



BUILDING THE DIGITAL WORKPLACE

How to Unify a Dispersed Workforce with High-Value Video Collaboration

FROST & SULLIVAN EBOOK

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Workplace Transformation

A new era of globalization, automation, and digitization transform the nature of work



Shifting Workstyles

Unprecedented growth in remote and flexible work; mobility, consumerization and changing work/life balance are leading to new technology expectations.

New Workforce Ecosystem

Millennials, Gen Z, and emergence of the “hybrid workforce” (salaried employees blended with alternative workers—contract, freelance, and gig) are reshaping work as we know it.

Workplace Redesign

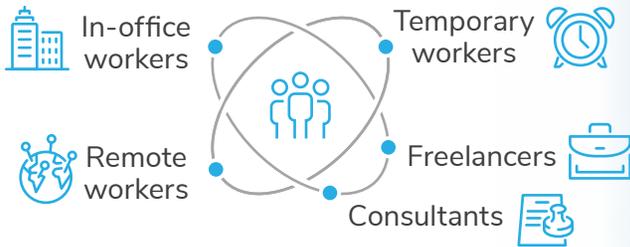
Modern businesses operate in a borderless environment—rise of hybrid work, offshoring, global supply chains, e-commerce and distributed teams require people-centric virtual and physical workplaces.

THE FUTURE OF WORK IS HERE

Workplace and Workforce Transformation are Catalyzing Businesses

A tidal wave of change is reshaping work

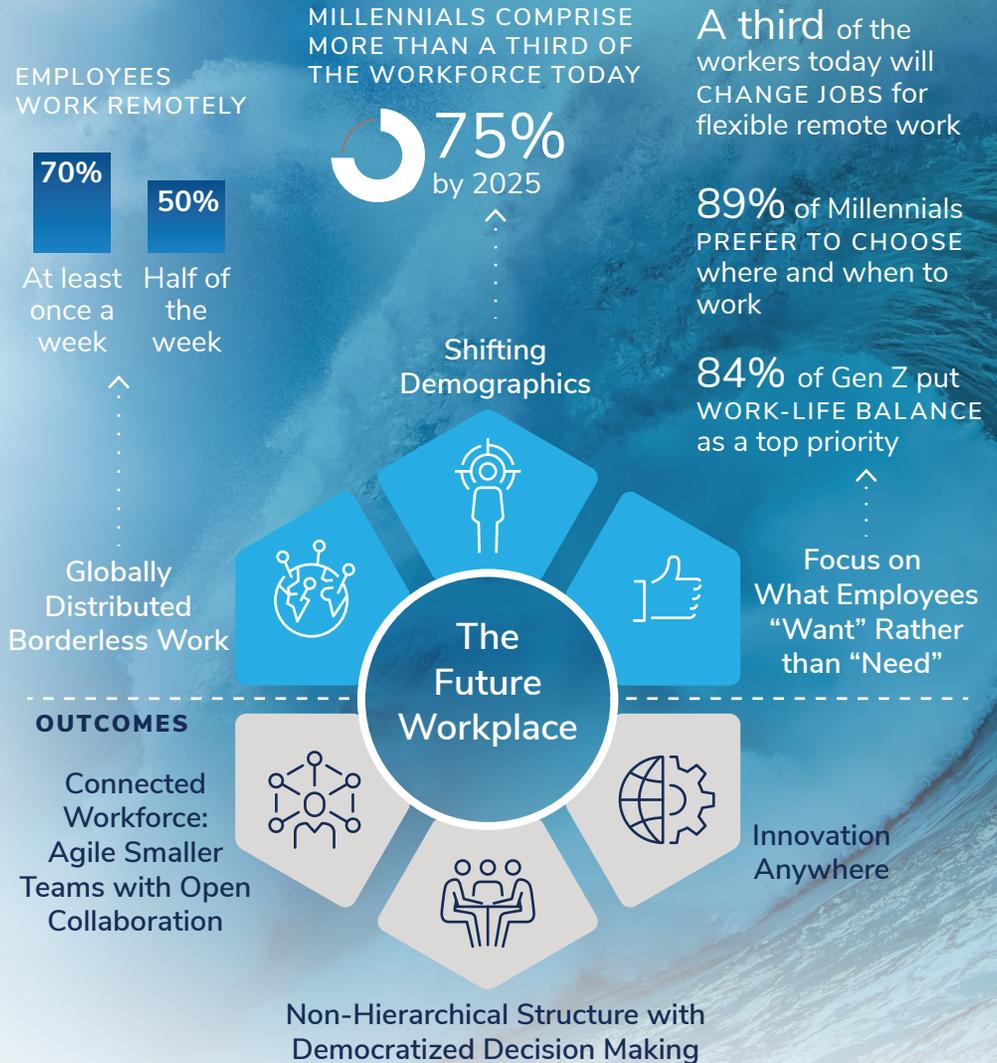
The modern workforce is a dynamic mix of:



