



# THE MODERN COMMUNICATION & COLLABORATION HANDBOOK

NEW RULES & TOOLS FOR THE WORK-FROM-ANYWHERE WORKFORCE







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## WORK IS NO LONGER A PLACE. IT'S WHAT YOU DO.

If 2020 taught us anything, it's that "work" isn't a place, it's what you do. It's no longer about sitting in the same office or cubicle every day. It's about having meaningful conversations with your colleagues, partners, and clients that inspire new ideas for innovation and growth.

While COVID-19 has undoubtedly posed numerous challenges for businesses worldwide, it also has presented us with a unique opportunity to challenge convention and completely rethink the way we communicate, collaborate, and get things done. Hybrid working is quickly taking shape as the **FUTURE OF THE WORKPLACE**. During a time when many employees are juggling work with homeschooling and caretaking, hybrid working gives everyone the power to work at any time, to stay connected from any location, and to collaborate and be productive when inspiration strikes.



**THE PANDEMIC PRESENTS US WITH A UNIQUE OPPORTUNITY TO  
CHALLENGE CONVENTION AND COMPLETELY RETHINK THE WAY  
WE COMMUNICATE, COLLABORATE, AND GET THINGS DONE.**



# THE TROUBLE WITH TODAY'S REALITY

Hybrid working offers employees a whole new level of flexibility—something that many members of the workforce have been seeking for years. But making hybrid working a reality takes careful thought, planning, and the right technology. It's up to IT to bring all these ingredients together to create a future-proof communication and collaboration strategy.

Cloud communication and collaboration platforms have made working from anywhere easier than ever, but the quality of audio and video in most computers and mobile phones hasn't kept up with the needs of modern businesses. Built-in laptop cameras and smartphone microphones are fine for chatting with friends, but poor video quality and background noise provide a sub-optimal experience when talking to a client, customer, patient, student, and the like.

Limitations ultimately create frustration for all parties, leading to hindered productivity, lost employee engagement, and a damaged business reputation. You need professional solutions to help you maximize your cloud communication experiences.



## **BUILT-IN LAPTOP CAMERAS**

often project images that are dark and grainy, making virtual collaboration feel awkward and impersonal.



## **LAPTOP & SMARTPHONE MICROPHONES**

pick up background noise, making conversations feel chaotic and unprofessional.



# HOW COVID-19 HAS SHAPED KEY INDUSTRIES

We all have been impacted by COVID-19 in some way. However, the healthcare and education sectors and central government agencies have been transformed by it, and it's creating new realities for the way people connect, communicate, and collaborate. Technology is the driving force to help organizations and their workforces adapt.

## HEALTHCARE

Healthcare institutions have used telemedicine and video conferencing for years, but the pandemic has accelerated their adoption and reaffirmed their critical role moving forward.

01

**Practitioners and hospitals** are having telemedicine visits with patients in order to reduce office visits and hospital bed capacity.

02

**Psychologists and psychiatrists** are having phone and video calls to check in with patients and keep tabs on their mental health.

03

**Medical schools and teaching hospitals** are running remote classes on surgical techniques, bedside manner coaching, and more.

04

**Functional teams and executives** are performing more duties in virtual and remote spaces.

## EDUCATION

In-person learning is always preferred for teachers, parents, and students, but health and safety concerns are making hybrid learning the most viable approach. But the shift to hybrid has exposed technology gaps, environmental issues, and other difficulties that make learning and teaching from home challenging.

01

**Elementary and high schools** have had to pivot their class formats and teaching techniques based on local COVID-19 infection rates, as well as guidelines from administrators and teacher unions. Teachers need to ensure students have access to reliable computers, learning software, and peripheral devices to provide a quality learning experience.

02

**Universities** have had to completely shut down campuses or limit the number of students permitted for in-person learning in order to minimize transmission rates. These realities have made immersive virtual learning models and easy access to course material both critical, heightening the importance of technology.

## CENTRAL GOVERNMENT AGENCIES

Many central government agencies were not prepared for the shift to teleworking when COVID-19 infection rates peaked. In the early spring, many IT leaders scrambled to implement short-term capabilities to get workers up and running.

