



# **HOW CIOS CAN IMPROVE ORGANIZATIONAL COMMUNICATION AND COLLABORATION**

**Sherri Pipala, Director, Chief Alliances Evangelist, Poly**

**Oct 10, 2019**

# AGENDA

**01**

**PROMISE OF UC**

**02**

**TRENDS IMPACTING  
COLLABORATION  
STRATEGY**

**03**

**DON'T LEAVE  
ENDPOINTS TO  
CHANCE**

# 1

## PROMISE OF UNIFIED COMMUNICATIONS

# TEAMWORK TRENDS

Diverse

5 generations work together

Team-based and collaborative

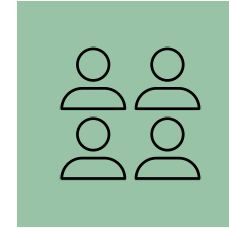
80% of employee time is spent collaborating

Global

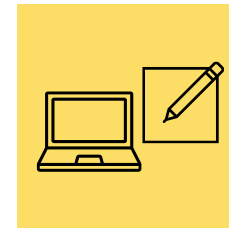
72% of workers will be working remotely by 2020



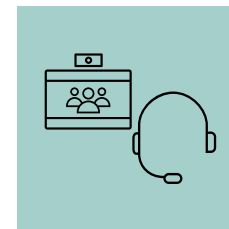
# ...AND MORE THAN ONE USER IN THE WORKPLACE



**Four  
generations**



**Different  
styles**



**Different ways  
of working**



**...AND MORE THAN**  
**ONE PLACE WHERE**  
**WORK IS DONE**

# BUT EVERYONE, EVERYWHERE, WANTS THE SAME THING



## START

**Let's get things started  
simply and consistently**  
whether I'm joining from a laptop  
or a conference room, regardless  
of which cloud.



## FOCUS

**Get rid of the annoyances that  
prevent me from focusing –**  
background noise, visual distractions,  
having to work too hard to hear  
the other end.



## ENHANCE

**Improve my experience  
so it's even better**  
in ways I might not  
even imagine.

# 2

## IMPORTANT TRENDS IMPACTING COLLABORATION STRATEGY



Trend #1:

# THE PROMISE OF THE OPEN OFFICE

RICHER, CONSISTENT COLLABORATION.

MEANINGFUL CONNECTION.

WHAT COULD GO WRONG?

# IF WE BUILD IT, THEY WILL COME

- **Mobility:** at any given time, fewer than 50% of office workers are IN the office
- **Millennials:** younger office workers prize flexible work hours
- **Modernity:** a cool open office is a great tool for attracting talent

Data from "Your Employees Are Distracted." April 24, 2019. Future Workplace.





# AND, THERE'S ALWAYS THE MONEY FACTOR

**Money:** real estate is often the #2 expense<sup>1</sup>, and the open office is a positive asset on the bottom line

<sup>1</sup> "12 Major Business Expenses (And How to Reduce Them)." March 8, 2018. Due.com



# THE PERILS OF THE OPEN OFFICE

REALITY DOESN'T ALWAYS  
ALIGN TO THE DREAM.



# OPEN OFFICES ARE NOT UNIVERSALLY LOVED

## THE WALL STREET JOURNAL

A-HED

### The Best Spot in the Office Is a Phone Booth—If You Can Get Into One

Open-plan workplaces have spawned the privacy pod, which are so popular they're rarely free (despite the fish smells)



Elizabeth Tobey waits for a phone booth at the shared office where she works. PHOTO: APRIL CLYBURN-SHERIN

SHARE

## FINANCIAL TIMES

SIGN IN

### Technology

#### Open-plan offices: time to bring back the cubicle?

'From Reddit to Apple, tech offices all share an antipathy towards walls'



January 16, 2019 5:00 am by Elaine Moore

Playroom-style workspaces must be falling out of favour in Silicon Valley. Three months into my time here, there have been zero invitations to step into a Super Mario-themed meeting room or

# SLATE

WORK

### Privacy, Please

Open office plans are terrible for workers, so why do they persist?

