

Designing the Workplace for Collaboration



Workplace Transformation

Interactive Map

Personal Desk

Jump Spaces

Huddle Spaces

Ideation Rooms

Meeting Rooms

Board Rooms

Delivering Seamless Experiences

Cognitive Experiences Driven by AI

Analytics and Simplified Management

Summary

Building the Next-Generation Workplace

Workplace transformation is continuing to pick up steam—and for good reasons. Businesses are seeking to increase business agility and strengthen team collaboration to gain a competitive advantage and improve business outcomes. At the same time, they are looking to reduce costs by optimizing real estate and facilities investments. While technology is leading to greater workforce mobility and flexibility, many organizations are trying to figure out how to take advantage of these trends to fundamentally improve the way people work, whether they are in the office or working remotely.

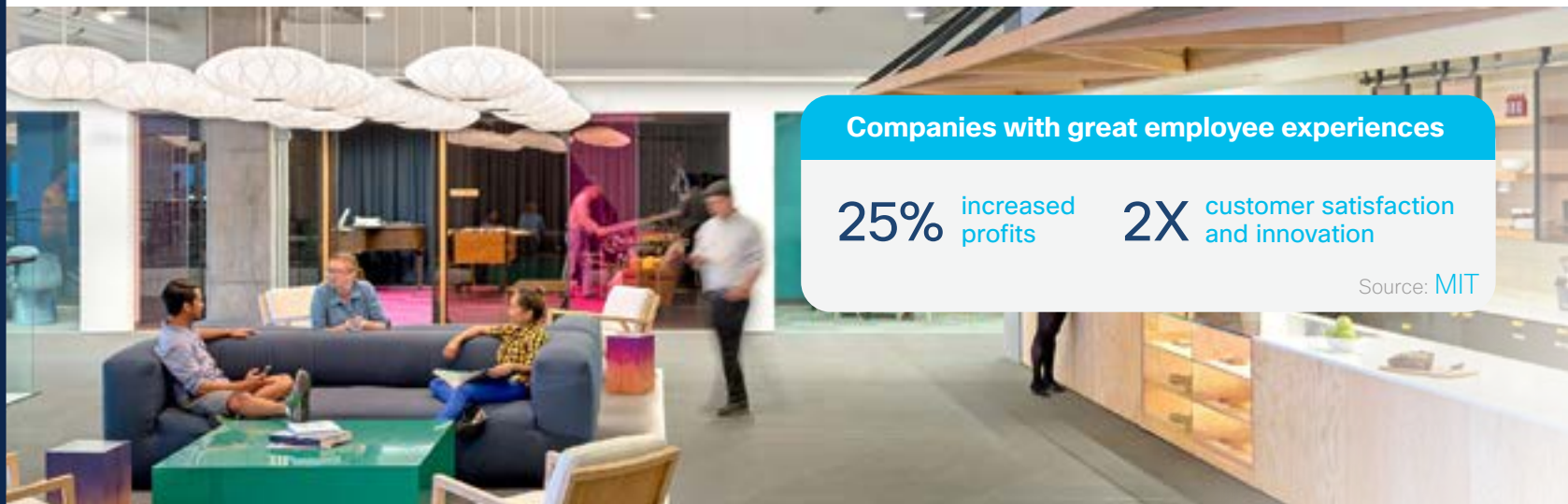
In this eBook, you'll learn how collaboration devices support the next-generation workplace by enabling teams to work together seamlessly in any space— together with the analytics needed to continually optimize the workplace.

Factors contributing to workplace transformation:

- Evolving workforce demographics
- Changing nature of work
- Demand for flexibility
- Technology disruption
- Growing customer expectations

Outcomes of workplace transformation:

- Improve employee engagement and productivity
- Attract and retain top talent
- Provide greater organizational flexibility and agility
- Enrich the customer experience
- Create a culture of innovation
- Optimize real-estate expenses



Companies with great employee experiences

25% increased profits

2X customer satisfaction and innovation

Source: MIT

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Today's Trends are Transforming the Workplace



Agility

94% of companies say agility and collaboration are critical to success, but only 6% say they are highly agile today.¹

Traditional offices were designed for employees who primarily focused on process-oriented work. Today, most of that work has been automated, outsourced or streamlined. Organizations are moving toward a more agile, activity-based approach that places a higher value on innovation and problem solving. This shift requires work environments that place a greater emphasis on collaboration.

To support this new way of working, organizations are redesigning their facilities to provide employees with more choices, so they can better align spaces to workplace activities, such as concentrating, collaborating, learning and socializing. This new approach encourages movement throughout the day, providing collaboration tools to help people stay connected both inside and outside of the workplace.



Workforce demographics

Millennials will be 3/4 of the workforce by 2025.

70% of millennials would make trade-offs for a better workplace.²

Changing workforce demographics and the values that new generations bring to the workplace are influencing how companies approach attracting and retaining top talent. Research shows that the workforce increasingly values flexibility and improved work-life balance.

Workplaces need to be designed to allow everyone to work together effectively, encourage collaboration, and most importantly, to allow the sharing of information from the most experienced employees to the newest.

