
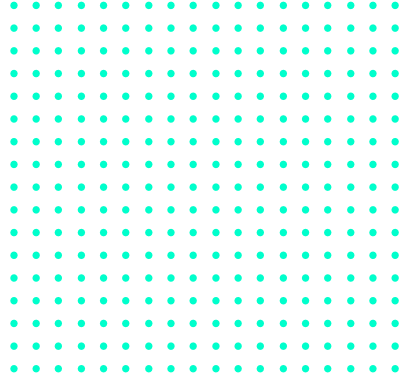


eBook

How to Maintain a Personal Connection with Unified Communications & Collaboration





A Shift in the Modern Workplace

While telecommuting has steadily increased over the years, the pandemic cracked the foundation of the traditional work model and created a fully digital global workforce practically overnight, forever changing the workplace.

No longer are workers managing long commutes and 9-to-5 (or longer) workdays. According to Gallup, 67% of white-collar employees worked from home either exclusively or some of the time in September 2021. And among full-time U.S. employees, 45% worked from home all or some of the time.¹

Even as organizations plan for and implement return-to-work scenarios, 91% of workers in the U.S. working at least some of their hours remotely are hoping that they can continue to work at home, whether full-time or through a hybrid arrangement, long after the pandemic.²


This new, highly dispersed workforce is driving a need for even greater team collaboration. Read on for other workplace trends and challenges that demand greater collaboration.

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¹"Remote Work Persisting and Trending Permanent," Gallup.com, 10/13/2021.

²"Remote Work Persisting and Trending Permanent," Gallup.com, 0/13/2021.





7 Workplace Trends & Challenges



Teams are becoming more dispersed.

Due to the pandemic, many remote workers are re-locating to other urban areas in search of more value for their money, better weather, and a different lifestyle. According to IDC, these mobile workers will account for nearly 60% of the total U.S. workforce by 2024.³



Teams are becoming more diverse.

For the first time ever, five generations coexist in the workplace—Traditionalists, Baby Boomers, Gen X, Millennials, and Gen Y—but all have different communication preferences, making collaboration challenging.



Teams are using more personal devices.

Gartner found that 55% of remote employees are using personally owned smartphone or laptop devices for their work at least some of the time,⁴ creating a security quagmire for their organizations.



Teams are becoming more team-based.

The need for greater transparency and inclusivity in decision-making is flattening organizational structures and creating cross-functional teams.



Teams are using more apps.

A recent report by Asana suggests that workers use at least 13 apps during the day and switch between them 30 times per day—fragmenting communication and reducing efficiency.⁵



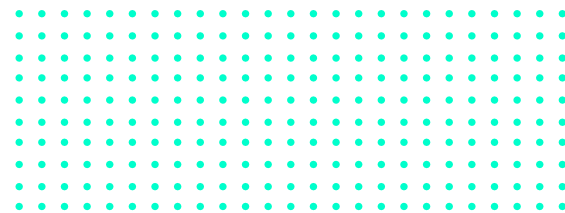
Teams are becoming more collaborative.

Workers now spend 85 percent of their time collaborating via meetings, email, conference calls and instant messaging⁷—but can be hindered by multiple and disparate applications.



Teams are becoming more social.

Eighty percent of respondents in a recent Gartner survey reported using real-time mobile messaging tools daily, and 79% reported using collaboration tools—up from 55% just two years ago.⁶



³"Mobile Workers Will Be 60% of the Total U.S. Workforce by 2024, According to IDC," IDC.com, 09/01/2021.

⁴"Gartner Survey Finds 1-in-5 Workers Consider Themselves Digital Technology Experts Since COVID-19," Gartner, 04/26/2021.

⁵"Anatomy of Work Index 2021," Asana.com, 2021.

⁶"Gartner Survey Reveals a 44% Rise in Workers' Use of Collaboration Tools Since 2019," Gartner.com, 08/25/2021.

