

# ARE YOU READY FOR THE HYBRID WORKPLACE?

*Invest in Headsets and Webcams to Drive Worker Productivity*

FROST & SULLIVAN VISUAL WHITEPAPER

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## Do Your Employees Have What They Need to Compete in a Hybrid Workplace?

Globalization, automation and digitization have transformed the way we work, and now the workplace reflects those changes. Work has shifted; flexible work hours and physical boundaries are the hallmarks of the new normal. In the process, knowledge workers have gained flexibility, time savings and better work-life balance, while businesses benefit from operational savings, built-in business continuity and the chance to tap into a global talent pool.

As organizations redesign the office, they must plan for disruption and displacement, which will affect how, where and when people work—sometimes with short notice. The right technology can enable this transition and help companies maximize productivity, flexibility and scalability.

Hybrid work requires its own technology, including webcams and headsets that deliver a high-quality, immersive video and audio experience. But these tools must be optimized to work in multiple locations, based on user role, needs and location. Offices will include more meeting rooms and collaborative spaces, designed to allow movement among employees. Remote workers will need easy-to-use, enterprise-grade tools that meet company security and compliance requirements and satisfy their diverse needs as they move between home and office.

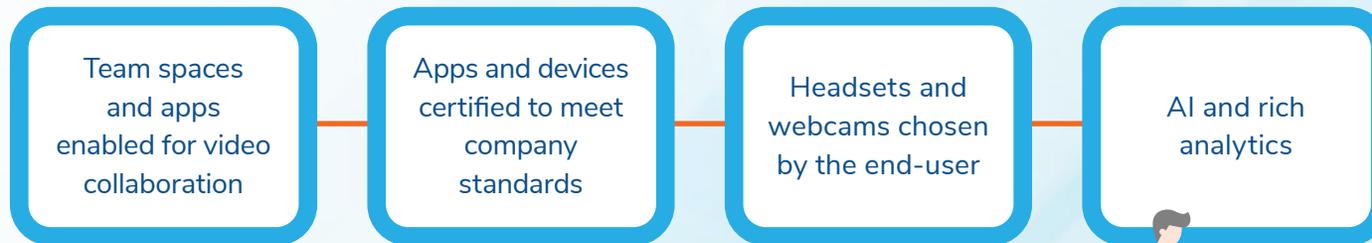


## The Hybrid Office Requires New Technology

### HALLMARKS OF THE HYBRID OFFICE



### TECHNOLOGY REQUIREMENTS FOR THE HYBRID OFFICE



**IN THE NEW WORKPLACE, OFFICES WILL SERVE AS SITES FOR EMPLOYEE ENGAGEMENT, COLLABORATION AND RELATIONSHIP BUILDING.**

Independent work will often be done at home or in dedicated productivity-enhancing spaces.

In 2019, 5% of the global workforce worked from home.



