

INTELLIGENT DEVICES BOOST WORKER PERFORMANCE IN THE COLLABORATIVE ENTERPRISE

Businesses with heavy users of collaboration tools, such as headsets, experience 26% higher revenue growth rates, on average, than their peers

FROST & SULLIVAN EBOOK

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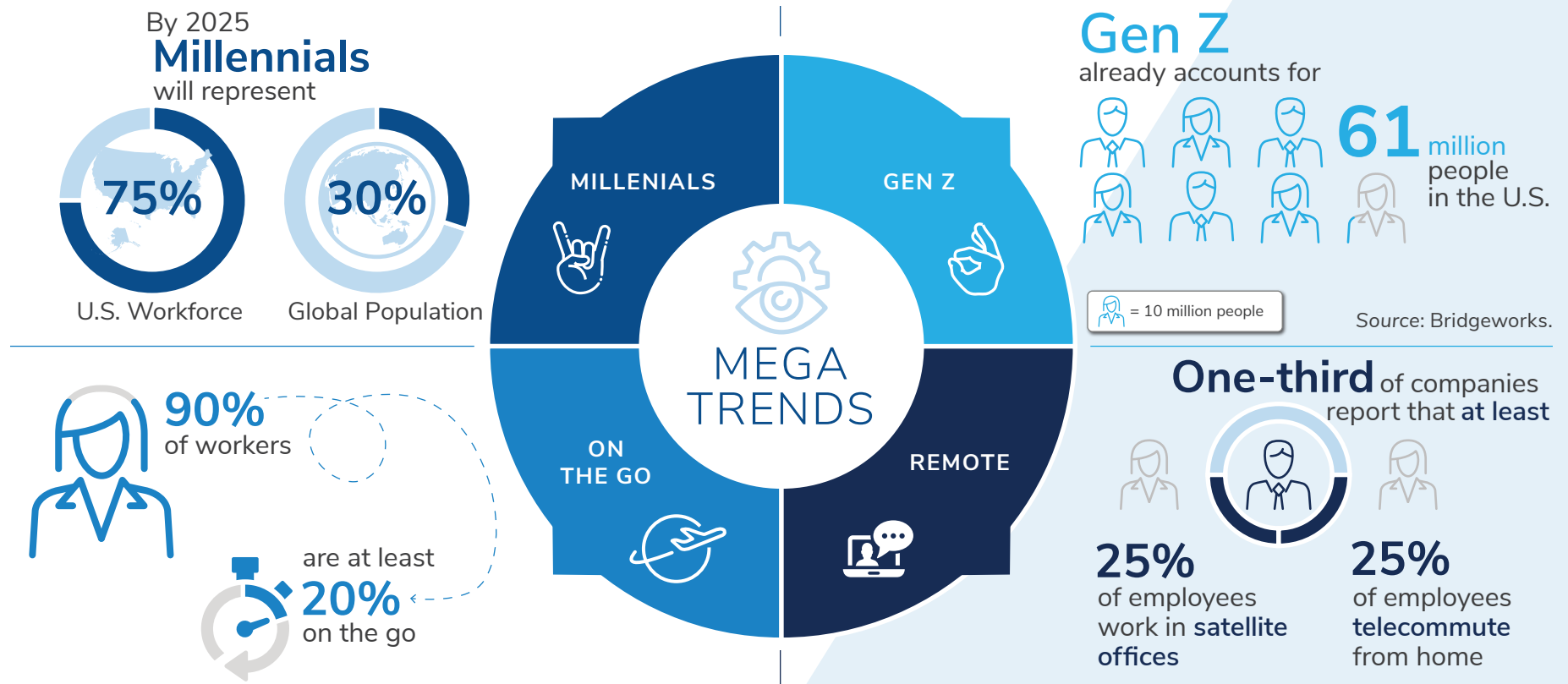
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MEGA TRENDS ARE SHAPING NEW WORK STYLES

Changing workforce demographics, office design and organizational structures will determine the work styles of the future.

- **A blended workforce** comprising Gen Z to Baby Boomers requires tools and spaces designed for flexibility.
- **Versatile, open offices** promote collaboration and innovation, intelligently allocate space and reduce costs.
- **Worker mobility** is on the rise.
- More **businesses are global**, with customers, employees and partners located anywhere.
- **Virtual organizations** proliferate.