By ALISON GREEN

JAN 21, 2019 • 5:50 AM



Photos by Thinkstock, LYCS LYCS on Unsplash, and Tanner Boriack on Unsplash.

*Few people are as knee-deep in our work-related*

## FAST@COMPANY

01.15.19

### Everyone hates open offices. Here's why they still exist

Employees don't like them. Research proves they're ineffective. Why is it taking so long for us to get rid of them?




[Illustration: Rune Fisker]



BY KATHARINE SCHWAB

7 MINUTE READ



# 99%

**OF EMPLOYEES  
ARE DISTRACTED  
AT WORK**

Data from "All Your Employees Are Distracted." April 24, 2019. Future Workplace



# LOUD TALKERS?



## DISTRACTIONS REIGN

**Turns out we don't work as well as we anticipated in this environment**

- Over 1/3 are *often* or *always* distracted
- Over 1/2 office workers report noise impacting satisfaction and productivity
- 73% of employees would work in the office more if they had a quiet space to work

Data from "All Your Employees Are Distracted." April 24, 2019. Future Workplace.

# **DISTRACTION HURTS THE BOTTOM LINE**

**In a company with 500 employees, 53% will be distracted at least once a day, which is 265 employees with an average of 23 min required to refocus**

## **Cost Calculations\***

Weekly

**\$250K**

Monthly

**\$1M**

Annually

**\$12M**

**Calculate the Real Cost of Noise.**  
<https://www.plantronics.com/us/en/solutions/managing-noise/roi-calculator>

\*Assumes average employee cost of \$50/hr, a 5-day work week, a 4-week work month and a 48-week work year.



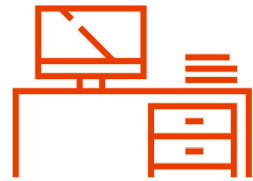


**CIOS USED TO BE MEASURED**  
**ON UPTIME AND INCIDENT**  
**MANAGEMENT. TODAY,**  
**PROGRESSIVE CIOS DRIVE**  
**EMPLOYEE EXPERIENCE.**”

– Paul Johnson, CIO, Poly

# THE SUCCESS OF THE OPEN OFFICE

Think about the space and the employees



## Create

a variety of spaces, with the right technology to make them work



## Equip

employees with tools and practices, like headsets, to make them more productive

# RECOGNIZE WHAT WORKERS NEED

- Different workstyles call for different collaboration solutions from the beginning of the move to the open office
- Employees require tools to block out and manage noise to keep distractions minimal
- May need to invest in new types of tools and meeting spaces to keep people focused and productive



Trend #2:

# MORE AND BETTER COLLABORATION TOOLS, IN THE CLOUD

THE AVERAGE COMPANY NOW USES

**3+ DIFFERENT UCC  
SOLUTIONS IN ANY  
GIVEN DAY.**

# MORE CHOICES THAN EVER FOR MEETING SOLUTIONS, IN THE CLOUD

zoom

BlueJeans

LogMeIn®

 Microsoft

Google

  
cisco

aws

# GARTNER MAGIC QUADRANT FOR MEETING SOLUTIONS





# OPEN COLLABORATION: THE INDUSTRY TRANSITION



# SUCCESS OF CLOUD COLLABORATION TOOLS

## USER EXPERIENCE IS KEY

- Seamless and Intuitive for users
- Device strategy – person to group
- Interoperability and flexibility – for today and future needs