Going forward, we expect that to increase to **40%**

## Invest in Tools that Drive Productivity for All

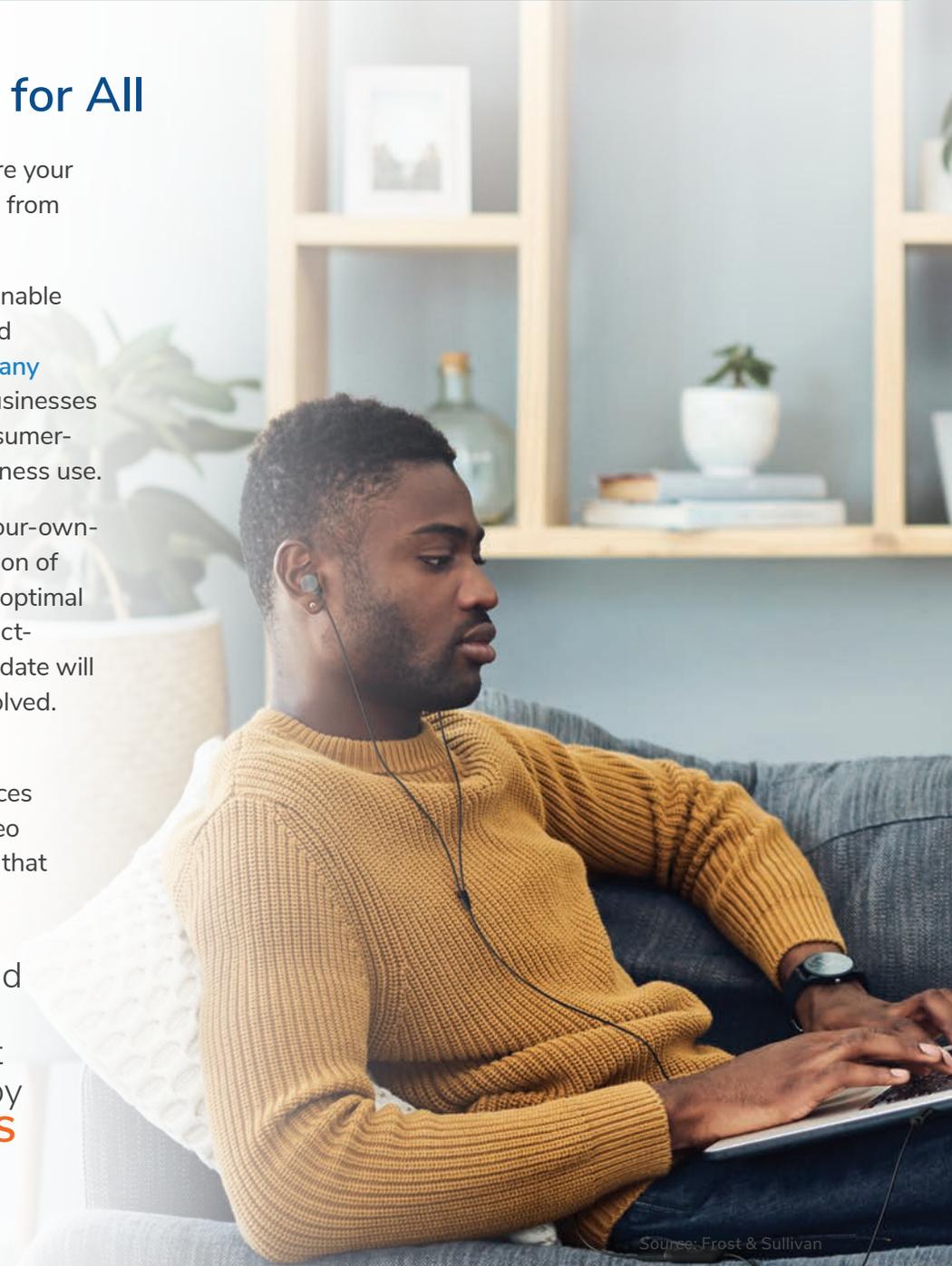
**The workplace had to change—that much is clear.** But now that it has, are your employees empowered with the tools they need to do their (specific) jobs from anywhere?

Most companies have already deployed the necessary software tools to enable collaborative work, including unified communications and audio, video and web conferencing. **Headsets and webcams are also a key component of any communications rollout in the office.** But during the pandemic, a lot of businesses left the purchasing of these tools up to their users, who often rely on consumer-grade products that may be affordable but lack important criteria for business use.

A recent Frost & Sullivan survey of IT decision makers found that bring-your-own-device (BYOD) alternatives were among the top barriers to greater adoption of video and web conferencing tools. The user experience is often less than optimal when companies let workers randomly choose BYOD components. Conflict-causing issues such as network connectivity, a bad driver or a security update will not be anticipated in advance, which means they can't be proactively resolved.

**Furthermore, headsets and webcams must support collaboration and independent work and be suited to worker styles.** Consumer-grade devices are fine for independent work but aren't great for collaboration. Since video conferencing is now such a dominant mode of communication, it's critical that webcams and headsets are optimized for that use case.

In the spring of 2020, companies weren't prepared for the mass move to working from home, and they couldn't outfit their employees with the right tools in a timely manner. They must correct that by **PROVIDING QUALITY, CERTIFIED DEVICES THAT MEET ENTERPRISE REQUIREMENTS AND WON'T CAUSE IT HEADACHES**



## Key Investment Criteria to Consider



### KEY HEADSET FEATURES TO CONSIDER:

- ▶ Include enterprise-grade, noise-canceling mics
- ▶ Look great on video calls
- ▶ Offer certifications and built-in functionality with major calling applications
- ▶ Offer connections to multiple devices
- ▶ All-day comfort
- ▶ Long battery life
- ▶ Deliver centralized management and control



### KEY WEBCAM FEATURES TO CONSIDER:

- ▶ Offer extensive warranty
- ▶ Include auto framing and lighting adjustments
- ▶ Provide high resolution and a wide field of view
- ▶ Integrate with team-collaboration tools and cloud video conferencing
- ▶ Deliver a more professional look and sound
- ▶ Allow for adjustable placement
- ▶ Enable ergonomic workspaces
- ▶ Deliver centralized management and control

## Stationary Experts

Stationary experts are desk-based workers, whether in the office or at home.