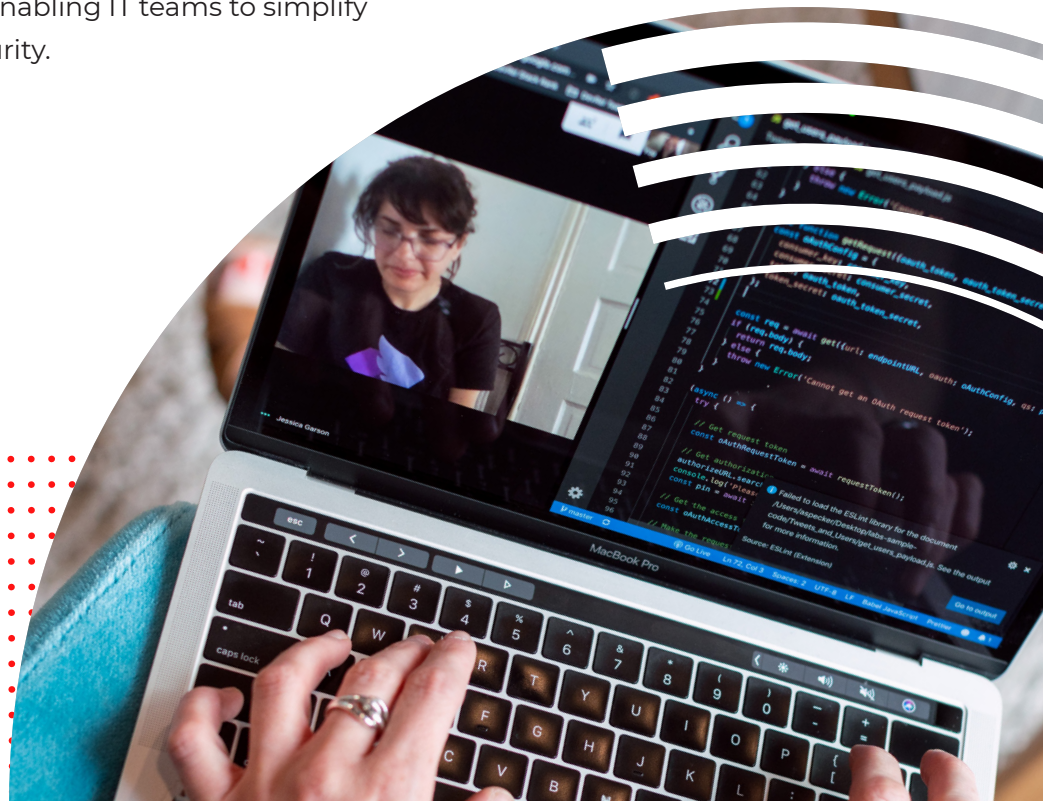
⁷"Collaboration Overload Is Sinking Productivity," HBR.com, 09/07/2021.

UC&C: Driving Greater Workplace Collaboration...and Security

Clearly, collaboration is key. But, without enterprise unified communication and collaboration (UC&C) tools to support these new workstyles, users simply download consumer-grade apps to help them do their jobs.

The risk of shadow IT for organizations, of course, is that these apps often go undetected by IT teams. This loss of control over security and management of these many and untethered apps puts companies at risk.

An enterprise UC&C solution can drive greater team collaboration and workforce productivity, while enabling IT teams to simplify management and ensure security.





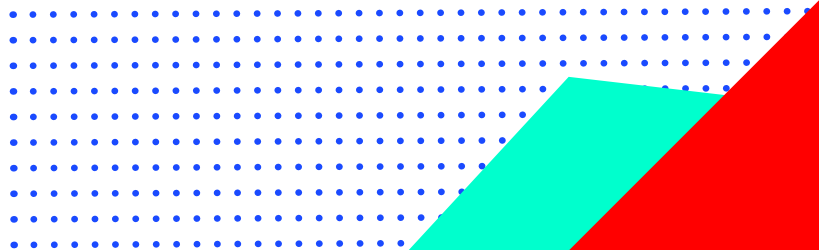
The Age of Teams:

Open, Transparent, Easily Accessed, Shared

Teams thrive when information is shared in an open and transparent way and when those with diverse workstyles can easily access information.

Hallmarks of a great team solution include:

- ▶ High-value tools, in one place
- ▶ Meetings, calling and messaging, and content-sharing and editing features
- ▶ Open and accessible to anyone
- ▶ Exceptional security and compliance
- ▶ Ability to integrate with existing investments
- ▶ Superior mobile experience



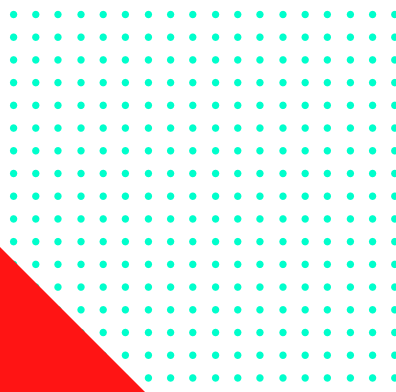


9 Criteria to Look for in a UC&C Solution

Today's modern enterprises require the business agility to compete in a digitally transformed global market.

Your UC&C strategy should go beyond voice and email. It should address future needs by protecting you against fast-changing future demands and technologies, while leveraging your existing IT assets.

Make sure the solution you choose meets these nine criteria.



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1. **Enterprise functionality** – Make sure that the solution you choose is an end-to-end solution with advanced functionality that gives teams the tools they need, while eliminating shadow IT and streamlining management, support, and more.
 2. **Exceptional security and compliance** – Make sure that the solution you choose has your security top of mind; particularly as data grows, employees become more dispersed, and regulations continue to evolve.
 3. **Interoperability** – Make sure that the solution you choose can, as much as possible, leverage and integrate with existing applications and hardware so users aren't forced to open multiple apps.
 4. **Excellent user experience** – Make sure the solution you choose delivers a top-notch experience that teams will use, no matter what device they're using.
 5. **Fast deployment** – Make sure that the solution you choose deploys fast so you can begin taking advantage of enterprise functionality right away—and provide fast access to the new features.
 6. **Future-proofing and scalability** – Make sure that the solution you choose futureproofs your organization against fast-changing technologies, and that you can flexibly scale as needed.
 7. **Easy management and configuration** – Make sure that the solution you choose allows you to easily add/delete users and change settings as needed, even in remote locations.
 8. **Reliable performance** – Make sure that the solution you choose delivers on SLAs and enables optimization to deliver the performance your organization needs.
 9. **Trusted advisor** – Make sure that the solution you choose comes from a provider with the experience to ably implement the right solution for your business and long-term partnerships with industry leaders like Cisco.