¹ [Deloitte: The organization of the future: Arriving now](#)

² [CBRE: What Millennials Really Want in the Workplace](#)

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Increasing mobility

70% of workers globally work remotely at least one day a week.⁴

90% of organizations will offer mobility to workers by 2020.⁵

Technology has redefined how and where people work. Empowered to collaborate from anywhere, employees are becoming increasingly mobile, with less need for a physical workplace.

To successfully deliver on the promises of workplace transformation, organizations need an in-depth understanding of how work is being done today. As the workplace is redesigned, so must the individual work activities. Mobility, both inside and outside of the workplace, will be an inherent feature of every future work environment. Collaboration technology must support all work-styles (office, remote and mobile) and ensure that workflows are uninterrupted and frictionless.



Facility utilization and real estate costs

30-40% of spaces in an office are underutilized on any given work day.⁶

As the percentage of mobile workers rises, many companies are finding themselves sitting on under-utilized and expensive real estate portfolios that drain company resources.

Workplace transformation projects create a tremendous opportunity to re-evaluate and optimize an organization's real estate portfolio, creating a source of cash that can be used to fund the creation of the new work environment.

⁴ [IWG: The End of the Traditional 9-5? IWG New Study Finds 70 Per Cent of Us Skip the Office to Work Elsewhere](#)

⁵ [Frost & Sullivan: Connectivity and convergence](#)

⁶ [Occupancy Planning Annual Report 2017, JLL](#)

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How Collaboration Devices Drive Workplace Transformation

Collaboration technology plays a foundational role in the next-generation workplace

Workplace transformation isn't an "if we build it, they will come" strategy. Redesigning the office for today's workforce takes thoughtful strategy and planning. You'll want to consider the desired activities and outcomes of each space—will the space primarily be used for concentration, socializing, learning or collaboration? Factors such as room size, furniture, technology and design should be considered and evaluated to ensure that the environment aligns to the goals of each space.

It's important to look at every space as an opportunity to optimize employee productivity and satisfaction. The best way to remove friction from the collaboration process is to ensure that every employee enjoys a consistent experience, whether at their desk, in a huddle room, or in the boardroom.

When evaluating spaces, start with a basic checklist for required capabilities, such as:

- Can this room support the right number of collaborators?
- Does the room have video conferencing?
- Can employees join a conference call?
- Is there a whiteboard available?
- Can individuals book this room?

Next, consider how employees will be using the space:

- Can employees rely on a collaboration device to support all the collaboration needs of the space?
- Can employees seamlessly share, work, collaborate and co-create in the space?
- Do the collaboration devices work seamlessly with the productivity tools we're already using?
- Can employees expect the same experience in every space, from the desk to the boardroom?
- If something goes wrong, can I easily pinpoint and fix the issue?

