



TRANSFORMING COLLABORATION FOR THE NEW WORKFORCE

Smarter Collaboration
Is the New Work Style





There's a revolution going on, and it's happening at the workplace. It's a radical transformation in the makeup of today's workforce.

Millennials and Gen Z—born from the 1980's to early 2000's—now make up more than half of today's workers, and it has caused big changes in the workplace.

These 'new-gen' employees are the first true digital natives. They communicate, collaborate, create, and solve problems differently than every generation before them.

They're as comfortable communicating by email and instant messages as they are by phone and even in person.¹

And they have a completely new set of expectations for where, when, and how they work.

What these new-gen employees want from their workplace has little to do with aspiring to a big corner office. Their style leans to flexible workspaces that let them work seamlessly wherever they happen to be—their office desk, at home, a coffee shop across the city, or anywhere around the world.

Their work style is built around technology—the devices they use to get work done. If employees can't get to the right tools or collaborate easily with other team members, it can halt workflows and slow down productivity for the entire team and, ultimately, the business.

¹Randstad/Future Workplace Study





The workforce has changed. The workplace hasn't kept up.

With the new-gen employees entering the workforce, collaboration is one of the top priorities for SMBs today.² In an attempt to transform their workplaces and modernize collaboration, many companies try to reinvent their workspaces. Over the years they've abandoned traditional workplace configurations in favor of open offices. While this was well-intentioned, research has shown that the hype didn't live up to the reality.

In light of issues with open offices, some organizations implemented variations in attempts to make the best of evolving work styles. Two of the open office models that have come into use are hot-desking (workers are not allocated specific desks) and hoteling (scheduled use of desks instead of permanent assignment).

But neither of these workplace models is perfect—in fact, far from it. Research shows many employees using hot-desking or hoteling become dissatisfied with the inability to personalize their own space. And a large number complain of a feeling that they have no home in a hoteling or hot-desk environment.

What's clear is that today's workers are very often less happy and less productive when working in these common office environments.

Challenges of Hot-Desking/Hoteling



²Techaris report Lenovo Changing Workspaces Study Apr 2018

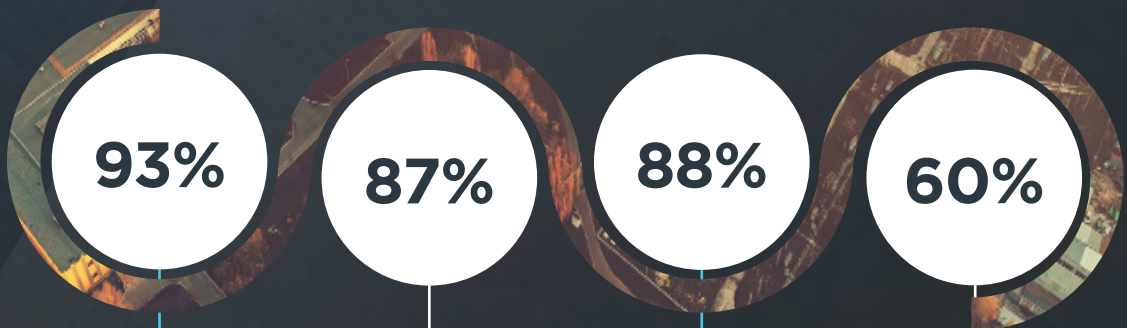




Technology is what defines today's collaborative workplace

Organizations and their employees are working more collaboratively than ever before. And technology innovation is undeniably the foundation that enables this change in work style.

For them, **technology defines their workplace and collaboration is their work style**. They thrive on the ability to seamlessly adapt any space into a productive workspace that gives them seamless collaboration capabilities.