### PRIORITIES

Ability to focus on independent work

Desk-based work that requires constant connectivity

Need to minimize environmental distractions

Communications as needed throughout the day

Excellent audio quality



### SOLUTIONS

**Headsets:** Basic technology that offers near-talker noise rejection and music for environmental control

**Webcams:** High-definition (HD) webcam that offers clear video and audio quality, autofocus, auto light correction and narrow diagonal field of view (dFOV)

## Traveling Team Players

Traveling team players spend considerable time moving around the office as they interact with other employees.

### PRIORITIES

Look for easy switching between mobile and desk-based devices

Require higher video quality

Heavily focused on communications

Often on a smartphone and in video calls

Need to balance minimizing environmental distractions with mobility

### SOLUTIONS

**Headsets:** Portable wireless headset with active noise canceling for environmental control

**Webcams:** HD webcam that delivers consistently smooth video, autofocus, auto light correction and wider dFOV options

Source: Frost & Sullivan

## Productivity Pros

Productivity pros are super mobile and work routinely from anywhere, often at all hours of the day or night.

### PRIORITIES

Need for flexibility and performance

Excellent look and feel

Focus on video and audio quality

Support for highly mobile work environments

### SOLUTIONS

**Headsets:** Advanced technology that looks as great as it sounds, integrates with video and works all day across devices

**Webcams:** Advanced HD webcam that offers professional audio-visual quality with outstanding low-light performance, autofocus and flexibility on dFOV

## Campus Roamers

Campus roamers are often found around the broader office campus, or they might split their time between home and office.