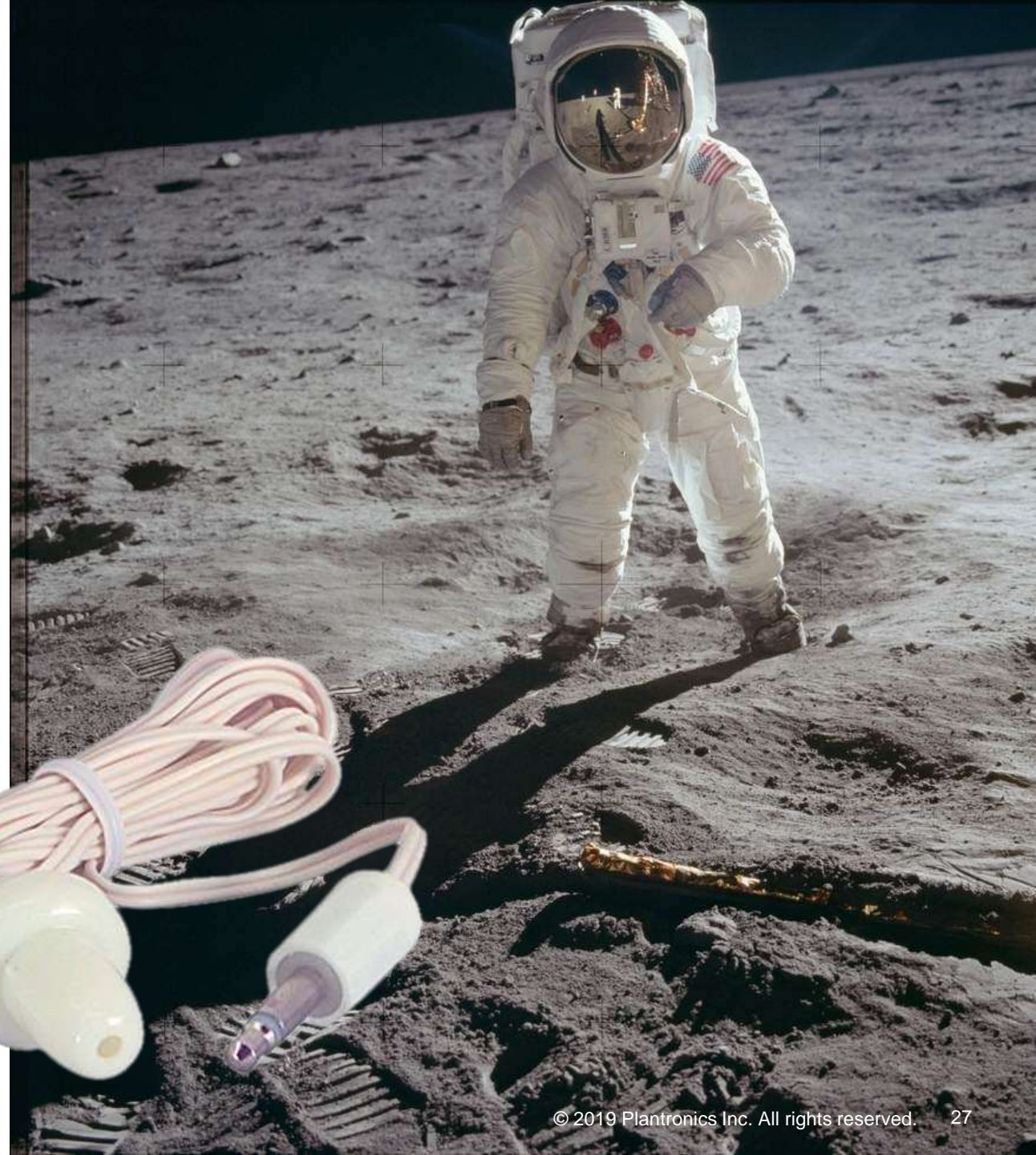
# 3

**DON'T LEAVE ENDPOINTS**

**TO CHANCE**

WHEN NEIL ARMSTRONG WALKED ON THE MOON

HE DIDN'T TALK  
THROUGH THE EARPLUG  
THAT CAME WITH HIS  
TRANSISTOR RADIO



HEADSET, DESK PHONE,  
VIDEO OR CONFERENCE...