Work is morphing from a “job” or an “office” to a series of activities and locations—virtual and physical. These tectonic shifts are further intensified by ongoing business demands to increase productivity. In this fast-changing landscape, enabling **instant and effective communication that breaks down the barriers of distance and time between dispersed teams** has become a strategic priority.

The distributed, virtual, global, and mobile workforce that makes up today’s digital workplace wants to stay connected and have instant access, regardless of location or device.

Forward-thinking organizations are putting a strong emphasis on **INVESTING IN NEW COMMUNICATION TECHNOLOGIES** to prepare for the future of work



Stats Sources: Frost & Sullivan, Gallup, Pew Research Center, Hartford Financial Services.

GROWING CHALLENGES OF THE DISTRIBUTED ENTERPRISE

Yesterday's Communication Technologies Fall Short in the Modern Workplace

Globalization and the distributed workforce are creating immense challenges

In the past, employees worked with a team of people in an office. Today they connect with each other via email, chat, and conference calls. **Impersonal, fragmented communications** between workers in multiple locations lead to disengaged employees and ineffective outcomes.

Employee engagement in the US is only at 34%. With nearly 7 out of 10 workers not performing at their full potential, businesses have a critical need to invest in tools to better understand whether their employees are happy, have a sense of purpose, and are fully invested in their organization's mission and culture.

Research shows that **organizations with high employee engagement outperform those with low engagement by over 200%**. Employee engagement and wellness, viewed in the past as the responsibility of the HR department, are becoming core to business strategy.

Mediocre communication experiences are no longer acceptable

They lead to communication silos and fragmentation of the workforce, impeding collaboration and, ultimately, business success. Modern communication tools that are flexible, collaborative, and engaging are becoming a critical success factor—the focus is on creating stellar customer and employee experiences.

The bottom line—employee engagement matters. Disengaged employees cost US companies up to **\$550 BILLION ANNUALLY**.

The time to change is now.

Stats Source: Frost & Sullivan, Gallup.

Employees are your business' biggest asset. They are the first line to your customers and the foundation for innovation and growth. **Are you investing in them** just as you would invest in your sales force or customer service?



DISRUPT THE STATUS QUO

Embrace Communication Technologies That Accelerate Innovation

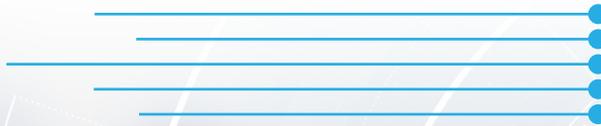
Removing technology roadblocks to create an environment that fosters seamless collaboration, free flow of ideas, constant engagement and enhanced productivity underpins the digital workplace.

