

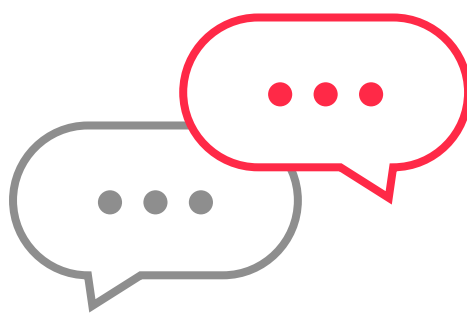
THE STATE OF WORKSPACES: HOW PEOPLE WORK IS CHANGING

TODAY, COLLABORATION IS KING.
PEOPLE ARE NOT ONLY WORKING AWAY FROM THEIR DESK BUT WORKING WITH OTHERS IN COMMON SPACES FOR MOST OF THE DAY.



OUT WITH THE OLD AND IN WITH THE NEW

In 1985, just **30%** of an individual's output depended on working within a group; by 2010, that figure surged to **80%**.



COLLABORATION AND INNOVATION ARE ONE AND THE SAME

There's an **81%** positive correlation between collaboration and innovation.



WORKSPACE UTILISATION IS LAGGING

Workstations are unoccupied **60%** of the time, and private offices are unoccupied **77%** of the time.

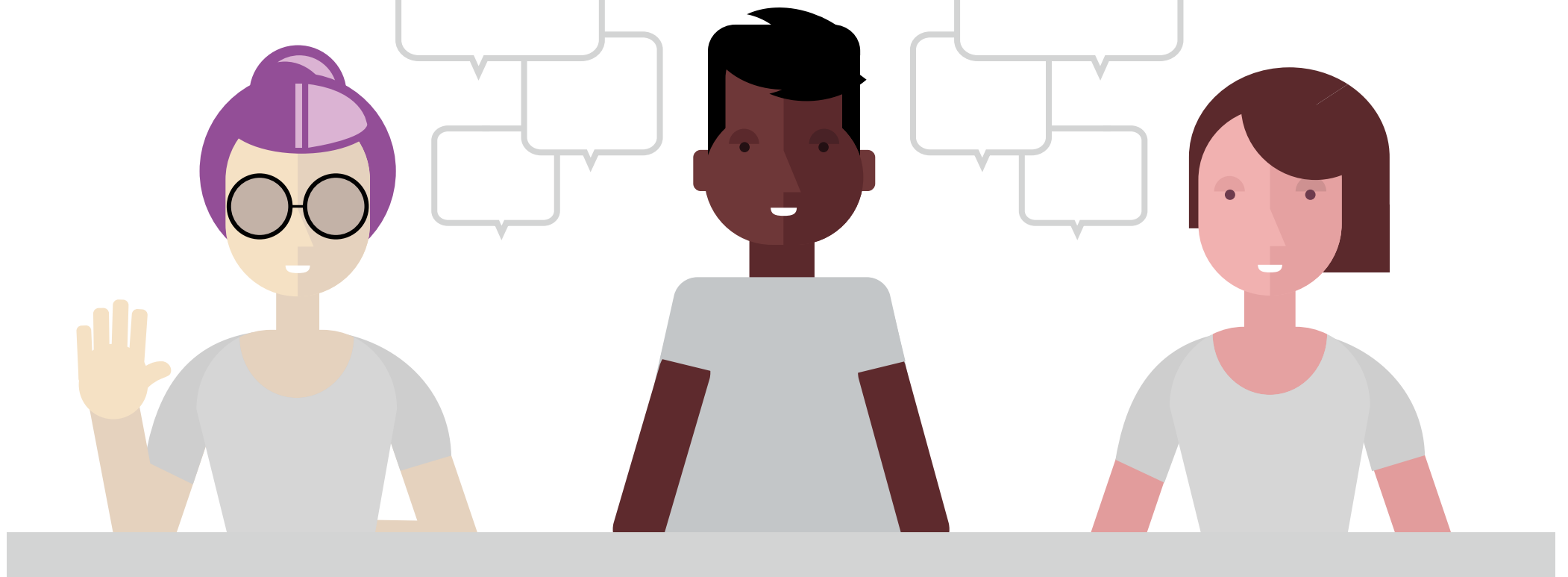
SIZE MATTERS: INCORPORATE HUDDLE ROOMS

WHEN IT COMES TO MEETING ROOM SIZE,
BIGGER ISN'T ALWAYS BETTER.

