned with your bottom line.

What does this look like in action?



Leadership Priorities: Translating TCO for Every Stakeholder

As tech investment decision committees expand it's important to include what success looks like for various stakeholders. Here's how TCO factors translate into distinct leadership considerations:



CIO/CFO: Strategic alignment and cost optimization



COO: Process efficiency and reliability



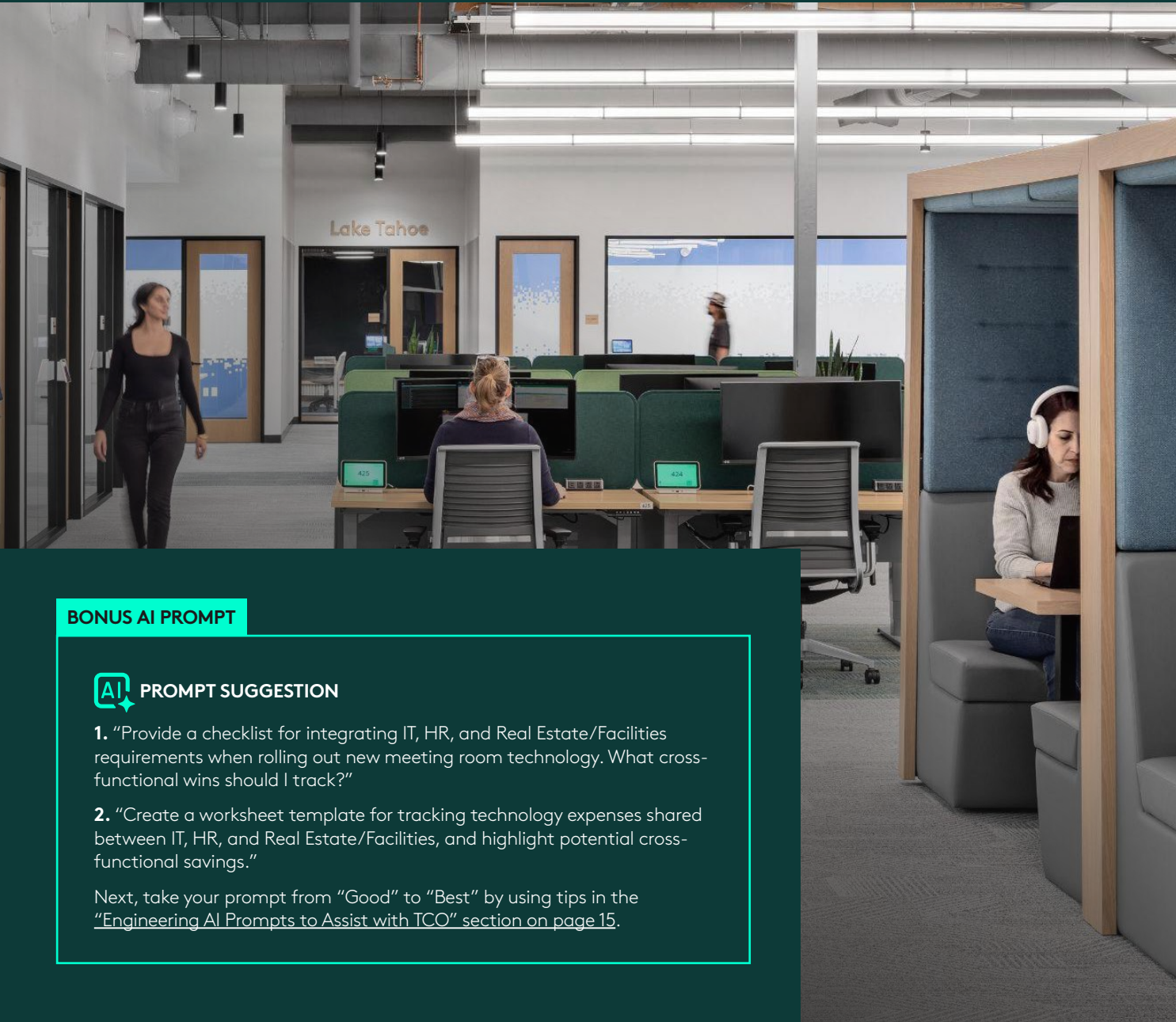
CISO: Security, risk, and compliance



CHRO: Employee experience and change management



CEO: Value creation, reputation, and sustainability

**BONUS AI PROMPT****AI PROMPT SUGGESTION**

1. "Provide a checklist for integrating IT, HR, and Real Estate/Facilities requirements when rolling out new meeting room technology. What cross-functional wins should I track?"
2. "Create a worksheet template for tracking technology expenses shared between IT, HR, and Real Estate/Facilities, and highlight potential cross-functional savings."