Remove Fragmented and Ineffective Workflows



From preferred devices and downloadable apps to crowd-sourced advice on social media and more, employees are breaking the mold and using their preferred set of technologies. These tools, intended to better connect people, have instead created multiple technology silos. **THERE IS A CRITICAL NEED TO SIMPLIFY AND UNIFY FRAGMENTED COMMUNICATIONS.**

Unified and Secure Solution



IT must **EMBRACE TECHNOLOGY INNOVATION AND LEAD THE WAY** to facilitate new and emerging user preferences. A **UNIFIED, SECURE, SINGLE-SOURCE CLOUD SOLUTION** that allows employees more choice in communication modalities—voice; messaging; audio, video, and web meetings; and content sharing—opens the floodgates of seamless collaboration across dispersed teams.

Simple and Consistent Experience

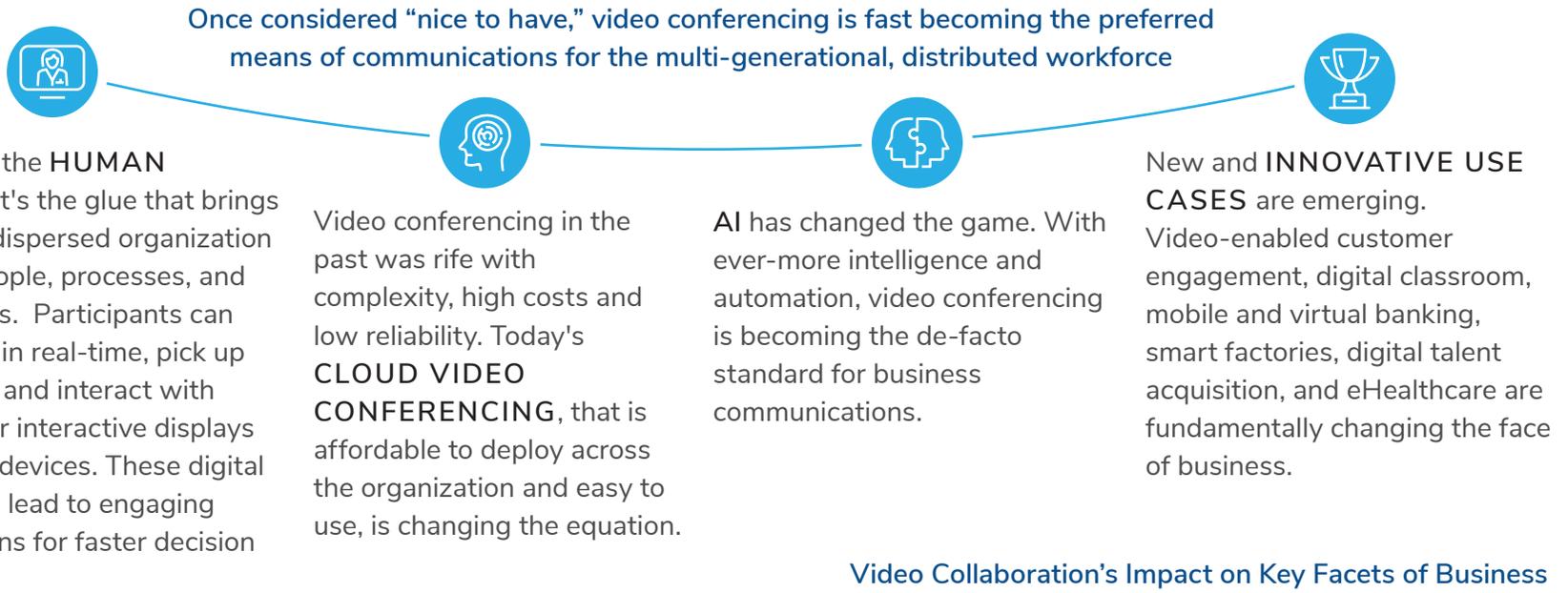


A **SINGLE PANE OF GLASS** offers a consistent user experience across mobile devices, desktops, executive offices, open spaces, huddle rooms and large conference rooms and integrates people, processes and technology while ensuring compliance and ease of management for IT.

