



eBook:

## Rethinking the traditional boardroom

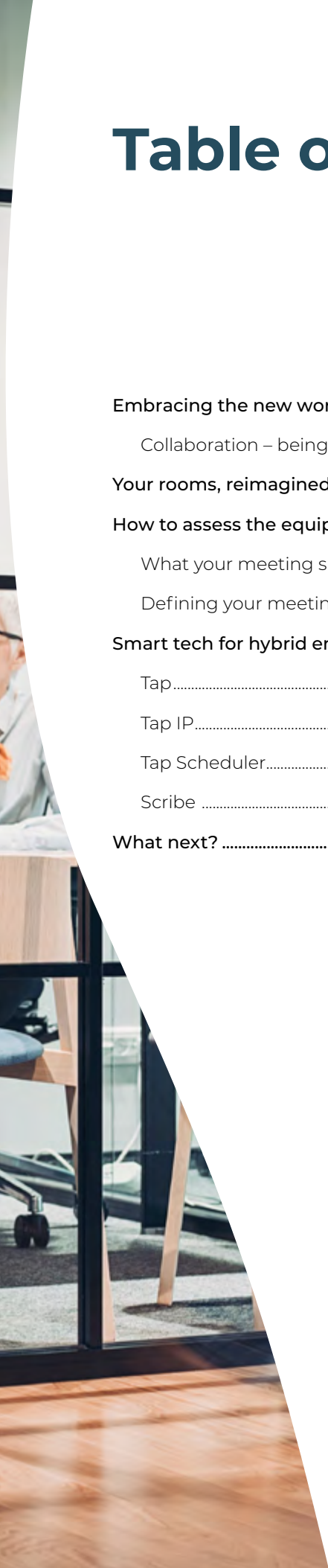
Tips, tricks and considerations  
to re-invent your meeting,  
huddle and boardroom spaces.





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# Embracing the new world

With many saying goodbye to the office 9 to 5 and embracing hybrid and remote ways of working, how we meet, connect and collaborate has changed forever.

The world's working adults – largely Millennials and GenZ – are digital natives. Even before we made the switch to work anywhere models.

They're expecting seamless, work anywhere, video-enabled interactions.

They're expecting flexible meeting spaces that encourage equal participation.

They're expecting minimal technological limitations.

Sadly, our meeting and collaboration spaces are falling behind. Far from meeting expectations and often misaligned with business strategies and needs.

## **It's time to reimagine traditional spaces and enhance the meeting experience.**

However, it's easier said than done. There are many challenges on the journey to re-imagining your meeting spaces.

We've developed this eBook – with our experts at FUJIFILM CodeBlue and Logitech – to get your imagination started in the right direction.

## **Collaboration – being seen, heard and understood**

Productive meetings drive profitability. When collaborative technology can influence the bottom line, fast, frictionless connections are vital. Our partner Logitech points out that: "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."

## **Pursuing productivity**

Environment affects workflow, mood, and productivity. Research shows that meeting rooms equipped with technology are chosen five times more than those without<sup>1</sup>. In fact, successful team performance can be attributed more to collaboration efforts than intelligence. With highly engaged teams four times more successful than others.<sup>2</sup>

Whether those spaces are a conference room, a huddle space, a small break-out area or a home office, productivity grows when people and technology work synergistically.

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**Challenge is opportunity. Meet with our meeting room specialists to boost your productivity and get the most out of your meeting spaces**



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## The challenges of hybrid work environments

Working anywhere, anytime is only productive if the technology works (and works reliably). Team chat, video and content collaboration become pivotal elements because your distributed workforce needs high-quality communications to ensure they are engaged and able to fully participate.

“Work is not a place anymore; it’s what you’re doing. You need to have products that can deal with a changing environment around you. They need to be unobtrusive and portable. You need to have headsets and other peripherals that can match the mobile phone’s portability.” Martin Ruddle, Head of Product Development, Logitech<sup>3</sup>

## Space management – capacity, efficiency and scalability

Consider the possibilities or pitfalls of your physical office layout:

- Are your current workstations well occupied or underutilised for most of the time?
- Are your current number and types of meeting spaces causing bottlenecks?
- Do you find that people cram into a small space to use collaborative tools?
- Are ad-hoc meetings possible, or are staff required to book ahead?

The key is to continually evaluate your meeting spaces, how they are being used now may not work in the future to maintain profitability and productivity.

## Video-conferencing – not an optional extra

Video collaboration is the glue that will hold your geographically dispersed staff together<sup>4</sup>. Not only does it create connection, it also builds agility, efficiency and sustainability.

