

DESIGN PERSONAL COLLABORATION SOLUTIONS FOR TODAY'S HYBRID WORKFORCE

Invest in Modern Desktop Devices that Enhance Your Cloud Meetings

FROST & SULLIVAN VISUAL WHITEPAPER

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CONTENTS

- 3** Hybrid Work Has Changed the Game
- 4** The Role of Personal Collaboration in the New Era of Work
- 5** The Shift to Hybrid Work Represents Long-term Change for Users and IT Alike
- 6** Desktop Collaboration Endpoints Make or Break Cloud Meetings
- 7** Make Superior Collaboration Experiences a Priority for All
- 8** Empower Desktop Users With The Best-Fit Devices
- 9** Invest in Certified Devices for Cloud Services—A Better Together Experience
- 10** Evolve Your IT Support In-Step with the Changing Workplace
- 11** Business-Grade Personal Collaboration Devices Enhance Google Meet
- 12** Devices Qualified to Work with Google Meet
Provide Piece of Mind and Enhanced Functionality
- 13** Standardize on a Menu of Certified Options from a
Single Device Provider
- 14** Solution Spotlight—Logitech Personal Collaboration
Devices Certified for Google Meet
- 15** Making the Right Choice for Your Organization

Hybrid Work Has Changed the Game

Businesses of all sizes are embracing hybrid work that allows employees to work from any location. This transformational shift promises greater access to talent, increased productivity, reduced costs, greater employee choice, enhanced inclusivity, and improved business continuity.

Video conferencing and cloud services accelerated the leap into the future of hybrid work and are a must-have to foster productivity and team connections. **Sustaining the video-first culture that many organizations recently established requires a commitment to continually improving and strengthening existing technology investments.**

Businesses face a critical new challenge to ensure that all employees have a setup that keeps them fully connected with team members and allows them to contribute equally no matter where they are—at home, in the office, or on the road. Microphones, speakers, and webcams built into laptops offer basic video conferencing capabilities but fail to provide an optimal experience. Poor audio-video quality is a key contributor to meeting fatigue.

IT DECISION-MAKERS ARE TASKED WITH DEPLOYING COLLABORATION TOOLS THAT BRIDGE THE GAP BETWEEN VIRTUAL AND IN-OFFICE TEAMS.

Top Challenges Faced by Business Leaders and IT Decision Makers:

Rise in remote work

(Cited by **66%** of respondents)



Customer and employee safety concerns

(Cited by **65%** of respondents)



Low employee morale/engagement

(Cited by **56%** of respondents)



Lack of appropriate bandwidth and technology tools for remote workers



57% of IT decision-makers have already **accelerated their technology investments in collaboration tools for remote work**



35% plan to do so over the next 2 years

IT'S TIME TO TAKE YOUR INVESTMENTS IN VIDEO TO THE NEXT LEVEL.

When paired with intelligent cloud meetings that businesses have already invested in, business-grade personal communication devices empower hybrid workers to seamlessly transition between locations while offering IT the much-needed control and simplified management.

Source: Frost & Sullivan

The Role of Personal Collaboration in the New Era of Work

As personal workspaces become the hub of collaboration in the hybrid workplace, creating excellent personal collaboration experiences is imperative for improved productivity. Businesses must support natural, high-quality audio and video across all personal spaces—home offices, traditional office desks, open offices, collaboration lounges, co-working spaces, and hot-desking environments.

Right-fit desktop devices make all the difference when collaborating from a personal workspace to deliver high-quality, uncompromised audio and video communications as users transcend each workspace. There is a growing choice of devices available for technology buyers. IT decision-makers must carefully assess the varied options to select the right solutions for their cloud meeting platform.

INVESTING IN DEVICES CERTIFIED BY THE CLOUD SERVICE PROVIDER ENSURES THAT ORGANIZATIONS GET THE MOST VALUE OUT OF THEIR ADVANCED CLOUD TECHNOLOGY INVESTMENTS.

