



THE VALUE OF FOCUS:

BRING TEAM SUCCESS INTO FOCUS WITH LOGITECH PERSONAL COLLABORATION



For all its benefits, video conferencing in a hybrid working environment is riddled with distractions for both IT departments and their colleagues. From trying to troubleshoot unfamiliar equipment remotely, to figuring out whether tools are compatible with a new solution you want to implement, a lack of solution standardization can make it difficult for your IT team - and the rest of the organization - to focus. And focus is an essential ingredient in the success of a business. It's the difference between high productivity and low productivity. Between a stressful deployment and a seamless one. Between complicated management and automated management.

IT leaders are in the perfect position to enable focus by bringing in the right solutions. Bringing in solutions that boost employee focus will benefit IT as well.



REDUCE TIME SPENT MANAGING IT ASSETS

For many companies, managing IT assets consumes a great deal of time and generates a great deal of stress, removing the opportunity for IT teams to focus on more important initiatives. A great first step to unlocking the value of focus for your team is to reconsider the thought process behind your video conferencing strategy. Acquiring IT assets isn't a one-and-done process – and thinking of it in this way can become problematic further down the line.



While product spec and cost are obviously important when choosing new devices for your company, these are short term check boxes that give you little information about the experience those devices will provide throughout their lifecycle. For example, are the products easy to source from a reliable provider? Will they be easy for your IT team to deploy and scale? Will your solutions be easy to manage, and update? And will they be simple to set-up or mount and look neat and tidy in every different room?

For personal peripherals, consider how long it will take to get each staff member set up with their new devices - just imagine how much time IT will free up by not having to spend time on support calls while helping employees set up their equipment. Now scale this across your entire business and your team can save valuable time, all by prioritizing simple deployment before making your purchase.



Simple deployment looks like:

- Equipment is easy to find in the quantities you need from a provider that you trust
- Different mounting options to ensure solutions can be installed however and wherever you want
- Solutions that come with thoughtfully designed cable management to keep areas neat and make deployment simple
- Personal collaboration tools that are intuitive for end users to reduce support strain on IT



But what happens after everything is set up? While easy deployment can be a reliable predictor of simple management, it's important to consider how your IT team will monitor and manage your new solutions. With over half of ITDMs reporting that teams felt 'burnt out' or 'demotivated', ensuring that the support burden is managed appropriately so IT can tackle it easily and efficiently is crucial.

Solutions like [Logitech Sync](#) allow you to monitor and manage devices, from installing firmware updates to enabling new features, across your entire estate, all from the comfort of your own desk. It saves time for both you and your staff by automatically highlighting issues that need your attention in real-time, allowing you to resolve problems before they begin to impact the workforce.

Deploying easy-to-use collaboration tools that are purpose-built for remote and hybrid work will reduce the flow of trouble tickets so your IT team can spend more time working on higher priority tasks.

HELP EMPLOYEES FIND DEEPER FOCUS AND GREATER INDEPENDENCE IN THEIR DAY

Purpose-built personal collaboration tools help employees, too. With 9 in 10 companies seeing increased employee demand for IT support and better equipment, optimizing the video conferencing experience for ease and comfort can enhance employee wellbeing and productivity. This works when a simple experience minimizes cognitive effort spent on dealing with technical difficulties, boosting their productivity by allowing them to focus on what they do best in turn – and alleviating some of the pressure on IT by reducing the amount of tickets staff will raise when struggling with new tools. Your staff will feel confident and comfortable in conducting video meetings, and wellbeing at work will improve as a result.





But it's not all about improving productivity. With staff no longer 100% office-based and many working remotely from different locations, it can be challenging to ensure an equitable meeting experience where everyone is seen, heard, and presented in their best light regardless of where or how they work – especially when everyone is operating on a different set-up. This diversity in equipment makes managing solutions more complicated too, from devices and software being incompatible, to troubleshooting unfamiliar tools over the phone. Fortunately, there's an easy way around this. By curating a collection of key personal collaboration tools, you can put your employees on equal footing while catering to their unique needs and making your business's suite of tools easier to manage for IT.

All you need to do is offer a pre-vetted range of different solutions that work well together, being sure that you've included something for everyone within your workforce. For example, those who spend a lot of time on the go may appreciate a wireless headset, while desk-based staff may prefer the wired version. Once you've found solutions that suit diverse employee needs and are easy to deploy and manage, you can ask your staff to choose devices from your curated selection.

Having the ability to personalize your settings and easily update devices can take video conferencing equipment to the next level, making it simple for staff to take ownership of managing their devices and giving IT teams one less thing to do. That's where Logi Tune comes in. This easy-to-use optimization tool empowers your workforce to ensure the way their webcam and headset perform suits their needs, from adjusting field of view, sharpness, and color settings, to installing their own device updates – removing the need for IT involvement and making your staff confident that they'll always have the latest features for their next big meeting, enabling them to get started quickly, save time, and enjoy video calls that run smoothly throughout.



ADD THESE DEVICES TO YOUR CURATED IT SELECTION

The solutions in your curated personal collaboration kit need to integrate well together and be easy to manage.

- **Brio 4K Pro webcam**, for those who are frequently on video calls and need to upgrade from their built-in laptop camera
- **Zone Wireless headset**, for those who would value being able to move around while collaborating, with active noise cancellation to reduce distractions even in noisy workspaces
- **Zone Wired headset**, for those who spend most of their time at their desk and want a plug and play experience with reliable call clarity





- **Zone True Wireless earbuds**, for those who split their time between the office, home and business trips - and need seamless switching between devices to ensure they never miss a meeting
- **Zone True Wired earbuds**, for those who need to stay mobile while working and value the ability to plug into any device
- **Logi Dock**, for those who want to simplify their home office set up and reduce desktop clutter

FOCUS AT THE FOREFRONT

Every business needs focus to connect, work, and grow.

The complexity of juggling numerous personal collaboration set-ups can hinder focus, for both IT and employees. But having the right solutions in place can alleviate this, helping your team perform their best and connect on a deeper level instead of fretting over technical difficulties.

Ready to upgrade personal collaboration for your teams?

[Get started here.](#)

logitech®

Logitech Inc.
7700 Gateway Blvd
Newark, CA 94560 USA

+1 510-795-8500

Logitech Europe S.A.
EPFL – Quartier de l'Innovation
Daniel Borel Innovation Center
CH – 1015 Lausanne
+41 (0)21 863 55 11

Logitech Asia Pacific Ltd.
4700 NW Camas Meadows Drive
Camas, WA 98607
+1 360-817-1200



© 2021 Logitech. Logitech, the Logitech logo and other Logitech marks are owned by Logitech and may be registered. All other trademarks are the properties of their respective owners. Logitech assumes no responsibility for any errors that may appear in this publication. Product, pricing and feature information contained herein is subject to change without notice.