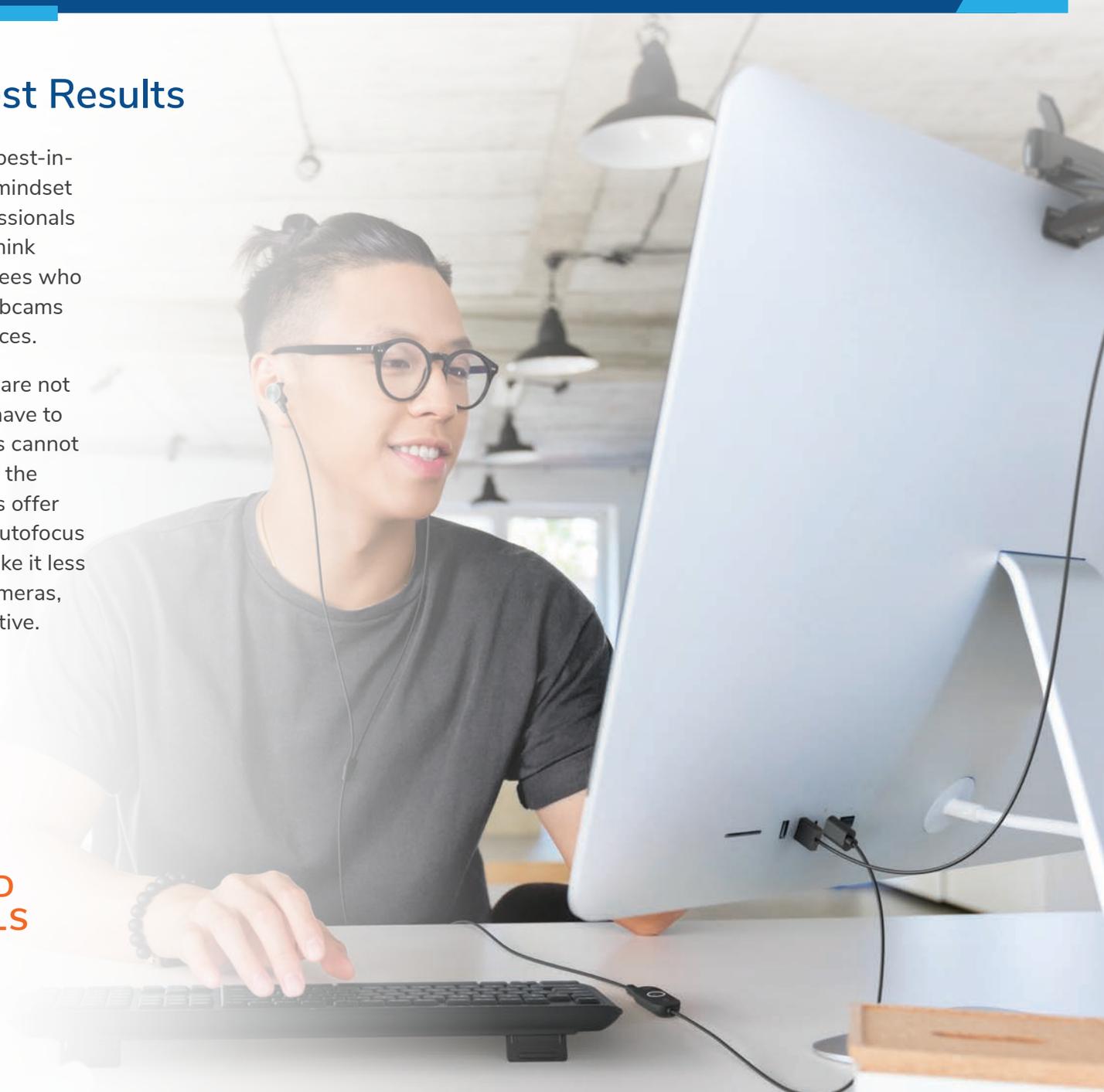
Source: Frost & Sullivan

## Prioritize Video for Best Results

Headsets and webcams developed with best-in-class audio capabilities and a video-first mindset are the right technology for today's professionals and knowledge workers. As companies think about providing headsets to their employees who need them, they should also prioritize webcams for optimum video conferencing experiences.

The cameras that come built into laptops are not ideal for business use. The laptop might have to be undocked for use, and built-in cameras cannot be moved, poorly framing the user within the video window. Furthermore, most laptops offer low lens quality, and they rarely include autofocus or auto light correction. These failings make it less likely that users will even turn on their cameras, rendering virtual interactions less productive.

Many of the workers forced into a work-from-home modality overnight **DO NOT POSSESS THE NECESSARY COMMUNICATIONS AND COLLABORATION TOOLS TO PERFORM THEIR JOBS EFFICIENTLY.**



## Integration and Manageability Boosts ROI

If you're investing in collaboration tools like Microsoft Teams, Zoom™ or Google Meet™, you can increase your return on investment (ROI) by deploying headsets and webcams that are certified to support your platform of choice. Certifications and built-in integrations, such as mute capabilities and buttons that invoke platform features, allow headsets to support better collaboration in the relevant applications.



Daily active users of team-collaboration services are expected to reach **100 million** by the end of 2021.

Certified tools are also easy to manage all in one place, which minimizes support issues for your IT team and lets it focus on more strategic initiatives. This also ensures that users can get up and running quickly.

Companies won't realize the full value of their broader technology investments unless they **TAKE A HOLISTIC APPROACH THAT INCLUDES ENTERPRISE-GRADE DEVICES.**

## Frost & Sullivan Recommends

Every organization must balance remote and in-office workers to create a hybrid workplace. In the process, employees will need better tools to help them communicate, collaborate and innovate.

Investment in leading-edge communications and collaboration solutions that enable rich interactions across a range of locations and teams is a start, but companies cannot forget one of the most important pieces of the productivity puzzle: headsets and webcams.

### WHEN SELECTING A VENDOR FOR THESE CRITICAL DEVICES, FROST & SULLIVAN RECOMMENDS YOU PAY CLOSE ATTENTION TO:



#### EASE OF USE

Employees should be able to use their headsets and webcams right out of the box, with no complex integrations or training needed. If tools are simple to use, they will increase engagement, collaboration and productivity.



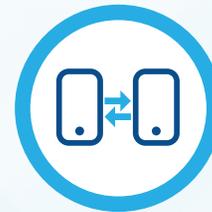
#### RANGE OF OPTIONS

Choice is important, so look for a provider with a selection of models to fit today's knowledge workers' needs. You'll also want a variety of price points and styles.



#### VIDEO FIRST

All enterprise-ready webcams should offer autofocus and auto light correction as well as excellent resolution and field of view. It should be easy to adjust positioning as needed.



#### INTEGRATIONS

Certifications for video conferencing and team-collaboration tools ensure webcams and headsets offer performance, quality and enhanced features available with your chosen platforms.



#### AUDIO QUALITY

There is no excuse for poor sound quality in the modern workplace. Look for headsets that come with noise-canceling mics, active noise canceling (for those that need it), reliable connectivity to multiple devices and a comfortable fit.



#### MANAGEMENT AND CONTROL

Think of these devices as you would any other IT deployment and invest only in tools that allow for centralized management, excellent support and generous warranties.

## Solution Spotlight: Logitech Personal Video Collaboration Solutions

Logitech is transforming work with tools purpose-built for a changing business environment. Webcams provide sharp video clarity and plug-and-play integration. Headsets block out distracting noises while making the speaker sound crystal clear.

Choose from a wide range of [Logitech headsets and webcams](#) that fit every user and situation. Whether employees are working at home, in the office or at a hot desk, Logitech's personal collaboration tools are integrated with the video platforms you use every day.

Brio



C930e



C925e



C920e



Zone True Wireless



Zone Wireless



Zone Wired



Zone Wired Earbuds





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