The Shift to Hybrid Work Represents Long-term Change for Users and IT Alike

WHAT USERS NEED

| | | | | | |
|--|--|--|--|---|---|
|  <p>BE SEEN AND HEARD Meeting experiences that put everyone on equal footing, whether in meeting rooms or remote, for inclusivity and engagement</p> |  <p>NATURAL COMMUNICATIONS Devices that enhance user comfort and confidence with life-like audio, video, and content sharing</p> |  <p>PROFESSIONAL PRESENCE Noise cancellation, virtual backgrounds, and cameras optimized for low-light conditions that help remote employees sound and look their best</p> |  <p>EASY TO DEPLOY AND USE Simple, plug-and-play devices that offer a no-hassle experience, minimal footprint, and work with the cloud meeting of their choice</p> |  <p>CONSISTENT UX The same meeting experiences as users regularly move between working from home and office</p> |  <p>PERSONALIZATION Right-fit communications devices that meet individual requirements based on job role and personal preferences</p> |
|--|--|--|--|---|---|

WHAT IT MANAGERS NEED

| | | | |
|---|--|---|---|
|  <p>STANDARDIZATION Solutions that reduce complexity, simplify procurement, and increase cost savings</p> |  <p>UNIFIED MANAGEMENT A single pane of glass that allows efficient device management and monitoring and easy support of devices from anywhere</p> |  <p>VISIBILITY Analytics that capture rich data on how employees use devices and create actionable insights to drive more productive meetings</p> |  <p>SECURITY Company data and employee privacy that are uncompromised</p> |
|---|--|---|---|

Source: Frost & Sullivan

Desktop Collaboration Endpoints Make or Break Cloud Meetings

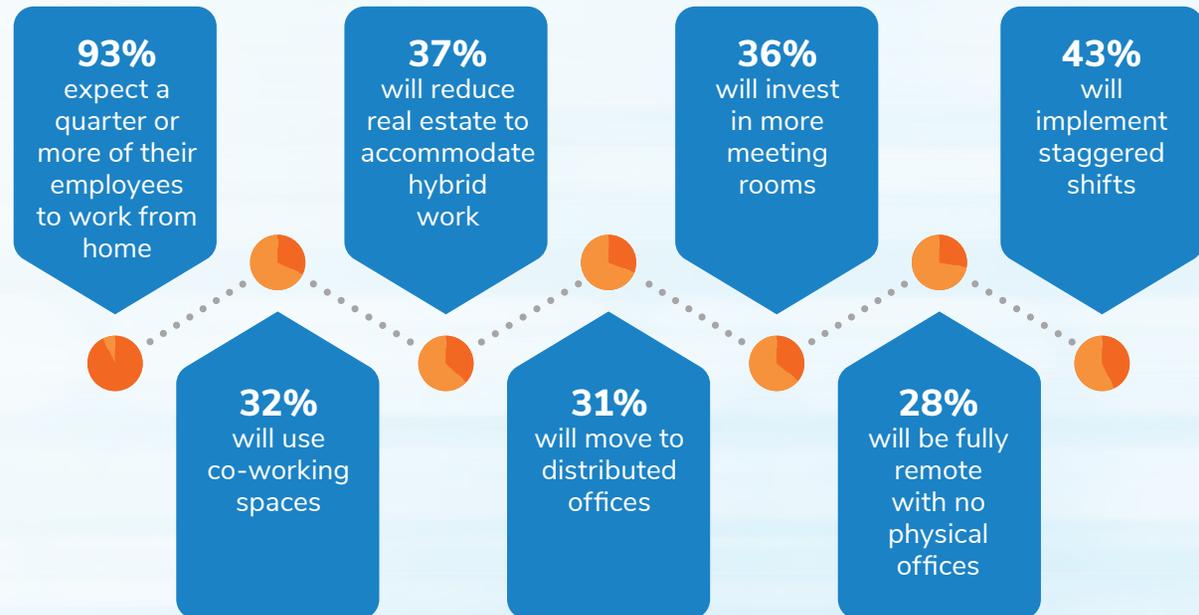
Businesses that have already invested in modern cloud meetings are realizing that pairing those investments with professional desktop audio video endpoints improves interactions, increases productivity, and reduces employee fatigue.