**Navigate your workplace transformation.
From here, you can jump to:**

Designing the Workplace

Providing a Seamless Experience Everywhere

Cognitive Experiences Driven by AI

Advanced Analytics and Simplified Management

Designing the Next-Generation Workplace Map

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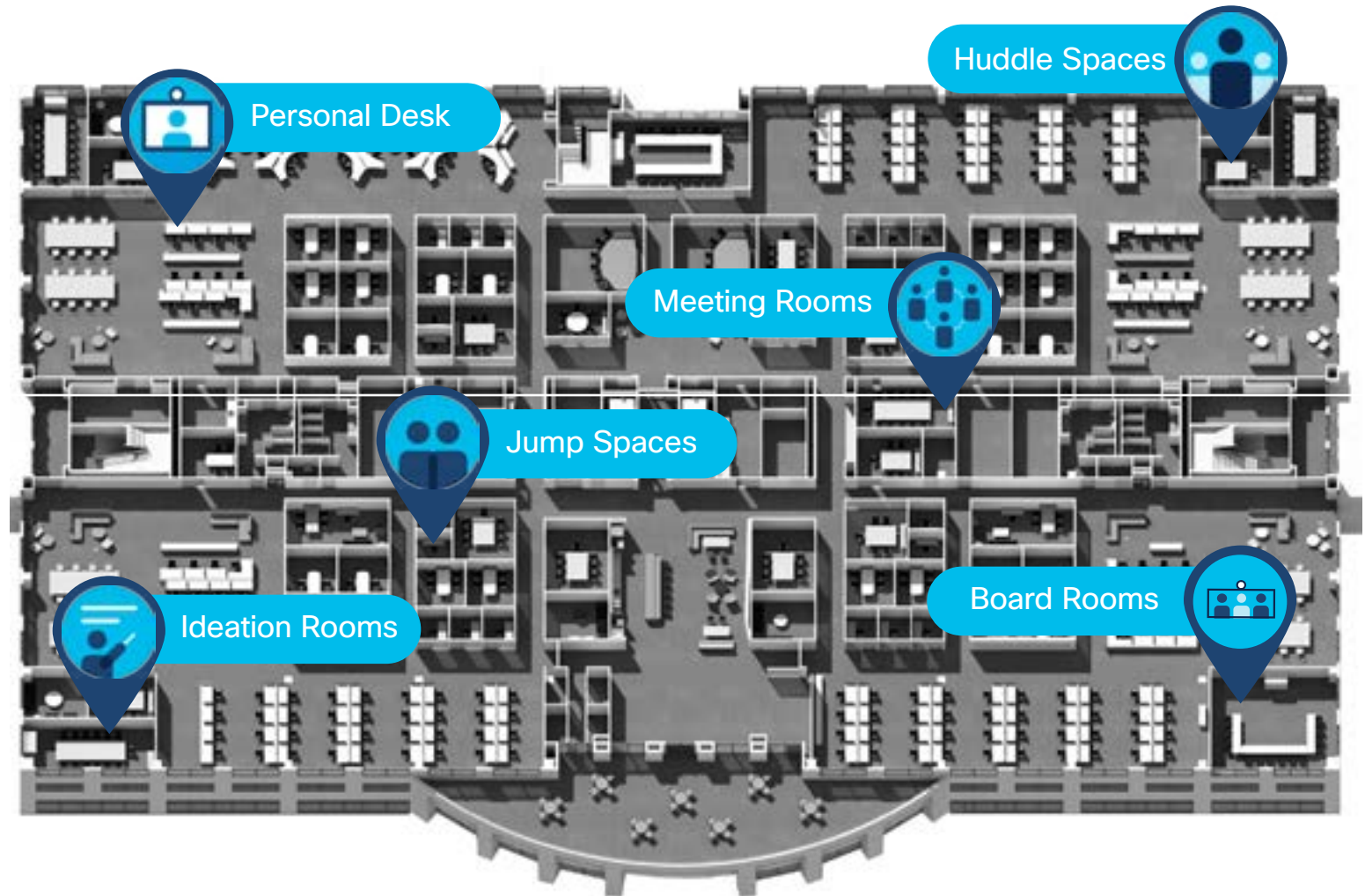
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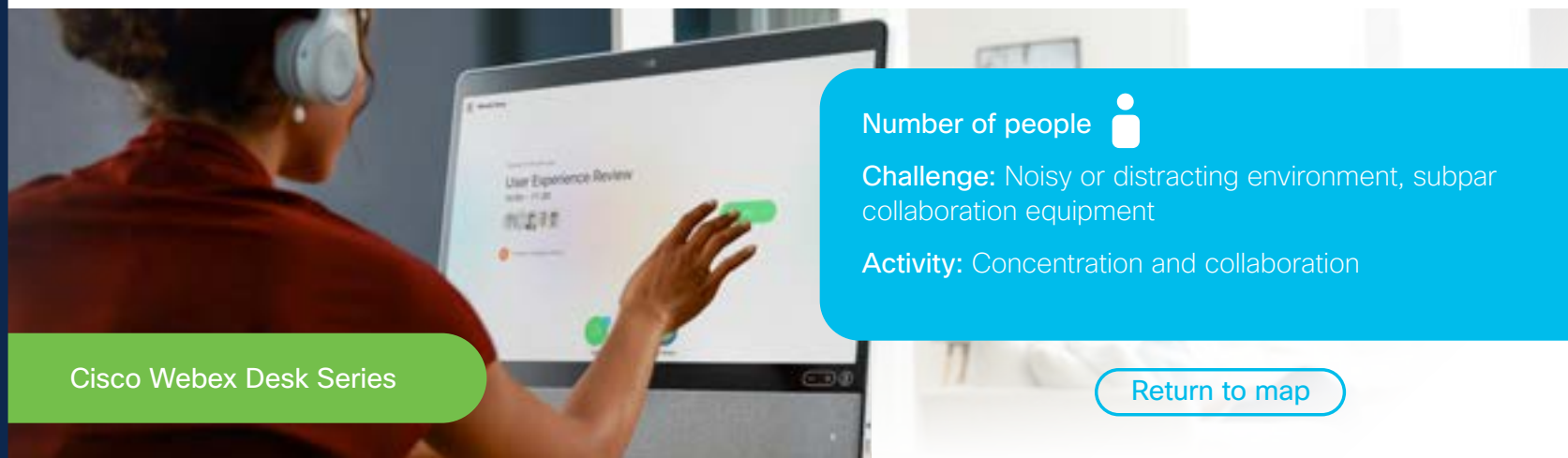
Personal Desk (In-Office or Remote)

The primary place you work and collaborate

The desk is where employees spend most of their time, but they often rely on multiple devices and application to collaborate and get work done. Whether they are working from home or in the office, employees need access to collaboration tools that seamlessly integrate into their workflow, offering the same experience no matter where or how they collaborate. This seamless experience helps remove points of friction that can slow productivity throughout the work day.