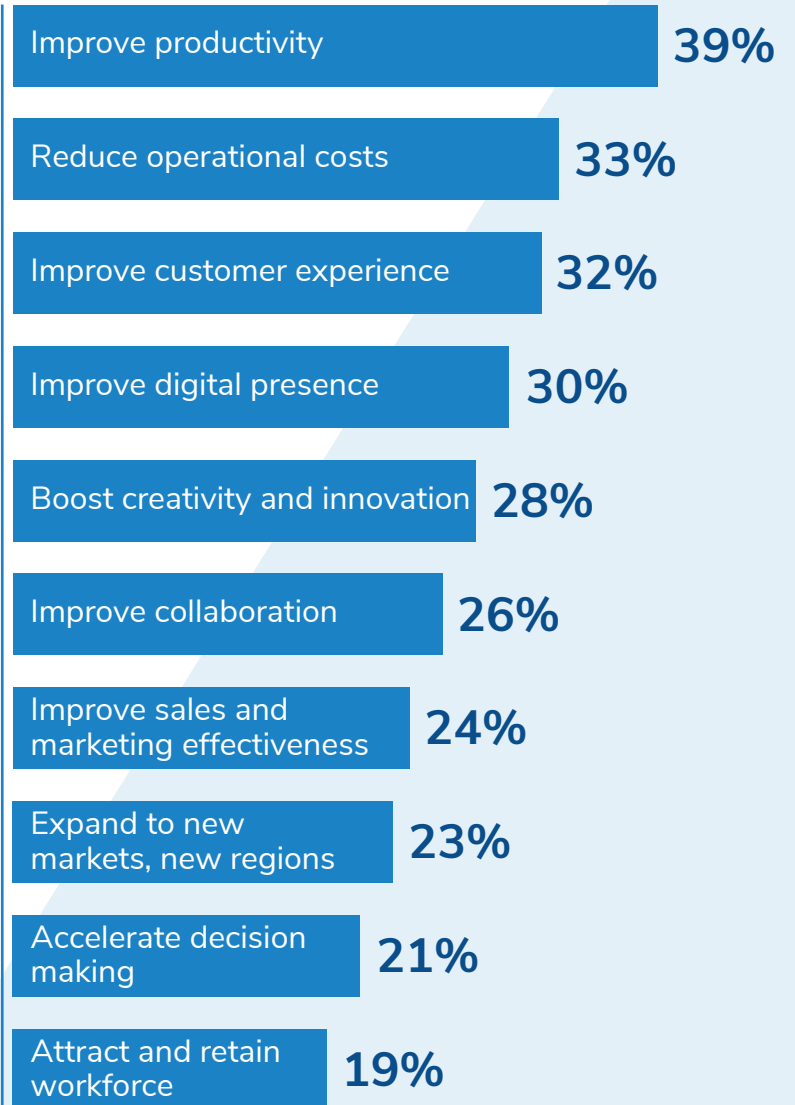


EMBRACING DIGITAL TRANSFORMATION TO REMAIN COMPETITIVE

To address new employee and customer requirements, businesses are deploying contemporary communications and collaboration solutions and the intelligent devices that support them.

- **Accelerated technology development** is enabling companies to innovate faster, operate more economically and disrupt their markets with new offerings and business models.
- **Intensifying competition** is compelling businesses to transform through digital technologies to sustain growth, reach new customers and withstand competition.
- **Talent scarcity** and the need to attract and retain qualified workers are driving technology investments to support increasingly global and distributed organizations.
- **Employee productivity and job satisfaction** are dependent on optimized technology and work styles.

Top IT Investment Drivers 2017–2019



Source: Frost & Sullivan.

SMART COMPANIES ARE REDEFINING THE USER EXPERIENCE

With the right collaboration tools, users are increasingly able to do more.

INTUITIVE AND CONTEXTUAL

Communications embedded in business and productivity apps (e.g., CRM, G Suite, Office 365) with a familiar user interface **streamline workflows and facilitate friction-free processes and communications.**

INTEGRATED

75% of IT decision makers consider integrating their communications/collaboration tools with other business software to be **critical for their organization.**

ACCESSIBLE ANYWHERE, ANYTIME

Software-based communications **reduce costs and enable seamless, harmonized service delivery** across devices and networks.

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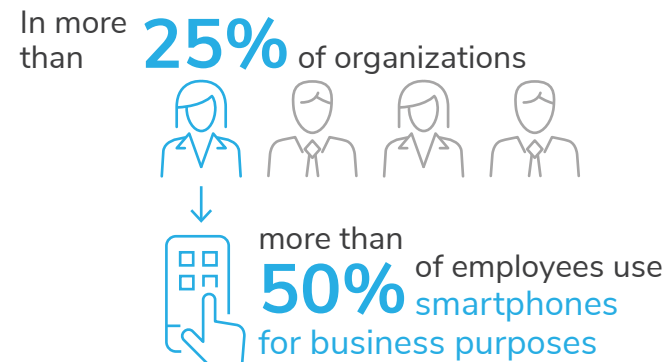
Integrated real-time communications that include social media and team spaces **reduce switching between apps and augment the user experience, driving team collaboration.**