Business-grade headsets and webcams allow users to be seen and heard clearly in their business interactions. Employees that have worked remotely know that this type of inclusion and equity is more than a nice to have—it's a must have to improve their collaboration experience and productivity.

Easy-to-use personal collaboration tools—business webcams, headsets, and PC peripherals—complement and enhance how users connect to cloud services based on their tasks, personal preferences, and physical environment.

POST-PANDEMIC STATE OF WORK—THE SHIFT TO HYBRID AND REMOTE WORK REQUIRES BETTER PERSONAL COLLABORATION EXPERIENCES

Of the businesses surveyed:



Video is the de facto mode of communications—usage has grown by over 350% compared to the pre-pandemic levels. According to a recent global survey of IT decision makers, **video conferencing is the second-highest IT priority after cloud migration.**

Remote work is here to stay. Enterprises must prepare to **ENHANCE THE USER EXPERIENCE TO HELP REMOTE WORKERS STAY CONNECTED, ENGAGED, AND FOCUSED.**

Make Superior Collaboration Experiences a Priority for All

Don't Settle for Sub-par Audio Video for Your Next Business Meeting



Personal collaboration currently spans a wide range of spaces and user personas:

- Open office worker
- Work-from-home user
- Road warrior
- Corridor warrior
- Contact center agents
- Desktop executives
- Frontline workers

Employees that are discovering new ways to work often fall into the trap of using cheap, consumer-grade audio-video desktop devices that lead to frustrating experiences. The productivity benefits of pairing business-grade webcams and professional headsets with next-gen cloud services are inarguable.



BUSINESS WEBCAMS OFFER:

- ▶ High-definition video with digital zoom for clarity, smoothness, and detail
- ▶ Autofocus for razor-sharp video regardless of the user's position, even in close-ups
- ▶ Auto correction that compensates for low light and backlight
- ▶ Field of view (FoV) that optimizes user framing and helps crop out distracting backgrounds
- ▶ Integrations with leading cloud meeting services
- ▶ Privacy shutter that offers user assurance when the camera is not in use
- ▶ Centralized management and control



WIRED AND WIRELESS PROFESSIONAL HEADSETS OFFER:

- ▶ Active noise canceling (ANC) to eliminate background noise and distractions
- ▶ Digital signal processing to make the user's voice sound natural
- ▶ Ergonomics to enable all-day use (e.g., extra-thick foam and soft ear pad covers)
- ▶ Plug-and-play compatibility with leading video conferencing software apps
- ▶ Wide range of styles to fit individual needs based on job role and personal preferences
- ▶ Long battery life
- ▶ Centralized management and control

Empower Desktop Users With The Best-Fit Devices

% OF ORGANIZATIONS THAT HAVE DEPLOYED TO ALL EMPLOYEES



% OF ORGANIZATIONS THAT HAVE DEPLOYED TO EMPLOYEES BASED ON JOB ROLE

EMPLOYEES MUST BE EMPOWERED TO CHOOSE HOW THEY WORK.

Technology should allow users to have ad-hoc communications within their workflows and easily join scheduled meetings on time, prepared to contribute.

Invest in Certified Devices for Cloud Services—A Better Together Experience

Video calls on Zoom, Microsoft Teams, and Google Meet have become the de facto means of enabling high-quality interactions. However, a meeting with poor audio-video quality can quickly derail an otherwise productive interaction.

Today's best-in-class cloud meeting platforms must be complemented with equally robust personal communication devices. However, not any collaboration device will do. It must be reliable, high performance, and manageable so that employees can depend on it to present a professional persona when representing their organization.

Certifications ensure compatibility and seamless integration in the workplace. Certified devices meet the rigorous performance and support requirements of cloud video conferencing service providers. Further, these devices have the intelligence to identify personal workspace distractions, such as poor lighting and background noise, and offer features that work in tandem with the cloud service to best optimize each workspace.