The ideal all-in-one desk solutions should include:

- High-quality hardware designed to improve productivity and collaboration
- Quick and easy access to calling and videoconferencing software
- Collaboration software that seamlessly integrates with the productivity tools the workforce is already using
- Co-creation capabilities for desk-based digital whiteboarding, brainstorming, and scrum meetings
- Advanced AI capabilities to help remove friction and provide contextual insights
- Noise detection and suppression to keep the audio crisp and clear in noisy environments
- Ability to replace much of the clutter on the desk, such as phones, webcams, speakers, monitors, or docking stations, with a single device



Number of people 

Challenge: Noisy or distracting environment, subpar collaboration equipment

Activity: Concentration and collaboration

Cisco Webex Desk Series

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Jump Spaces and Focus Rooms

The quiet space you “jump” in and out of to focus or collaborate

Jump spaces and focus rooms are small rooms suitable for one or two people. They have risen in popularity along with open office floor plans as spaces where people can focus or meet with team members in a private setting. The space itself can be a small room, phone booth, or cabin. Traditionally, these spaces lack advanced communication and collaboration tools, but employee expectations are changing. With the rise of the open office, employee demand for more spaces to meet and connect with remote colleagues is the [number one factor](#) driving increased meeting space deployments. Jump spaces and focus rooms help provide a quick, ad-hoc space where people can step into a quiet environment for an important meeting, or to concentrate on their work.

The ideal, all-in-one collaboration solution for focus rooms and jump spaces should include:

- Ability to function as a shared device that any employee or guest can use
- Ability to extend a laptop so the device can be used as a primary monitor
- High quality hardware designed to improve productivity and collaboration
- Quick and easy access to calling and videoconferencing software
- Seamless co-creation capabilities for digital whiteboarding and brainstorming
- Advanced AI capabilities to help remove friction and provide contextual insights
- A digital assistant and calendaring system to book the room or determine availability
- Analytics for optimization and insights into utilization



Cisco Webex Desk Pro

Number of people

Challenge: Typically not equipped for collaboration

Activity: Concentration, collaboration and co-creation

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Huddle Spaces

The local area for ad-hoc meetings with internal and external collaborators

A huddle space is a small room or open space that accommodates meetings for just a few people. Huddle spaces are becoming increasingly popular as teams need informal spaces to connect and drive work forward. Every organization, large and small, needs to dedicate a portion of their workplace toward small group collaboration. These spaces need technology that enables teams to share ideas and collaborate effectively.

The ideal collaboration solution for huddle spaces should include:

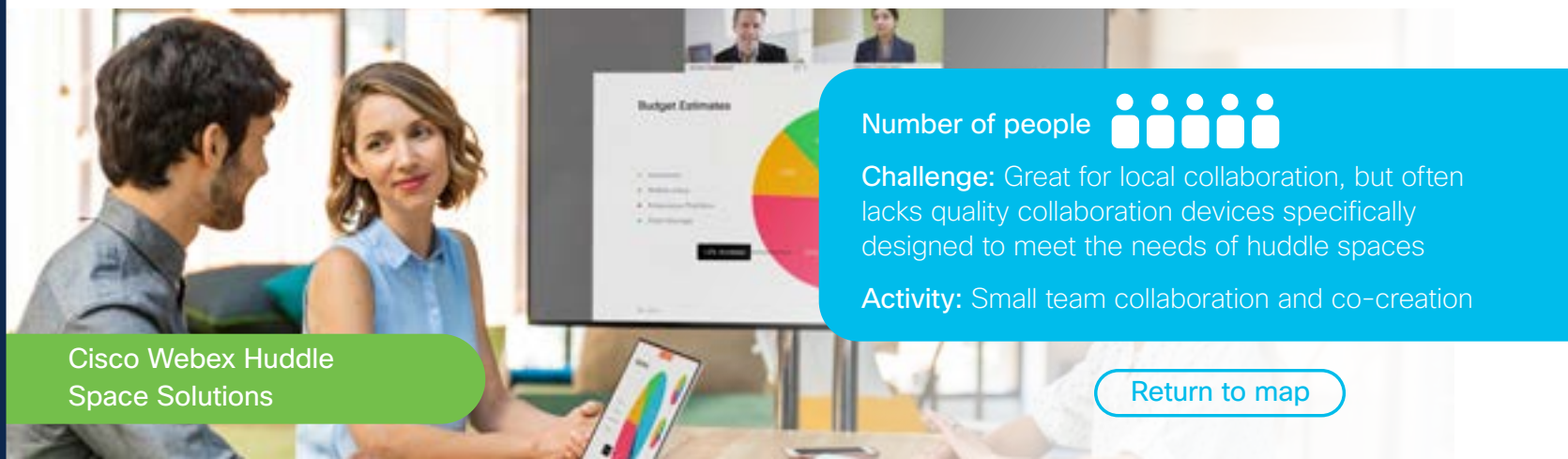
- High-quality videoconferencing capabilities
- Ability to share content on the screen locally or within a virtual meeting
- Co-creation capabilities if the space is being designed with ideation in mind
- Analytics for optimization and insights into utilization

“While we thought evaluating such a feature-rich offering might turn into a daunting task, our fears were relieved after experiencing the easy and natural workflow from the perspective of the end user.”