GOOD  
ENOUGH  
JUST ISN'T

- Performance on work-related tasks suffers when you have to work too hard to understand conversation – an often overlooked cause of employee fatigue
- “Can anyone not talking please go on mute” – using your laptop’s microphone is not a good experience for anyone!
- The “mixed presence” work mode creates distractions and disrupts workflows
- The biggest hurdle to remote collaboration is poor audio or video quality





## YOU OWE YOUR EMPLOYEES MORE

**IT professionals can make their users more productive by looking at the last mile**

IT buyers are uniquely positioned to understand how the touchpoints where the cloud meets the individuals can make or break productivity

## WORK STYLES ARE 91% OF A TYPICAL ENTERPRISE



43%  
OFFICE BASED\*

34%  
FLEX/REMOTE

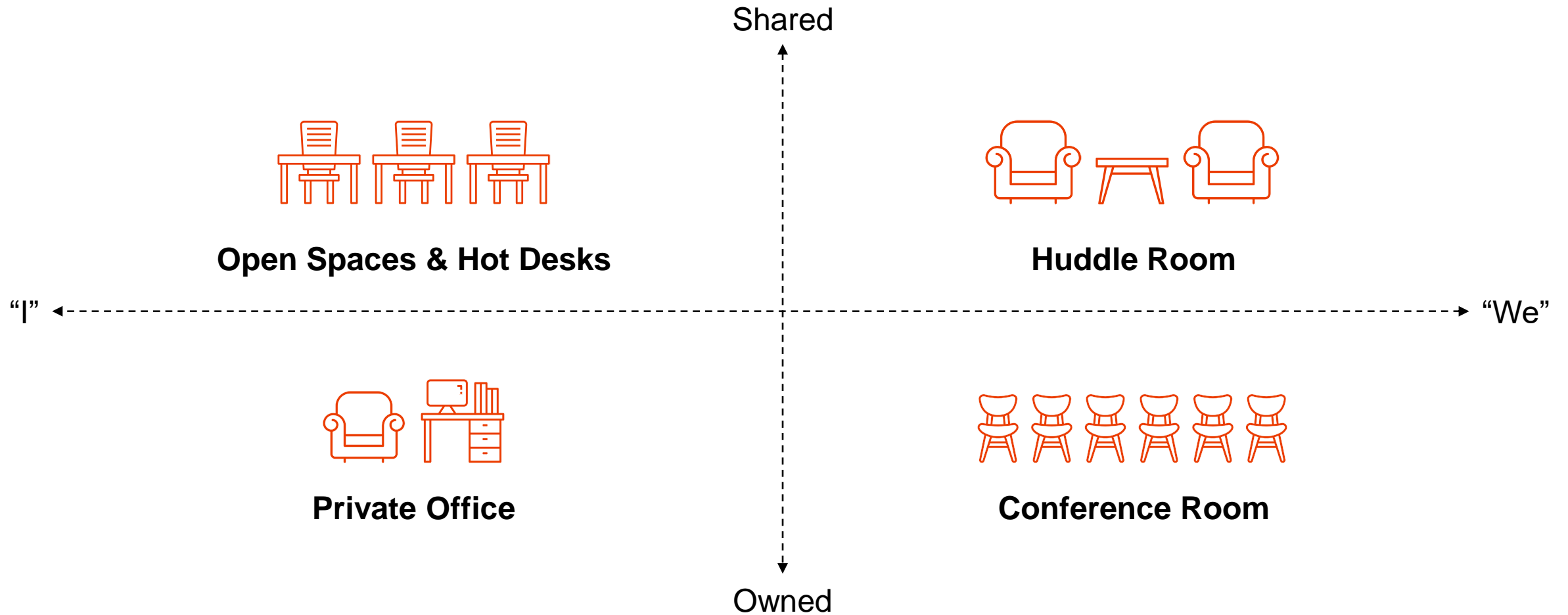
14%  
EXCLUSIVES

## SUCCESSFUL DEPLOYMENTS REQUIRE SHOWING EMPATHY AND UNDERSTANDING TO USERS

Companies who provide device to align with workstyles are 62% more likely for high or increased adoption