IT decision-makers must focus on procuring certified devices for personal collaboration to have the maximum impact on usability and manageability.

- **Enhanced functionality:** Seamless software and hardware integration drives a “better together” experience for unprecedented simplicity and AI-driven business interactions, including automation for people detection and tracking, camera framing, and light and sound adjustment.
- **Manageability:** High-performance devices can be supported by IT regardless of user location, including their controls, settings, monitoring, troubleshooting, and software updates.



Source: Frost & Sullivan

Evolve Your IT Support In-Step with the Changing Workplace

Businesses have become decentralized in the shift to remote and hybrid work. Existing management and monitoring tools are often insufficient to support users located anywhere. IT needs greater insight and control no matter where collaboration apps and devices are used.

IT can help their own cause and better support users by investing in business-grade personal collaboration devices that offer the following attributes:

- Intuitive plug-and-play installation by any user
- Effortless management and monitoring from anywhere
- Consistent cadence of software updates
- User-friendly mobile and desktop apps
- Intelligence and automation for superior UX
- Certification to support the performance of cloud conferencing services
- Robust provider support and warranty program

THE RIGHT COLLABORATION ENDPOINTS CAN ADDRESS IT'S PAIN POINTS AND HELP THEM TO ACHIEVE THEIR GOALS

IT Decision Makers' Pain Points When Evaluating Video Conferencing Solutions



1 in 4
(26%) cite ease of use and quality as key concerns



1 in 3
(32%) say video conferencing manageability is a key concern



More than **1 in 3**
(36%) report video conferencing security as a top concern

Top 3 Business Goals for IT Decision Makers



Deal with COVID-19 pandemic challenges



Improve customer experience and satisfaction



Improve operational efficiencies

IT DECISION MAKERS ARE PRIORITIZING ON INVESTING IN HIGH PERFORMANCE, BUSINESS-CLASS PERSONAL COLLABORATION DEVICES—ONLY 18% SAY LACK OF BUDGET IS A TOP CHALLENGE.

Business-Grade Personal Collaboration Devices Enhance Google Meet

Millions of business users today rely on Google Meet to work more efficiently and collaborate with team members, customers and partners. To drive adoption and utilization of their investments in Google Meet services, IT decision makers must **look for best-in-class devices that have passed rigorous testing to qualify the ability to “Work with Google Meet”**.

Look for devices that are certified for the cloud meeting service your organization uses to deliver consistently reliable, high-quality experiences.

Drive productivity and efficiency, reduce meeting fatigue, and increase concentration with business-grade devices that offer:

- **Audio:** Decrease user distractions with headsets that support Active Noise Cancellation (ANC), echo cancellation, business-class mic pick-up range, crisp HD audio, and intuitive volume controls.
- **Video:** Enable a professional, confident appearance for users through clear HD resolution, auto-focus, auto-framing, and auto-light adjustment.



GOOGLE MEET HAS BECOME THE COLLABORATION TECHNOLOGY OF CHOICE FOR END USER ORGANIZATIONS OF ALL TYPES.

Standardize on Google certified webcams and headsets that deliver a “better together” experience for users while addressing IT’s needs for efficient procurement and simplified support.

Devices Qualified to Work with Google Meet Provide Piece of Mind and Enhanced Functionality

Enhanced functionality enabled through "Works with Google Meet" qualification.

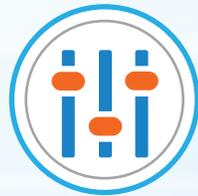
THESE DEVICES ENABLE:



Google Workspace customers to have a trusted set of certified products with a performance benchmark that Google stands behind



Professional headsets that pass the Google Meet quality standards as established and tested by HEAD acoustics



Device audio and volume sync, as well as video mute sync that enable users to control AV from their collaboration device



Complimentary functionality with Google Meet and Voice that allows both the headset and Google products to function well

Standardize on a Menu of Certified Options from a Single Device Provider

Form factor, ergonomics, work environment, tasks and preferences all play a part in selecting the optimal personal collaboration devices. For this very reason, users should have a choice in what is best for their personal collaboration needs.