2-3 person meetings make up **59%** of all meetings observed.

The most common meeting room seats **6 PEOPLE.**

These optimized meeting spaces are called **HUDDLE ROOMS.**



MEETINGS AND SPACES: HOW PEOPLE REALLY WORK.

Environment affects workflow, mood, and productivity. What do people naturally gravitate to? And what just isn't working?

MISUSE OF SPACES

Attempting to increase productivity, workers will cram into a small space with tech over larger rooms without.

DIRECT RESULTS OF INTEGRATING TECHNOLOGY AND BUSINESS

41%

REVENUE GROWTH

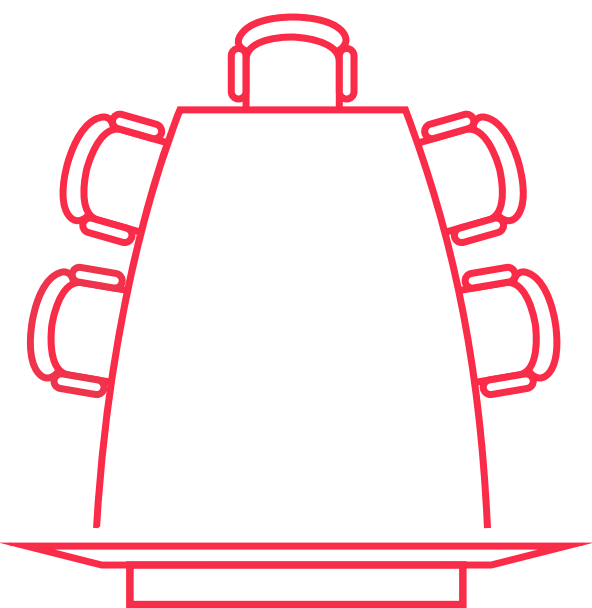
37%

REDUCED COSTS

39%

OVERALL SPEED

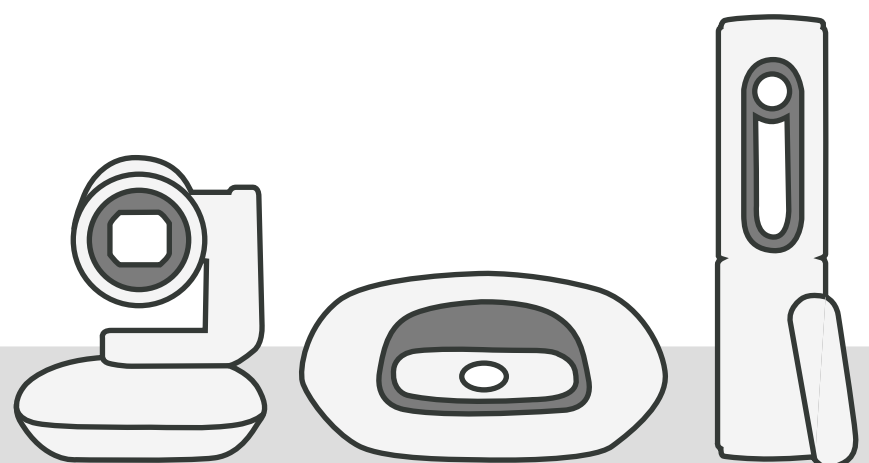
TECHNOLOGY IMPACTS USAGE



THE RIGHT TECHNOLOGY CAN MAKE OR BREAK A BUSINESS

Meeting rooms equipped with technology are used **5x** more than those without technology.

Currently, the average meeting room utilisation is only **30%**. Why aren't the other **70%** of rooms getting used?



TECHNOLOGY AND OTHER COLLABORATIVE TOOLS AVAILABLE IN A SPACE DICTATE WHAT THE ROOM WILL BE USED FOR AND DRIVE HOW PEOPLE INTERACT WHILE IN THE ROOM.

To learn more about Logitech ConferenceCam solutions, check out:
www.logitech.com/Video-Collaboration