01

**Central government agencies** have had to implement audio, video, and conferencing capabilities that eliminate distractions and support high-quality communication for workers as they hop between home spaces and offices.

02

**Agency IT leaders** are developing more long-term strategies to address COVID-19 concerns and ensure that central governments can maintain business continuity and productivity in light of other natural disasters.

03

**Central government organizations** must continue to balance providing employees with seamless communication and collaboration experiences, and secure access to critical information. That means all meetings, collaborative spaces, and information shared in these spaces remain secure.



# POWERING THE 'NEXT NORMAL'

To create a hybrid work environment that meets employees' needs and supports collaboration and productivity, you don't just need the right technology. You need a strategic partner that provides solutions, services, and guidance tailored to the realities of your industry and the needs of your business.

Poly can set you up for success. We offer solutions for every workstyle and workspace, including headsets, video devices, desk and conference phones, management software, and global services and support.

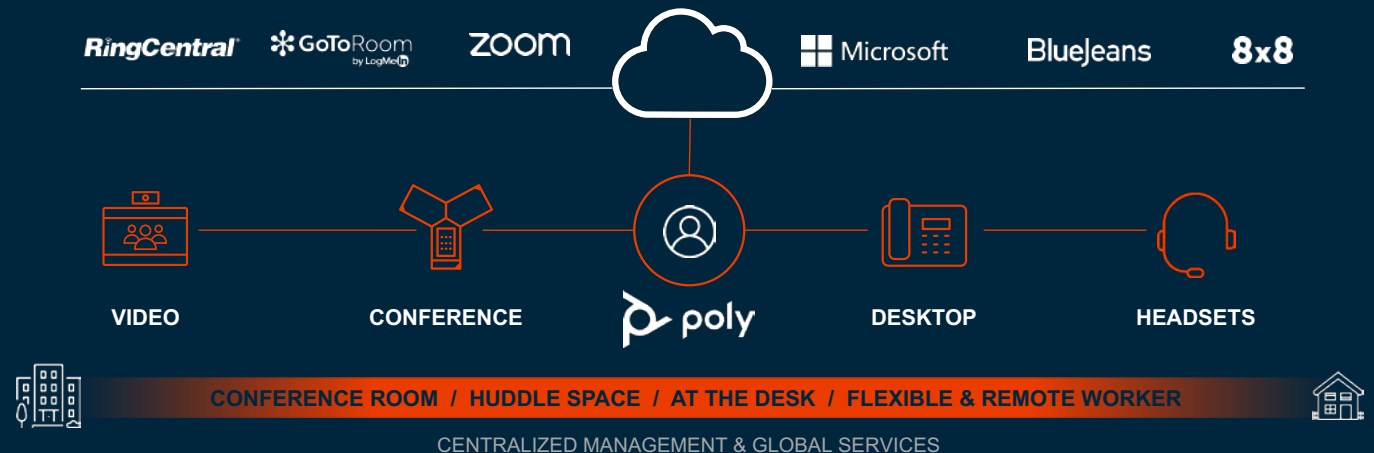


“As distance and remote working continues for many organizations, the need for a wide variety of UCC integrated devices will remain a top priority. No other vendor comes close to Poly's deep portfolio of devices for home, office, and everywhere in between.”

**ALAA SAYED**

**INDUSTRY DIRECTOR,  
FROST AND SULLIVAN**

## POLY DELIVERS END TO END



End to end portfolio, centralized management & global services for every workstyle & space in multi-vendor environments

# KEY CONSIDERATIONS BY WORKSTYLE AND WORKSPACE

No one works the same way. Different departments, job functions, environments, and individuals all have unique needs and requirements. Similarly, the needs of an office desk are wildly different than those of a conference room or home office.

When it comes to hardware, each workstyle and workspace should be considered carefully.

## FOR WORKSTYLES

A whopping 91% of your workforce can be classified into seven different work personas based on where they spend most of their day, how many devices they use to communicate, and the specific challenges they face while working.<sup>1</sup> Providing the right equipment for these workstyles is critical to driving productive and immersive experiences.