IT decision makers should **make several carefully selected “Works with Google Meet” qualified device options available** to users.

There are a number of ways to make a standardized set of choices available to users.

The most critical component is to **create a process that allows users to find and request devices that work best for them.**



CONSIDERATIONS FOR PERSONAL COLLABORATION DEVICE SELECTION

| User Type | Work Environment | Features |
|------------------|---|--|
| High call volume | Home, office | Wired or wireless stereo headset, HD audio, ANC, long battery life; HD video camera with autofocus and lighting adjustment |
| Mobile | On-the-go (customer location, trains, airports, hotels) | Wireless stereo headset, HD audio, ANC, multi-device connectivity, long battery life |
| Stationary | Open office, cubicle, home workspace | Wired or wireless stereo headset, HD audio, ANC, HD video camera with autofocus and lighting adjustment |

Source: Frost & Sullivan

Solution Spotlight—Logitech Personal Collaboration Devices Certified for Google Meet

IT decision makers can enhance their support capabilities and processes as well as improve the usage and performance of Google Meet solutions by **standardizing on a menu of business-grade personal collaboration devices from a single provider**.

Logitech's comprehensive portfolio of audio, video devices and software are qualified to work with Google Meet ensuring out-of-the-box integration that offers a best-in-class collaboration experience for today's hybrid workforce. These include:



C925e Business Webcam

USB plug and play, up to 1080 resolution, 30fps, autofocus, digital zoom, 78-degree diagonal FoV, H.264 SVC support, omni-directional mic with 3-foot pick-up range, privacy shutter, Windows, Chrome, Mac, Rightlight AI light adjustment



Zone True Wireless Earbuds

Low profile stereo in-ear wearable, Bluetooth, noise canceling mic, ANC, multi-device connectivity, Mac, iOS, Windows and Android



Zone Wired Earbuds

Low profile stereo in-ear wearable, noise canceling mic, ANC, multi-device connectivity, Mac, iOS, Windows and Android, USB and 3.5mm connections, in-line controller



Zone Wired Headset

Stereo on-ear wearable, USB connectivity, Windows, Mac and Chrome, omni and unidirectional mics, ANC, all day comfort



Zone Wireless Headset

Stereo on-ear wearable, ANC, Bluetooth, multi-device connectivity, Windows, Mac, Chrome, iOS and Android, wireless and USB charging, 100ft range, 14+ hour talk and listening time

Making the Right Choice for Your Organization

As an IT decision maker you can accelerate your organization's digital transformation journey by creating a framework that better supports your user base, no matter where employees are located.

For businesses that have standardized on Google Meet for their collaboration needs, it begins with selecting the right personal desktop collaboration devices that are certified for Google Meet.

STANDARDIZING ON "WORKS WITH GOOGLE MEET" QUALIFIED COLLABORATION DEVICES CREATES THE FOLLOWING ADVANTAGES:

SIMPLE TO DEPLOY

- Faster deployment with turnkey Logitech devices that offer out-of-the box cloud-native functionality for Google Meet
- Cost-effective solutions that allow the technology to be scaled throughout the workplace
- Enhanced product ownership spanning from simplified procurement to full vendor support

SIMPLE TO USE

- Reliable high-quality audio video user experiences
- Ease-of-use with compelling UX for Google Meet video sessions that save time and are as natural as face-to-face interactions
- Intuitive desktop and mobile UI to access and adjust device settings
- Easy content sharing that adds value to collaboration

SIMPLE TO MANAGE

- Easy monitoring and management of webcams and headsets from the web-based Google Workspace Admin Console
- Reduced user training and help desk tickets
- Simplified management capabilities from a streamlined set of web-based utilities
- Consistent security capabilities to comply with established company policies

Get started today. [Click here](#) to learn more about enhancing your Google Meet investments.



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