– Wainhouse Research on the Cisco Webex Room Kit Mini

Depending on the activity underway in the huddle space, organizations can use a variety of collaboration devices. When planning a huddle space, consider the following:

- Will the teams in this space need to collaborate with remote colleagues, partners, or agencies?
- Does the space need only videoconferencing capabilities or will it be used for co-creation and digital whiteboarding?
- Do I have enough huddle spaces to support the number of ad-hoc meetings that teams need?
- Can teams quickly join a meeting?
- Does the device come equipped with noise detection and suppression if it's located in an open space?



Cisco Webex Huddle
Space Solutions

Number of people



Challenge: Great for local collaboration, but often lacks quality collaboration devices specifically designed to meet the needs of huddle spaces

Activity: Small team collaboration and co-creation

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Agile and Ideation Rooms

The room where ideas are born, progress is made, and alignment is achieved

Agile and ideation rooms are small to medium sized rooms that allow teams to gather, share ideas, and make progress toward their goals. These rooms are typically equipped with a whiteboard, dry erase markers, and sticky-notes. However, these limited tools make it difficult to share content after the meeting, or include remote participants.

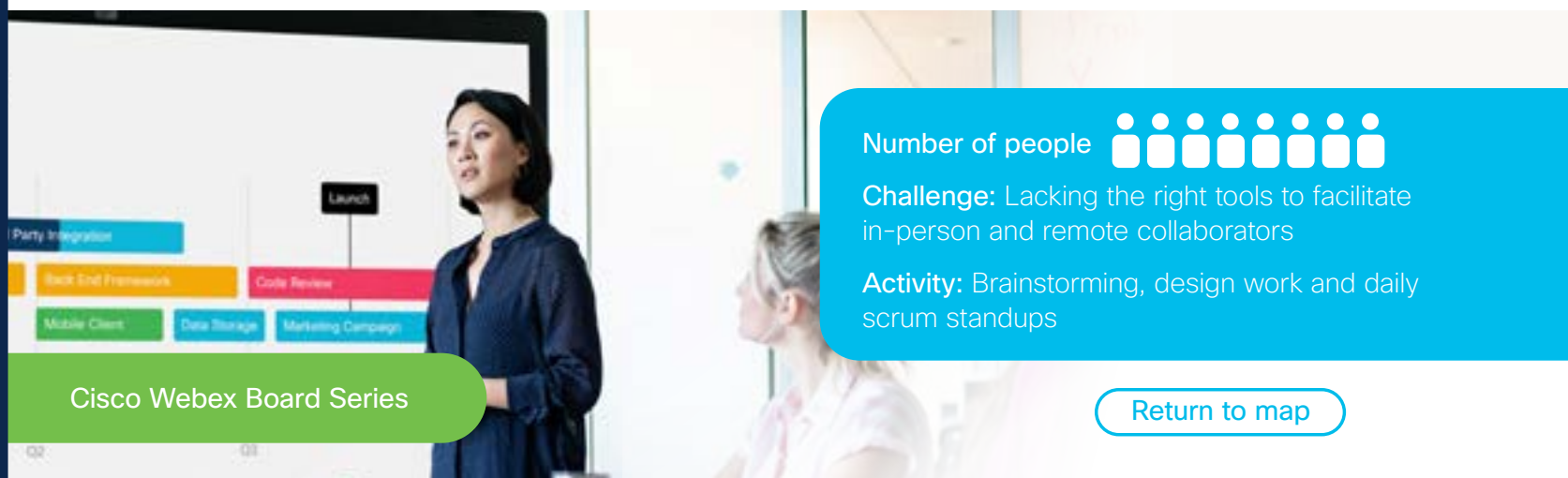
The ideal, all-in-one collaboration solution for agile and ideation rooms should include:

- Ability for multiple people to collaborate simultaneously
- Dedicated stylus for clean and clear whiteboarding
- Ability to access whiteboards anywhere and pick up right where you left off
- High-quality videoconferencing capabilities
- Easy pairing with laptops and mobile devices to wirelessly connect and share content
- Ability to share content locally or in a virtual meeting
- Ability for multiple devices to be connected so everyone can participate

- Multiple ideation board screen size options to fit the number of people in the space
- Integration with third party applications such as Office 365, Trello, and Salesforce
- Advanced AI capabilities to help remove friction and provide contextual insights
- Analytics for optimization and insights into utilization
- Digital signage to help drive employee awareness, engagement and productivity

“The Cisco Webex Board wakes up when you enter the room and is supported through its app, so users can share their presentations and thoughts, and work together on new ideas.”