<sup>1</sup>Plantronics Persona Research, 2017

## FOR WORKSPACES

Consider both the experience of those in the space and everyone else on the call. A small huddle space will have different audio and video needs from a home office. Moreover, a desk in a private office may not require the noise-limiting technology you'd find in a higher-density environment like a customer support floor.





## AT THE DESK

Your employees may be working at home full time or spending more time socially distanced in the office. Make it simple for them to communicate professionally, no matter where they work.



**VOYAGER FOCUS UC**  
Stereo Bluetooth® Headset



**BLACKWIRE 8225**  
Premium Corded UC Headset



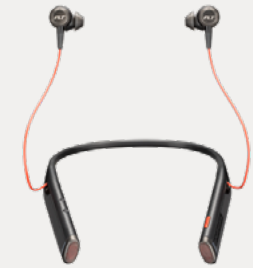
**SAVI 8200 OFFICE AND UC**  
Wireless DECT™ Headset System



**BLACKWIRE 5200 SERIES**  
Corded USB Headset



**CCX 400**  
Entry-Level Phone with Touchscreen



**VOYAGER 6200 UC**  
Bluetooth® Neckband Headset



**EAGLEEYE MINI**  
HD Video Conferencing Camera



**POLY SYNC 20**  
USB/Bluetooth® Smart Speakerphone

## ON-THE-GO

Your employees are multitasking more than ever. To juggle home and work tasks flawlessly, they need mobile solutions with unmatched noise cancellation and the highest audio quality possible. That way, they can get things done no matter where business takes them.



**VOYAGER 8200 UC**  
Bluetooth® Stereo Headset



**CALISTO 5300**  
Personal Bluetooth® Speakerphone



**VOYAGER 5200 OFFICE AND UC SERIES**  
Mono Bluetooth® Headset System



**POLY SYNC 20**  
USB/Bluetooth® Smart Speakerphone



**VOYAGER 6200 UC**  
Bluetooth® Neckband Headset





# CONFERENCE ROOM

If you've reopened or plan to reopen offices, you need to ensure conference rooms are equipped with the best technology. Create a secure, seamless way for in-office teams to connect with their remote peers.



**POLY STUDIO X50**  
All-In-One Video Bar



**G7500**  
Video Conferencing System



**EAGLEEYE DIRECTOR II**  
High-Performance HD Video Camera



**SOUNDSTRUCTURE C-SERIES**  
Installed Audio Solutions



**G40-T**  
Room System for Microsoft Teams



**TRIO C60**  
Smart Conference Phone

# HUDDLE SPACE

From impromptu brainstorms to weekly check-ins with remote team members, help employees have big conversations in smaller (but socially distanced) spaces.



**POLY STUDIO X30**  
All-In-One Video Bar



**POLY STUDIO X50**  
All-In-One Video Bar



**POLY STUDIO**  
Premium USB Video Bar



**EAGLEEYE CUBE**  
Smart Video Conferencing Camera



**TRIO 8300**  
Smart Conference Phone



# CALL CENTER

Your call center is a crucial touch point for engaging and serving your customers, especially if you're relying more on digital selling channels. Provide crystal-clear communication to create high-quality interactions, even if your service reps are working at home.



**ENCOREPRO 700 SERIES**  
Customer Service Headset



**SAVI 8200 OFFICE AND UC**  
Wireless DECT™ Headset System



**ENCOREPRO 500 SERIES**  
Customer Service Headset



**ENCOREPRO 300 SERIES**  
Customer Service Headset



**VVX 350**  
6-Line, Mid-Range IP Desk Phone



**EAGLEEYE MINI**  
HD Video Conferencing Camera



## A SEAMLESS EXPERIENCE ACROSS ALL UC PLATFORMS

Does your company primarily use one platform for all business communication and collaboration? Or do you need to quickly and easily jump between several providers depending on who you're speaking to? No matter your situation, Poly solutions provide your employees, partners, and customers with the best experience possible.

Poly also has deep integration with **ZOOM** and **MICROSOFT TEAMS**, so users have an immersive, native meeting experience. Poly solutions provide standards-based interoperability, giving your workforce the flexibility to switch between UC platforms easily. Device interfaces are intuitive, helping you reduce IT support calls and get maximum return on your hardware investments.