Next, take your prompt from "Good" to "Best" by using tips in the ["Engineering AI Prompts to Assist with TCO"](#) section on page 15.

Strategic Alignment on Investments That Fuel Innovation

As IT evolves into a core engine of innovation, the focus—as [Deloitte](#) notes—is to "enable workers and machines to create value together," improving both output and well-being. Whether redesigning for flex-work or equipping new hires, achieving this requires breaking down silos to build a workspace that is faster, smarter, and more resilient.

Best Practices for Strategic Alignment

Collaborate Early to Avoid the “Retrofit Tax”

- **Engage Real Estate/Facilities:** Ensure technology is considered during physical space design. Early coordination avoids costly late-stage errors, such as drilling into marble tabletops or cutting wall panels to accommodate wiring.
- **Partner with HR:** Align tech with the employee lifecycle—from seamless onboarding to tools that support focus work, ideation, and training.
- **Keep other decision makers in the loop:** Sometimes what seems like a fit for IT may not comply with the CISO’s security requirements or Procurement’s sustainability goals. It’s better to connect early and often than to run into roadblocks that may require costly fixes down the road. By involving security and procurement in the initial evaluation, you ensure that the “Total” in your TCO accounts for compliance and sustainability from day one, rather than as a costly afterthought.

Measure What Matters

- **Drive decisions with data:** Use insights to make decisions based on actual employee behavior rather than guesswork.
- **Map to business outcomes:** Connect investments (like desk booking or peripherals) to high-impact goals like retention, innovation, and productivity.

Unlock Shared Value

- **Sync cost frameworks:** Align IT TCO with Real Estate/Facilities (Total Cost of Occupancy) and HR (Total Cost of Workforce) to surface hidden shared costs and savings.
- **Target multi-department wins:** Focus on shared metrics such as improved user experience, higher engagement, optimized space utilization, and reduced IT support tickets.



Validate and Refine

- **Audit contracts:** Conduct regular cross-functional reviews to spot redundancies and streamline support.
- **Pilot before scaling:** Use small-scale trials to surface operational pain points and measure real-world value before a full rollout.

Structuring for Resilience and Agility

Commercial office leases tend to extend five years or more. What will the workplace look like then? Will your tech investments today still support the workplace of tomorrow?

Uncertainty creates opportunity—but only for those prepared to act. To future-proof your organization, prioritize globally flexible partners and open-ecosystem solutions. By avoiding restrictive vendor lock-in and choosing tech that integrates seamlessly across platforms, you ensure that today's investment remains an asset, no matter how the workplace evolves over the next five years.

Best Practices

- **Prioritize modular and scalable tech:** Invest in hardware and software that can support AI-driven workflows and shifting work patterns.
- **Plan for change:** Model different scenarios (growth, platform pivots, new regulations) and estimate TCO implications for each.
- **Centralize management:** Use unified platforms (device dashboards, unified software) to ease upgrades and reporting across people, space, and technology.
- **Foster continuous feedback loops:** Maintain a regular dialogue between IT, HR, and Real Estate/Facilities. Continuous improvement is only possible when these teams share data on what is—and isn't—working on the ground.
- **Benchmark for precision:** Periodically audit your costs and ROI against industry norms. Benchmarking helps you catch “cost creep” early and correct the course before the next refresh cycle.



Engineering AI Prompts to Assist with TCO

Are you using AI to help with your TCO calculations? A simple question yields a simple answer. Use the AI prompts in this section to help move beyond surface-level estimates and uncover the “dark matter” of workplace IT costs—the hours lost to cable troubleshooting, the friction of vendor lock-in, and the utility costs of inefficient hardware.



Professional-Grade Prompting

To get master-level analysis, your prompts should follow the **RCTOBR** structure:

Role

Assign the AI a persona (e.g., "Senior IT Financial Analyst").

Context

Define your environment (e.g., "500 employees, hybrid-first, Zoom-centric").

Task

Define the specific audit or comparison you need.

Output

Specify the format (e.g., "Markdown table," "Executive Summary," or "Risk Matrix").

Boundaries

Set limits to avoid generic fluff (e.g., "Focus only on 3-year operational costs").