– Eline Hamelijnc, Marketing Manager at Tribes



Number of people



Challenge: Lacking the right tools to facilitate in-person and remote collaborators

Activity: Brainstorming, design work and daily scrum standups

Cisco Webex Board Series

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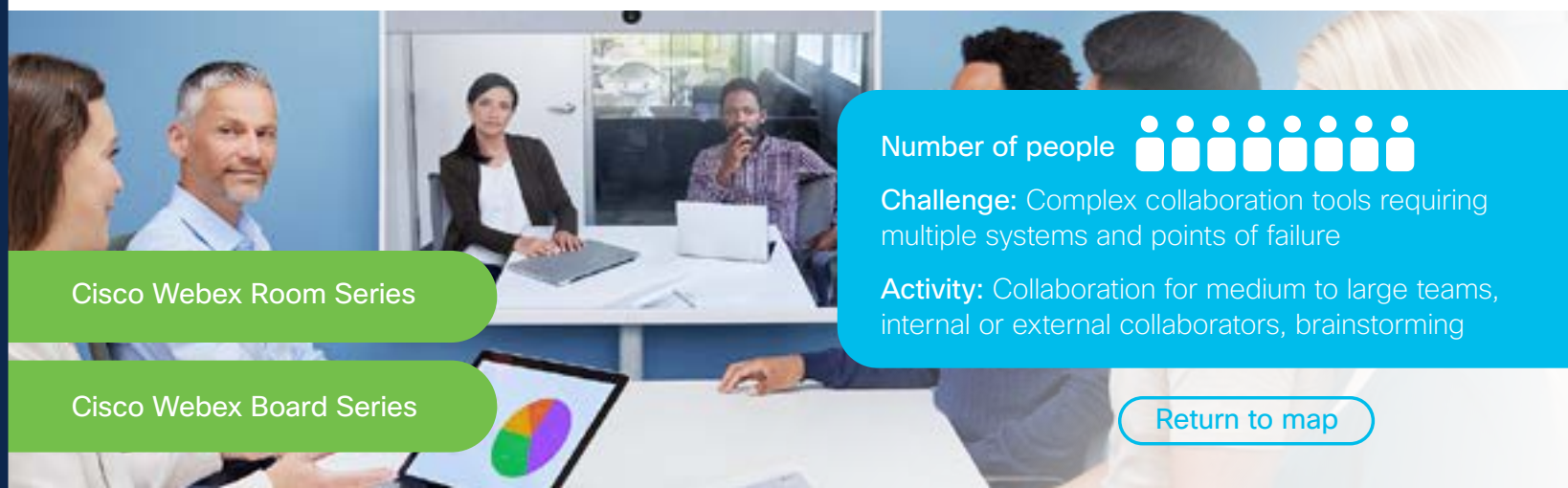
Meeting Rooms

The room where teams gather to get work done

Seasoned employees know the meeting room can be fraught with issues. Typically equipped with a conferencing phone, projector, whiteboard, and outdated video conferencing equipment, these rooms are burdened with multiple points of failure. Modern collaboration devices have the power to replace much of the technology in these spaces. With a single device, you have a single pane of glass view to manage and triage issues instead of monitoring multiple systems. A modern meeting room can provide a pleasant experience for the workforce, leaving behind its image as the most frustrating space in the office.

The ideal collaboration solution for meeting rooms should include:

- High-quality videoconferencing capabilities
- Ability to share content on the screen locally or within a virtual meeting
- Optional co-creation capabilities if the space is being designed with ideation in mind
- Ability to replace much of the clutter in the room, such as phones, whiteboards, and projectors, with a single device
- Quick and easy access to calling and video conferencing software
- Noise detection and suppression to keep the audio crisp and clear
- Advanced AI capabilities to help remove friction and provide contextual insights
- A digital assistant to book your rooms and manage meeting tasks
- Analytics for optimization and insights into utilization



Cisco Webex Room Series

Cisco Webex Board Series

Number of people

Challenge: Complex collaboration tools requiring multiple systems and points of failure

Activity: Collaboration for medium to large teams, internal or external collaborators, brainstorming

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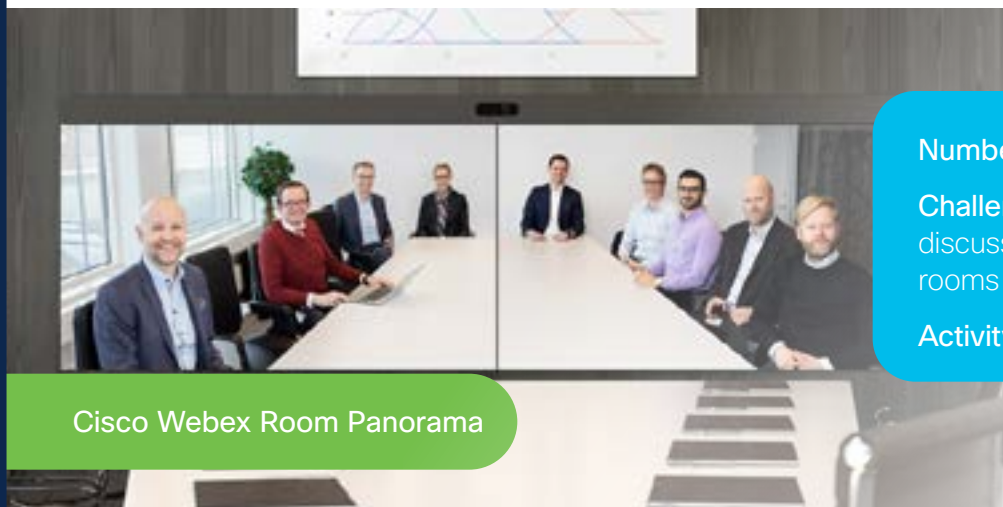
Board Rooms

The room where executive decisions are made

The C-Suite requires an experience that brings executives and partners together as if they were sitting face-to-face—even if distance is a barrier. The collaboration devices in the board room need to combine high-end, customizable designs with intuitive, powerful functionality as no other space is more of a reflection on the leadership team and the company.