Google Cloud



ribbon



# IT MANAGEMENT TOOLS AND SERVICES

The keys to user success are ease-of-use, reliability, and quality. Poly provides self-service tools and high-touch, consultative services to help IT teams set up their teams for success, providing solutions to help you deploy, manage, monitor, and troubleshoot an end-to-end suite of devices.



## IT MANAGEMENT TOOLS

### POLY LENS

- Cloud-based management and insights for video and video endpoints
- Configure and monitor from anywhere
- Uncover insights into trends and adoption

### PLANTRONICS MANAGER PRO

- Cloud-based service that helps IT admins manage and monitor headset deployment easily
- Gain visibility and insight into adoption

### CLARITI

- All-in-one meeting platform deployed in a private cloud
- Provides tools for cross-enterprise visual collaboration: management, bridging, call signaling, and a video app

### REALCONNECT

- Cloud-based services that connect traditional video conferencing systems to Microsoft Teams or Skype for Business

# IT SERVICES AND SUPPORT

## HEADSET SERVICES

- Worry-free deployment and functionality to optimize end-user comfort
- Next business-day delivery on replacement units
- Cleaning and reconditioning for maintaining headsets and maximizing headset life

## SUPPORT SERVICES

- Our support services team meets various needs, from broadening and deepening support to providing ongoing guidance of specific systems
- A flexible support model helps companies meet various needs in all stages of hardware ownership
- Troubleshooting to resolution and quick hardware replacement services
- In-depth expertise helps reduce risk, increase uptime, and drive productivity

## MANAGED SERVICES

- Outsource day-to-day technology management responsibilities to our team of experts
- Reduce the burden on internal IT and keep collaboration solutions reliable and cost-effective
- Improve operations and accelerate a return on technology investments

## PROFESSIONAL SERVICES

- We provide end-to-end services and guidance for all phases of technology adoption, from planning to design, deployment, and optimization
- We provide onsite and remote support to reduce risk, tailor solutions, conserve resources, speed deployment, and more
- Unique services are available specifically for Microsoft Teams or Zoom users





AT A GLANCE:

## SEE THE POLY DIFFERENCE

**90%**  
**OF FORTUNE 500  
COMPANIES**

rely on Poly products and services to power their communication and collaboration. Here's why:

- 01 YOUR HEADSET, VIDEO, AND PHONE NEEDS. ALL IN ONE PLACE.**  
With Poly's extensive portfolio, you can find headset, video, and phone solutions for every workspace and workstyle. Find the right devices for needs while avoiding the hassle of juggling multiple contracts, services, hardware, and support.
- 02 INTEGRATED WITH YOUR PREFERRED PLATFORM.**  
Get wide-ranging interoperability with all platforms, along with deep integration into leading platforms Microsoft Teams and Zoom. Optimize your existing investments and avoid unwieldy rip-and-replace projects should you change providers.
- 03 QUALITY THAT'S SECOND TO NONE.**  
Our HD cameras and audio devices work great and feel natural. This makes team meetings productive while improving the quality of client communications.
- 04 FUTURE-PROOF COMMUNICATION.**  
Strong relationships with the leaders in collaboration and communication means our technology is always prepared to respond to the next workforce trend. We continuously innovate and expand upon our solutions so you can stay on the cutting edge of communication technology.
- 05 LOCAL SUPPORT. AROUND THE WORLD.**  
No matter where you and your remote employees work, you'll be backed by Poly experts and Preferred Channel Partners in your home market, language, and time zone.

# MAKE HYBRID WORKING A REALITY

There's no better time to develop your hybrid work strategy. Giving your employees best-in-class solutions and support to work anywhere at any time isn't just good for them—it's good for your business.

Poly can help you bring your vision to life, allowing teams to connect, collaborate, and perform at their best. A winning combination of innovative technology, consultative services, and a constant eye to the future, we can help you create a hybrid work strategy that meets the needs of today—but is always ready for tomorrow.

Whether your employees are in the office, on the go, at home, or doing a combination of all three, together, we'll create an environment that helps them succeed.

**LET'S GET STARTED.**

**LEARN MORE AT [POLY.COM](https://poly.com)**