9 Ways to Deliver a Continuous Workplace with Cisco Webex Teams



1. **Anytime productivity.** Enable everyone to securely send messages, share files, and create or edit whiteboards and use the Webex App Hub to easily integrate with other apps and streamline work.
2. **Same experience inside and out.** Seamlessly collaborate with internal or external people by adding them to your shared spaces. No app or account switching or loss of context because everything is right in one place.
3. **Enterprise-grade security.** Protect users and sensitive information with extensive controls to help you configure and control your security policies and keep them in force with DLP integration; protect messages, files, and whiteboard drawings with end-to-end encryption; and secure devices, along with identities and access.
4. **Third-party integrations for uninterrupted workflows.** Pre-built solutions with third-party applications from vendors such as Microsoft, Google Cloud, and Salesforce for complete collaboration experiences.
5. **Meetings built for teams.** High-quality video meetings, screen sharing (with annotation), and white boarding from any device using democratized in-meeting tools (mute, add guests, record, etc.) for improved effectiveness and engagement.
6. **Interoperability for speed and convenience.** Interoperable with standards-based SIP video devices via a call-in number or join any standards-based SIP-compliant meeting outside of Webex.
7. **Best meeting experiences.** Works seamlessly with Webex devices to start meetings, share screens, or even move calls if you need to change locations. And save whiteboard drawings to Webex Board to share with others. Everything is compatible—no complicated setup, cabling, or productivity disruption.
8. **Calling.** Includes native in-app voice and video calling capabilities to reach other Webex Teams and standards-based SIP endpoint users—enhance with comprehensive PBX calling features and Cisco IP phones when combined with a Cisco calling solution.
9. **Simplified deployment with hybrid services.** Bridge cloud and on-premises services to smooth your transition to the cloud with robust integrations with on-premises assets such as your calendar service, calling directory, conferencing resources, video devices and more.



Logicalis Expertise: **Microsoft + Cisco Integration**

As both a Cisco Global Gold and Microsoft Gold Partner, Logicalis is one of a handful of experts in Microsoft and Cisco integrations.

Not only can we help you design, implement and manage your Teams environment, we can also integrate Teams with existing Cisco or other phone systems to ensure you're getting the greatest value from your current collaboration investments.

We'll start with a Teams Calling Workshop led by our Teams-certified professional services consultants. They'll assess your current environment, demonstrate Teams modern calling capabilities, and build a plan for how to deploy Teams Calling in your environment. Microsoft workshop funding may be available for qualifying customers.

We can also provide a Teams immersion experience within a live cloud environment so you can take it for a test drive. Plus, you can see how Teams and Teams Calling works, when integrated with Cisco UCM via Direct Routing, in our new engineering lab.

In addition to helping you deploy Teams, Logicalis can assist with developing a training plan to drive Teams user adoption and ensure you make the most of your investment.





Logicalis: **Enabling Teams to Work**

No one size fits all. Every organization is unique, both in structure and in style. A UC&C solution must meet your organization's needs and enable customization and personalization to meet the needs of your team.

Logicalis offers proven, comprehensive enterprise UC&C solutions that allow you to optimize their use, ensuring that you receive maximum value from them. Even better, our knowledgeable professionals know both solutions, inside and out, enabling you to tap expertise to help you make the best decision.





Schedule a Complimentary Collaboration Workshop

Logicalis offers a deep-dive Collaboration Workshop, with your experts and ours, that covers key benefits, challenges, industry best practices, and real-world use cases as they apply to your environment. After your workshop, you'll receive a recap with our recommendations for next steps.

To schedule your workshop, visit
us.logicalis.com/workshops.



Thank you!

Award-winning Logicalis US works alongside our customers to recommend, plan, and implement a digital transformation strategy that aligns with their business goals. Through our consulting and managed services and with our longtime strategic partners, we then deliver custom security, network, collaboration, cloud, and data center solutions.

As Architects of Change™, we help our customers to deploy and adopt transformational technologies that drive business success. Our own agile business model allows us to quickly adapt and evolve, which provides the blueprint that enables us to help our customers adapt and evolve.

Logicalis US is part of the Logicalis Group, which has more than 6,400 employees and annualized revenues of \$1.5 billion, from operations in Europe, North America, Latin America, and Asia Pacific.

To learn more, visit

www.us.logicalis.com/collaboration.