EMERGENCE OF THE VIDEO-FIRST ENTERPRISE

Users are Demanding Video-first Experiences that Bridge Distances and Communication Gaps

To build the rapport, trust and full engagement, the modern workforce is demanding newer, better ways of sharing information—**video collaboration is leading the way.**



REPLACE LEGACY TECHNOLOGIES WITH HIGH-VALUE VIDEO COLLABORATION

-  Drive a stickier experience with rich interactions
-  Promote employee engagement and productivity
-  Improve the quality of each interaction for greater innovation, better talent acquisition, faster time to market, and higher revenues

Video Collaboration’s Impact on Key Facets of Business



Source: Frost & Sullivan—An End-User Perspective on Workplace Communications and Collaboration, Global.

MOVE YOUR BUSINESS TO ONE-STOP CLOUD COMMUNICATIONS

Business leaders are rethinking their approach to collaboration and seeking better ways to enhance interactions between customers, partners, stakeholders and employees.

The cost and complexity of deploying and managing multi-vendor communications solutions is the second most pressing challenge IT departments face, compelling businesses to consolidate and integrate disparate platforms and applications with one-stop cloud communications.

Top IT Challenges
GLOBAL, 2020-21



N = 1,636

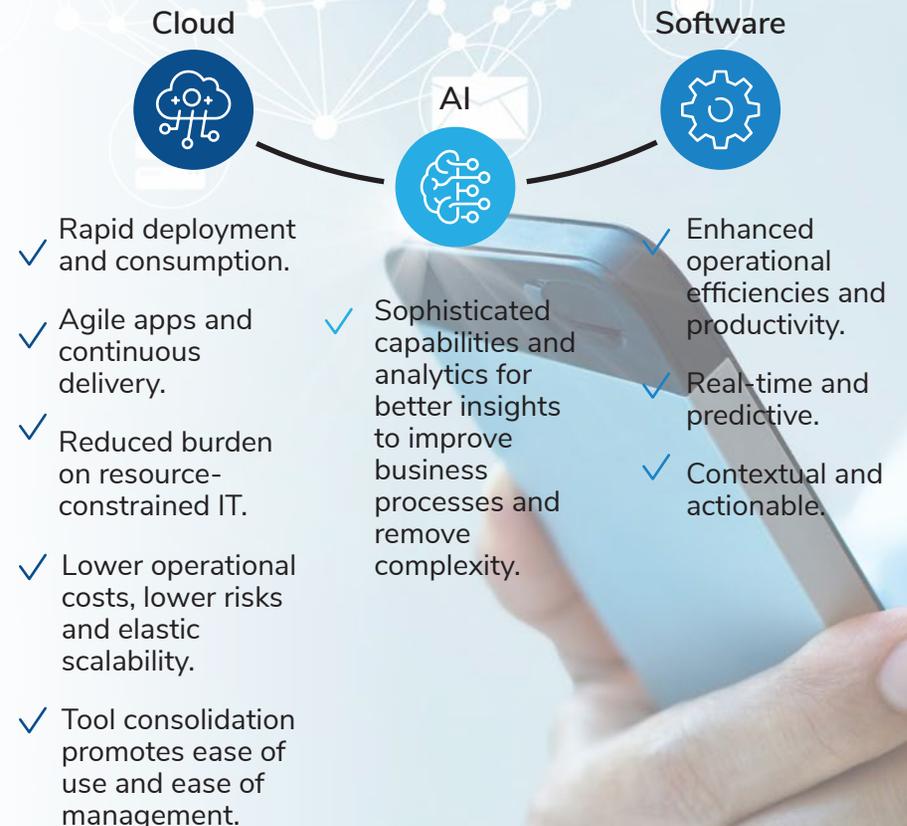
Source: Frost & Sullivan Survey

The future is in cutting-edge technology that offers **ONE STOP CLOUD COMMUNICATIONS** and a unified user interface across multiple modalities—Voice, Group Chat, Video, Content Collaboration, and File Sharing

Cloud, software, and AI are the core pillars of digital transformation



82% of businesses surveyed have moved or plan to move part or all of their enterprise telephony solutions to the cloud



The workplace of the future is one that puts **people first**. By providing an integrated suite of cloud communication applications, the modern workplace gives the power of choice to its employees to decide where, when and how they work.