The ideal collaboration solution for the board room should include:

- A premium video experience
- Crystal clear audio and high-definition displays
- Directional sound to emulate the in-person experience
- Shareable content without sacrificing video
- AI-enabled capabilities with facial recognition and name labels
- A digital assistant to help with starting the meeting, taking notes, and transcription
- Customizable high-end finishing and furniture



Number of people

Challenge: Where the most strategic and important discussions occur, you need an experience that bridges rooms across the world

Activity: Internal or external collaboration and briefings

Cisco Webex Room Panorama

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The Same, Open Experience Everywhere

Getting work done and collaborating often takes multiple apps, devices and locations. With work happening everywhere, both physically and digitally, people need a seamless experience from the home office and the desk all the way through to the board room.

Enabling every employee with a full-featured, intuitive collaboration experience that allows them to message, meet, call, share content, and collaborate from any space is a foundational requirement for workplace transformation. What's needed is a platform that provides these key collaboration capabilities and interoperates with the productivity tools employees use every day so workstreams aren't interrupted and people remain engaged and productive throughout the day. Collaboration point products alone can't solve these issues.

A consistent experience helps remove friction from the collaboration process. Empowering your workforce with a high-quality solution they can count on to work every time, a familiar UI, and capabilities that are easy to use from day one will go a long way toward achieving your workplace transformation goals.

A comprehensive collaboration solution should provide:

- A single integrated portfolio providing the ability to share and organize ideas, conduct scrum meetings, and brainstorm with local and remote participants
- Ability to leverage familiar tools and workflows in a familiar UI with business applications such as Office 365, Google Docs, and Trello to support uninterrupted workstreams
- Ability to share screens with any remote participants, creating a seamless experience and removing geographic boundaries
- Digital signage integration to drive employee awareness, engagement and productivity across your entire organization



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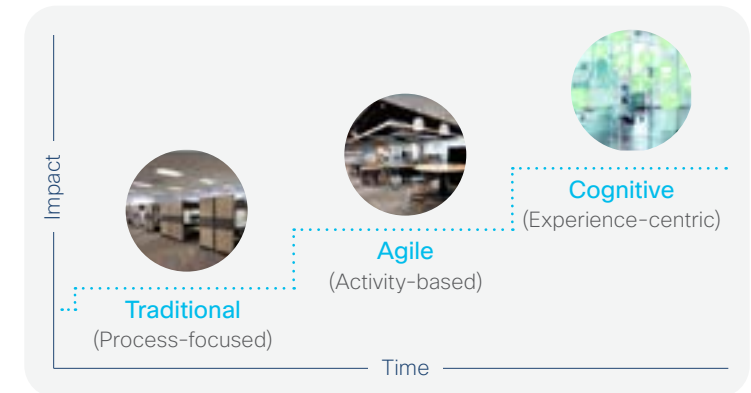
Next-Generation, Cognitive Experiences Driven by AI

Artificial intelligence has been a hot topic in the industry for years, but we're now entering an era where cognitive workplace experiences are turning from the realm of science fiction to reality. Artificial intelligence is redefining workplace experiences today by:

- Removing friction from the collaboration process
- Enriching the collaboration experience
- Driving employee adoption and engagement
- Allowing organizations to optimize workplace assets

The cognitive workplace solves many of today's meeting issues, such as:

- The inability for employees to find a meeting space that is truly available
- The over-booking culture where people book multiple spaces and don't cancel
- Inefficient use of space, such as two people in a 10-person room
- Finding an available room, only to discover that it is offline or its technology is not working



Today's organizations need a solution that looks more broadly at this problem, across the entire collaboration space journey. Every workplace experience is fair game for optimization—whether it's how employees identify the best place to work when they come to the office; how they personalize that space; how they navigate the environment; connect with co-workers; and find out what's going on with their colleagues, team, and the company.