VISUAL AND NATURAL

Feature-rich multimodal collaboration tools **enhance teamwork, accelerate decision making and boost innovation.**

DEVICE DIVERSITY IS THE NEW NORMAL

The pervasive use of smartphones and tablets, desktop phones and PC-based soft clients within business environments requires purpose-built devices, such as headsets, that **intelligently bridge multiple communications endpoints.**



IT/telecom decision makers say devices are a **top investment priority**



Source: Frost & Sullivan

CONTEMPORARY COLLABORATION TOOLS ARE MISSION-CRITICAL ACCORDING TO IT/TELECOM DECISION MAKERS

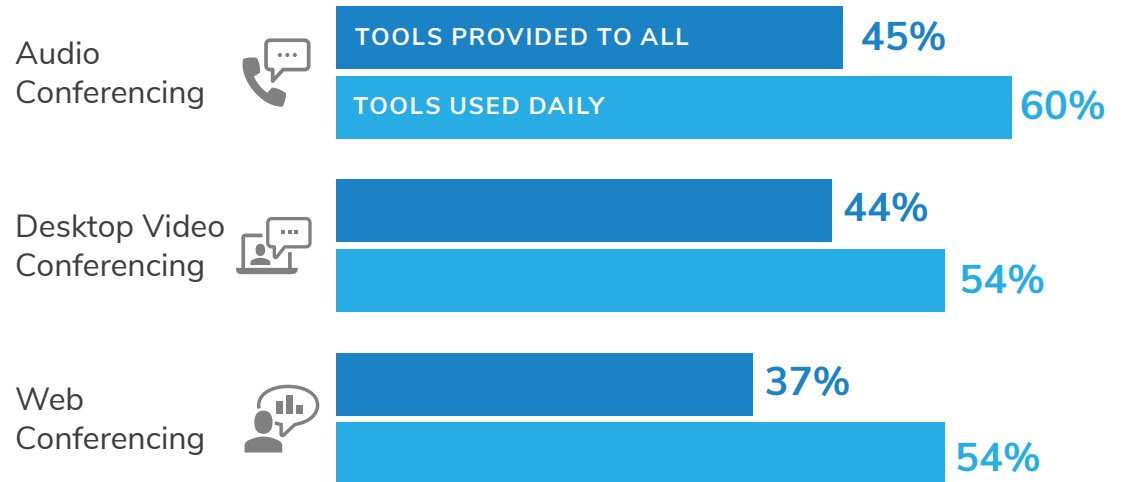
Growing importance of collaboration tools leads to more pervasive adoption within the organization.

CONFERENCING AND COLLABORATION TOOLS ARE IMPORTANT

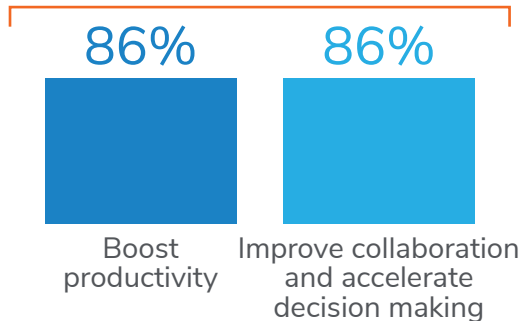


More than **80%** say conferencing and collaboration tools are **important or very important**

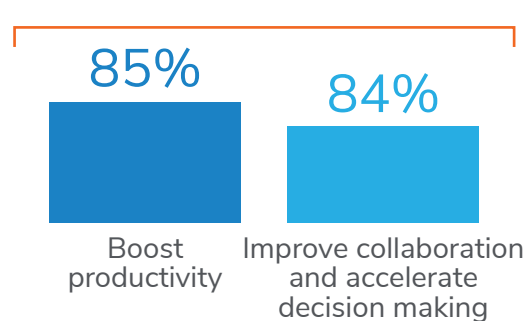
EMPLOYEES MAKE GOOD USE OF EMPLOYER-PROVIDED CONFERENCING TOOLS



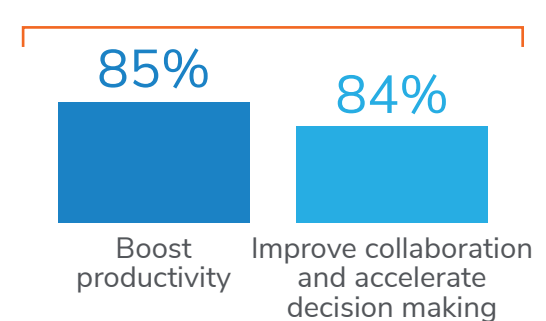
Desktop video conferencing



Web conferencing



UC clients



Source: Frost & Sullivan.