SOLUTION SPOTLIGHT: 8x8

Newer approaches to deploying enterprise communications and collaboration have removed the traditional barriers related to complexity and costs and offer high-quality communications with flexible deployment models. 8x8 has been at the forefront leading the transition to cloud.

With the addition of 8x8 Video Meetings to 8x8 X Series' all-in-one cloud communications, dispersed teams can seamlessly move interactions from chat or calls to HD video and screen sharing with a single click of a button for effective collaboration.

Work smarter and better by implementing agile, one-stop cloud communications that enables:

- **CONSISTENT USER EXPERIENCE** across devices, locations and environments—desktop, mobile and meeting rooms
- **ALL-IN-ONE TEAM COLLABORATION**—global calling, company directory, presence status, 1:1 and team chat with file sharing, HD video conferencing with instant screen sharing—in a single application.
- **AGILE CLOUD, FLEXIBLE CONSUMPTION** with centralized admin and control, and user profile personalization.

8x8 X Series

- ✓ One platform for global voice, HD audio and video meetings with instant screen sharing, universal team messaging, omnichannel contact center and user presence management.
- ✓ Consistent experience across desktop and mobile devices and meeting rooms.
- ✓ One platform for recordings, transcriptions, analytics, quality management and IT governance.
- ✓ Integrates with enterprise calendar, directory, SSO systems.

8x8 Video Meetings: Collaborate Faster, Work Smarter



DESKTOP

One comprehensive application for voice, video and chat communications and collaboration



MOBILE

Secure voice, chat, and video communication and collaboration on the go for Android and iOS



WEB

Hosts can start and guests can join a meeting instantly with no installs with the Meetings web app



ROOMS

In-room solution integrates with existing or commodity hardware for joining meetings from physical spaces

WHAT CUSTOMERS ARE SAYING



We use 8x8 Video Meetings on mobile phones for real time debugging of robots on the production floor. Being able to share, in real time, photos and screenshots with the vendor's technical support has cut in half the time it takes to get those robots and production back online. Having all of our communications on one platform, integrated into our key systems like Salesforce, is **EMPOWERING OUR TEAMS WITH THE RIGHT COMMUNICATION TOOLS AND THE RIGHT INFORMATION**. Most importantly, we have this information in real time to drive faster, more relevant collaboration.

Matt Baker, Corporate IT Project Manager at Mold-Rite Plastics



8x8 continues to innovate. The new 8x8 meetings experience makes it easier to conduct video meetings with instant join and screen share and an intuitive user experience. We're committed to delivering the best possible customer experience for our clients and 8x8 Video Meetings **IS THE CLOSEST TO BEING THERE IN-PERSON**. It is a big step forward and a key part of our unified communications solution.

Damian Byrne, Group IT Director at Bionical Solutions Ltd.

NEXT STEPS—5 PILLARS TO DESIGNING CONNECTED TEAMS

It's essential to identify and partner with forward-thinking providers that have invested in emerging technologies to address the changing needs of modern work.

Simple and Scalable



Easy to use, no download for guest users

One-touch to join; intuitive

Secure and Reliable



End-to-end encryption and compliance support

Always on and highly redundant for business continuity

One-stop Communications



A single-source cloud collaboration platform that unifies global calling, video meetings, content collaboration, web streaming, group chat with presence, and file sharing

AI-driven



Real-time analytics on usage and quality of meetings that lead to informed decisions

Automated transcripts and speech analytics

Open and Extensible



Easy integration with users' choice of third party communication apps

Vertical integration that keeps workers on-task within workflows and provides communications in context



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