\*unified communication and collaboration: 2018 research study, Nemertes Research

# WHERE WORKERS WORK, AT WORK



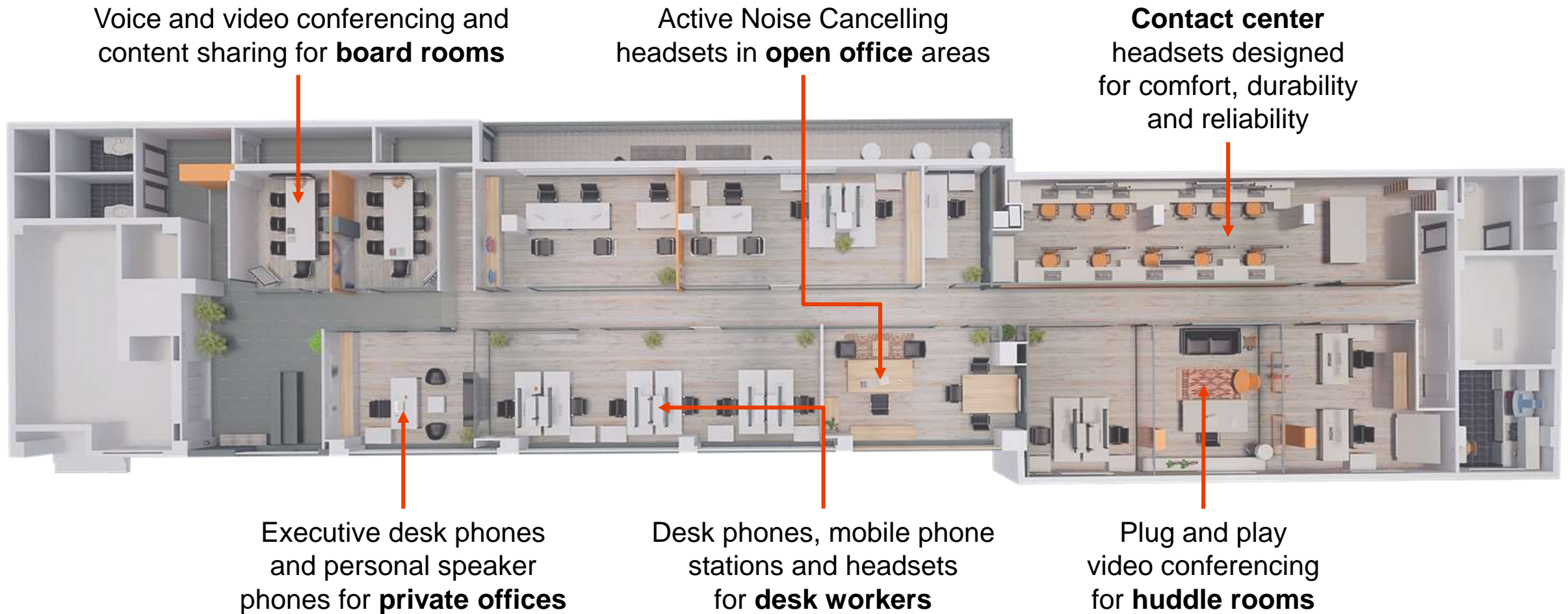




**POLY IS A GLOBAL  
COMMUNICATIONS COMPANY  
THAT POWERS MEANINGFUL  
HUMAN CONNECTION AND  
COLLABORATION.**



# POLY PLAYS ACROSS THE ENTERPRISE



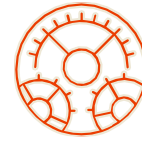
# INNOVATE WITH POLY



**Complete portfolio**  
of devices for collaboration –  
headsets to handsets to  
videoconferencing



**Smart endpoints**  
that work with virtually any unified  
communications solution from  
virtually any vendor



**A full solution**  
that incorporates services,  
management tools and actionable  
insights to drive better adoption  
and productivity

# THANK YOU