MODERN DEVICES DELIVER CLEAR VALUE

A complete collaboration solution, including the right devices, is required to achieve greater user performance.

CONCENTRATION AND PRODUCTIVITY



Noise cancellation and hands-free headset features, paired with the right keyboard and mouse, enhance concentration and reduce errors and task time.

COLLABORATIVE DECISIONS



In combination with robust conferencing and collaboration services, headsets, USB speakers, webcams and conference devices (conference bridges, cameras and touch control pads) improve teamwork and accelerate decision making.

ENGAGEMENT



Webcams, headsets, USB speakers and conference devices connect distributed workers for more engaging conversations and a stronger sense of team.

MULTI-TASKING AND TASK BRIDGING



Modern headsets enable Millennial and Gen Z users, whose personal and business lives are intertwined, to conveniently switch between tasks (e.g., from listening to music to making a business call) on the same device.

EFFICIENCY



Multimodal headsets allow users to jump among devices—smartphones, computers and desktop phones—greatly enhancing user efficiency and convenience.

PRIVACY



Headsets block nearby speakers and reduce the potential for eavesdropping in busy environments, including open offices, homes, airports and coffee shops.

ERGONOMICS



Comfortable headsets, keyboards and mice reduce strain, relieve stress and enhance job satisfaction.

HEADSETS ARE ESSENTIAL TO DIGITAL TRANSFORMATION

Smart endpoints and peripherals determine the quality of user interactions and overall business performance.



43%

of organizations that use headsets **give them to all employees**



79%

of headset adopters **use their headsets daily**



73%

of headset users consider headsets **important or very important**



67%

of users consider headsets **table stakes for doing business today**

BENEFITS OF HEADSETS



Improves productivity

78%



Improves collaboration/
Accelerates decision making

74%



Improves customer experience/
Attracts and retains customers

72%



Improves marketing effectiveness

71%



Boosts product innovation

68%



Helps us attract and retain workforce

67%



Helps us expand to new markets

65%

Source: Frost & Sullivan.

COMPELLING USE CASES AROUND

Modern devices suit diverse work spaces and work styles.

OPEN OFFICES: Headsets and conferencing devices address worker concentration and productivity challenges in contemporary cubicle-free environments.

EFFECTIVE COLLABORATION: USB/Bluetooth headsets, USB speakers and webcams improve the user experience of software-based communications and collaboration services.

MOBILITY: Cloud-based communications and collaboration services, along with wireless devices such as Bluetooth headsets, speakers, touch control pads, keyboards and webcams, untether staff, preserving the natural flow of conversations and work streams.

BLENDED EXPERIENCES: Headsets and other portable prosumer devices allow workers to streamline communications and knowledge flow across personal and business communications.

CROSS-FUNCTIONAL: Multi-purpose headsets and USB audio devices support communications, information gathering (via media streaming, webcasts) and entertainment (music, podcasts).

NEW PARADIGMS: Newer designs and features in Bluetooth/USB headsets, speakers, webcams and control pads offer the form and function that contemporary workers want for their modern work styles.



THE RIGHT COLLABORATION TOOLS BOOST BUSINESS OUTCOMES

A holistic approach to collaboration and device adoption is required to boost worker productivity and business agility in a climate of constant change.

- **Early digital technology adopters** reap tangible benefits, such as attracting top talent and driving operational efficiencies.
- Investments in collaboration services must be complemented by **intelligent communications devices** such as webcams, PC speakers, headsets and conference phones to ensure greater ROI.

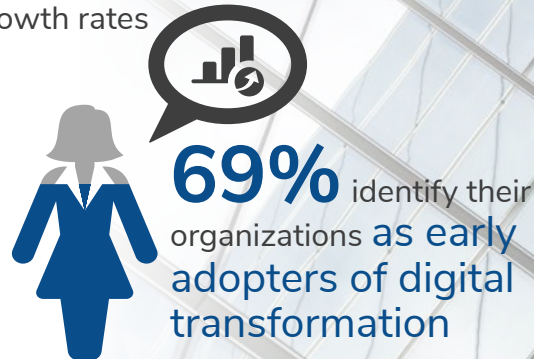
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ADOPTION OF DIGITAL TRANSFORMATION



EARLY ADOPTION AND HIGH GROWTH

Of those who report high annual revenue growth rates



ORGANIZATIONAL EARNINGS

Businesses using desktop video/web conferencing technologies and headsets extensively throughout the day earn up to



Source: Frost & Sullivan



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