- Millennial workers say that a business having **up-to-date technology** is an important factor when choosing a workplace.³

- Employees work on **distributed teams**, domestically or internationally.⁴

- Millennials prefer a **collaborative work culture** rather than a competitive one.⁵

- Companies will have adopted a **flexible, intelligent, collaborative work environment** by 2021.⁶

³Microsoft and SurveyMonkey
⁴Fuze

⁵Forbes
⁶DC FutureScape: Worldwide Future of Work





Smarter technology makes collaboration a work style

What does all this mean? The concept of the workplace needs to evolve to reflect the new-gen workforce and their unique workstyle. Organizations must invest in smarter technology that suits their job roles and enables employees to seamlessly communicate in the office, home, or on the go.

From old-fashioned collaboration techniques

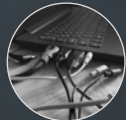
To smarter ways of collaboration

People in one place—the meeting room—are the only ones who can collaborate efficiently



All team members, even those in remote locations, use immersive collaboration features to solve problems and share information easily

Wires everywhere, people scrambling to find the right ports and cables to project and share ideas



Multiple port options help connect the latest USB-C as well as legacy USB-A devices

Delayed meeting starts and frequent dropped connections



One-touch join for quick meeting starts, seamless conferencing and productive meeting experiences

Hard-to-hear audio and poor video conferencing quality



Full HD video and clear, crisp audio with dual microphones and background noise masking

E-mailing whiteboard pictures to attendees after the meeting



Fully collaborative brainstorming and real-time content sharing among all attendees

Today's workforce needs smarter, productivity-enhancing conferencing tools that provide the capability and flexibility to stage video conferences and presentations, literally at a moment's notice.



Collaboration essentials that make teamwork seamless and easy

Advanced connectivity on devices with **Intel® Thunderbolt™ technology** and **Gigabit Intel® WiFi 6** provides the ultimate combination of versatile connectivity and ultra-fast performance. Thunderbolt ensures rapid data transfers (up to 40Gbps) and WiFi 6 delivers the fastest connection speeds for seamless video and audio delivery.

Superior audio & video with Dolby® Audio™ integrated into many laptops and tablets improves the conferencing experience whether in an office, meeting room, or on the go. Dual-array microphones reduce ambient noise for an immersive audio experience on VoIP calls. Devices with built-in HD webcam and FHD anti-glare display deliver a great video conferencing experience.

Hot keys for instant calls enable users to instantly answer and end conferencing calls with just a keystroke. No more searching for on-screen buttons, or scanning menus to find the right commands.

All-in-one meeting room solutions simplify and augment video conferencing for all participants. Designed for maximum productivity, the purpose-built systems make it easy to connect, share content, and even take advantage of intelligent voice assistance to use voice commands and take meeting notes.

Online collaboration platforms let users chat, make video calls, and share their screens with ease. Whiteboarding capabilities enable participants in a video conference to sketch out and collaborate on ideas in real-time.

Portable Camera/Speakers are perfect for on the go video conferencing. 360° camera, speaker and multi-directional microphone in a single, very portable plug-and-play package makes it easy to hold conferences from virtually anywhere.

Headsets not only free your hands to multitask while on a conference call, but can also improve productivity by up to 43%.⁷

Intelligent Collaboration Cameras use AI to enhance video meeting experiences. Intelligent features like auto-framing automate the manual process of pan-tilt-zoom to fit people in the frame, freeing teams to concentrate on work. Other features, like content sharing and analytics, further enhance the experience.

⁷<https://teleco.ca/43-boost-in-productivity-with-a-wireless-headset-at-work/>



HARDWARE



SOFTWARE



ACCESSORIES



Smart Connects Employees. SMARTER Builds Collaboration

Your new-gen workforce is driven to work smarter. Lenovo makes it happen with smarter technology that makes collaboration a work style and helps employees do their jobs faster and more efficiently, whether they're around the corner or around the world.

Get started with your workplace transformation efforts.



5 REASONS WHY LENOVO IS A DIFFERENCE MAKER



Trusted around the world



Expertise across categories



Confidence in our products



Business-boosting technology



Flexible support network



Connection
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www.connection.com

 **Windows 10**



Lenovo recommends Windows 10 Pro for business.

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