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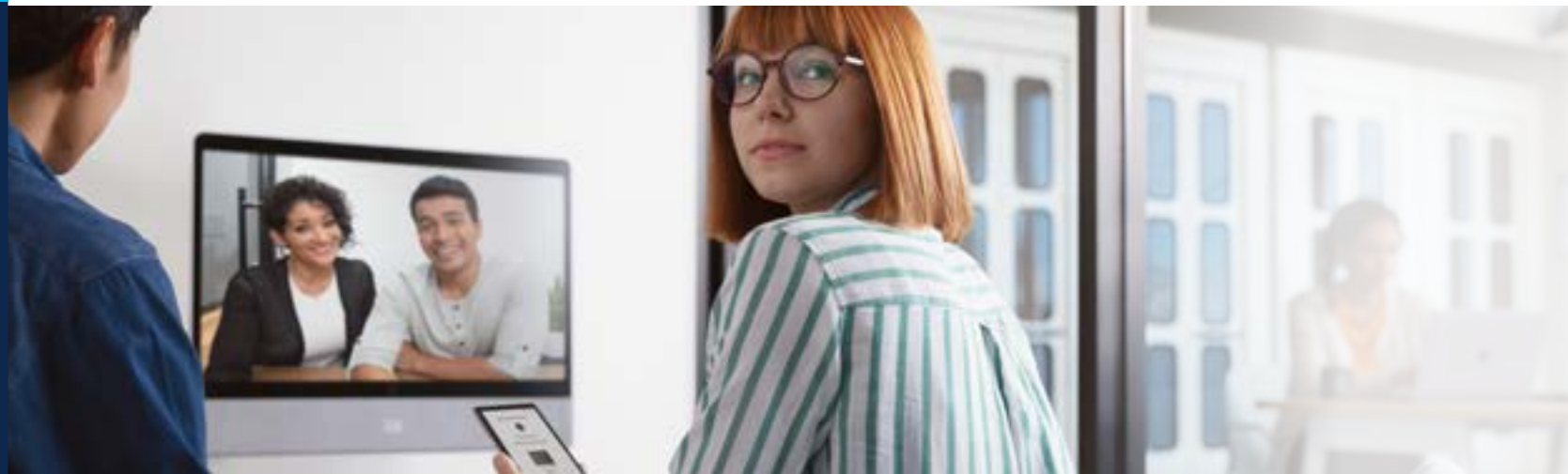
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Collaboration devices are increasingly being developed with capabilities that can provide insight into how your workplace is performing. For example, face detection technology can count the number of people in the room. Face detection sensors can provide data on when people are using the meeting rooms for in-person only meetings and help them identify individuals that are booking spaces and not showing up (ghost meetings). No-show meetings are a serious issue, and can account for as much as 40% of the overall meetings booked, resulting in wasted resources and frustrated employees.

“Cisco is signaling a portfolio-wide commitment to AI technologies that facilitate collaboration”

– TalkingPointz

In the future, connected workspaces will play major role in delivering cognitive experiences that enhance collaboration. Imagine if every space in the office were equipped with [cognitive collaboration](#) devices that could enable employees to walk up to a room, automatically check availability, and book it with voice commands. If the room is booked, the solution would point the employee to another room that is available—even if that room was previously booked and the person who reserved it failed to show up. Today’s mobile, collaborative workers crave this type of agility, and you’ll soon be able to deliver these capabilities with devices that are available today.



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Transforming the Workplace with Advanced Analytics and Simplified Management

Advanced analytics

Gathering the analytics to optimize every space is a top priority for workplace transformation. Over or under-utilized space means the organization is either wasting money or isn't adequately supporting employees—both come at a cost to the business. AI and Machine Learning technologies like face detection and people count, along with advanced analytics, can give organizations the data they need to provision the right number of meeting spaces to adequately meet demand.

Simplified Management

Deployment, management, and troubleshooting are some of the biggest challenges in supporting collaboration spaces. IT needs to easily deploy and manage devices, detect when a device isn't working properly, and quickly fix the issue when there is a problem. What's needed is a way to centrally manage and troubleshoot devices without having to be in the same location as the device.

With advanced analytics and simplified management of devices, you can:

- Gain a comprehensive view of where devices are deployed
- Push updates to all of the devices at once
- Enable or disable features
- Easily scale to meet the demands of the workforce
- Detect issues early so the users aren't the ones reporting the issue
- Optimize the workplace by understanding room utilization



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For workplace transformation to truly redefine your business, physical spaces need to merge with technology-driven experiences. Spaces must be designed for the desired outcome and equipped with the collaboration devices that effortlessly pair with applications people use every day. Whether it's a personal video desktop unit in a focus room, a video endpoint in a bookable conference room, or an ideation board in an open collaboration area, being able to move to a space and effortlessly start working is critical.

We are entering a new era—one where employees and organizations can see immense benefits by investing in workplace experiences and gaining the insights they need to continually optimize the workplace—from the desktop to the boardroom and beyond.

Learn more about how collaboration devices can support your workplace transformation in every space by visiting:

projectworkplace.cisco.com

Cisco Connected Workplace

Workplace transformation is a top priority at Cisco. To learn about the challenges we faced and how we increased employee satisfaction and improved productivity, while reducing our office space by 7.5 million square feet, read our case study.

Executive Summary

Challenge

- Aging workplaces
- Attracting top talent
- Reducing global real estate costs

Solution: Cisco connected workplace

- Created different types of spaces to support diverse work style
- Provided a variety of collaboration endpoint and applications
- Gave managers the latitude to set remote work policies depending on the job
- Wirelessly sensed occupancy patterns to continually improve space planning

Results

- 19% increase in employee engagement
- 14% increase in productivity, worth \$811 million annually
- Recruitment advantage: 66% of new hires say workplace influenced their decision to join Cisco
- Retention advantage: 73% of employees say they are satisfied with their work-life balance
- 59K tons of CO2 emissions avoided annually
- 26% drop in global real estate costs despite 7% increase in workforce

[Connected Workplace Case Study](#)