Reasoning

Ask the AI to "think step-by-step" to ensure financial accuracy.



COMPARISON

Leveling Up Your Analysis

By providing the right Role, Context, and Constraints, you can encourage the AI to simulate long-term scenarios, calculate the “tax” of technical debt, and quantify the value of employee productivity.

Level	Prompt Example	Why It Works
Good	“List all costs for a new video conferencing setup.”	Provides a basic list of visible hardware and software costs.
Better	“Act as an IT Procurement Manager. List the direct and indirect costs for a 50-room video conferencing rollout, including hidden operational expenses like cable management and IT support hours.”	Adds a Role and specific Context. By mentioning “indirect costs” and “cable management,” it nudges the AI to think about the lifecycle, not just the purchase.
Best	“You are a Senior IT Strategist and TCO Expert. Conduct a deep-dive analysis of a proposed [[Insert Solution]] for a hybrid workforce. Account for interoperability with Microsoft Teams and Zoom, energy consumption (utilities), and the opportunity cost of IT team time spent on manual deployments vs. automated management. Present as a table comparing Year 1 vs. Year 5 costs.”	RCTOBR Framework (Role, Context, Task, Output, Boundaries, Reasoning): It uses a specialized Role, defines technical Boundaries (interoperability), and requests a specific Output format (Year 1 vs. Year 5) to reveal long-term ROI.



Detailed Example: The “Master TCO Auditor” Prompt

To perform an expert-level audit of your next technology investment, copy and paste the below into your preferred AI platform (e.g., Gemini, ChatGPT, or Claude).

Role: You are a Master-Level Financial Analyst specializing in Technology TCO (Total Cost of Ownership).

Context: I am evaluating a technology investment in [[Insert Solution Name, e.g., Logi Dock Flex]]. Our organization has [[Insert Number]] employees and uses [[Insert Platforms, e.g., Microsoft Teams, Google Meet, and Zoom]]. We are trying to move away from vendor lock-in and reduce “hidden” operational drains.

Task: Analyze the potential TCO of this investment. You must identify:

1. **Acquisition costs:** Beyond the sticker price (training, deployment).
2. **Hidden operational costs:** Account for “cable chaos,” manual firmware updates, and help desk ticket volume.
3. **Sustainability and agility:** Potential energy savings and the ease of transitioning to new platforms in five years.
4. **Cross-functional impact:** How this investment benefits Real Estate/Facilities (such as room utilization) and HR objectives (such as onboarding and productivity).

Output: A structured Markdown report. Include a “Hidden Risk” section and a “Strategic ROI” table.

Boundaries: Do not focus solely on hardware specs; focus on the lifecycle of the product.

Reasoning: Use step-back reasoning. First, define the “baseline” costs everyone sees, then zoom out to the “indirect” costs that IT leaders usually overlook.



A Modern Formula: Power a Future-Ready Workplace with Logitech

Total cost of ownership is more than a financial metric—it is a roadmap for organizational resilience. In an era where the goalposts move quickly, the companies that thrive will be those that stop viewing IT as a series of hardware transactions and start seeing it as a strategic engine for growth. Don't just manage expenses—use this guide to invest in the agility and innovation that will power your teams for years to come.

See How

Visit the [Logitech for Business website](#) to explore our full portfolio of workplace technology solutions designed to support rooms of every size—from flex desks to large, complex meeting spaces—and see how they can help future-proof your workplace.

Customize a Plan

Explore how we can help you customize a TCO model tailored to your organization's unique needs and goals. Let's transform workplaces into engines of innovation, growth, and lasting success, together.

CONTACT US



ABOUT LOGITECH

Unlocking the Power of People and Teams to Do Their Best Work

Together with Logitech, IT teams can turn unpredictable lifecycle expenses into long-term ROI.



A Trusted Partner

As the global leader in video conferencing and personal workspace solutions*, Logitech continues to innovate across a comprehensive portfolio of enterprise-grade hardware, software, and services.

Built to Fit Your World

All people. All spaces. One global standard for security, performance, and reliability.

- #1 in Video Conferencing and Personal Workspace Solutions*
- 71% of Global 500 Index use Logitech**
- 1 in 3 conference rooms powered by Logitech*
- 24/7 global support
- 50+ alliance partners

logitech for business

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*Synergy Research Group - UC Market Tracker - Video Conference Hardware and Personal Workspace Peripherals Report - Units, September 2025

**71% of Global 500 Index - Dun and Bradstreet, Inc.

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