Rich video experiences mean everyone can participate equally. Identify, partner and evolve with forward-thinking technology providers who offer:

- Ease of use with exceptional and consistent user experience.
- Flexibility and scale to evolve with your business needs.
- Investment protection by working with any cloud platform.

<sup>1</sup> The State of Workspaces – a Logitech infographic

<sup>2</sup> Collaboration wins: How to build a high-performance workforce – a Logitech infographic

<sup>3</sup> Responding to Disruptive Shifts in the Workplace – a Frost and Sullivan Whitepaper

<sup>4</sup> Work, Technology and the Next Generation – a report by Logitech in partnership with WORKTECH Academy

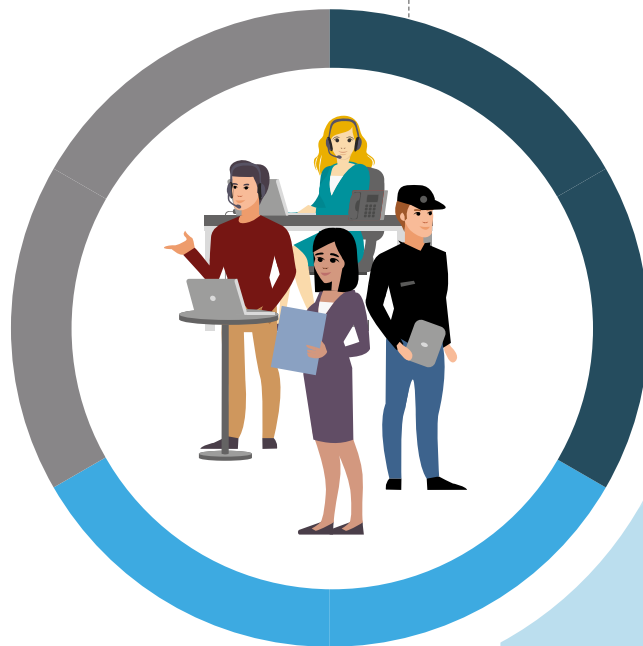
# Your rooms, reimagined

Working alongside our technology partners, we can recreate your meeting spaces to align with how you work in this new world.

## Your external team

Get all the technology you need, backed by our team of meeting and communications experts. Together with our technology partners we can create meeting rooms that align with how you work.

- Australia-wide team of technicians, engineers and experts
- Video, audio and communication specialists
- Solutions created with technology partners you know and trust



## Meeting Room

Meet no matter where your team is, with high quality technology that's easy to use, can be customised to your needs, and is adaptable so you get the most out of your meeting areas.

- High-quality video conferencing, audio and display solutions
- Integrate into existing meeting solutions, such as Teams, Zoom or Skype
- Access a range of video and audio specialists
- Equipment sourcing and recommendations
- Custom room architecture and design from our experts

logitech®

zoom  
Authorized Reseller



### Huddle rooms

Get the most out of your huddle spaces, making it easier for your team to connect and collaborate anywhere, anytime.

- Interactive white boards and displays
- Video, audio and collaboration tools
- Cloud solutions for easy information sharing
- Video and audio equipment to connect remote teams



### Working remotely

Connect with ease from wherever you are, no matter the device. Ensuring your team can stay, meet, collaborate and share from anywhere.

- Video conferencing and collaboration tools
- Cloud storage, hosting and applications
- Video cameras, headsets, microphones and other equipment
- Integrate into your existing infrastructure to ensure alignment

Not sure what you need?

Our team of experts can step you through the process.



**Book time with one of our meeting room specialists.**

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# How to assess the equipment you need

With so much (cool) tech out there for meeting rooms, choosing the equipment and tools that are fit for purpose now – but are also flexible and scalable – can be confusing.

You know it's time to move on from that speakerphone and projector configuration to meet the needs of changing workflows and staff expectations. But you need clever solutions that match your business needs for all stakeholders – staff, customers, board members and managers.

Our meeting room experts keep tabs on the latest developments and research, and work directly with technology partners like Logitech to design solutions that will grow with you.

## What your meeting space needs to deliver

- Flexibility – people can meet anywhere
- Economy – use existing hardware if possible
- Simplicity – one click to join
- Consistent user experiences – no matter where, when or what device
- Instant content sharing – no laptops necessary, content captured and recorded
- Cost effectiveness with latest innovation
- Time efficiency – maximum productive communication
- Easy management – clever use of analytics to ensure return on investment

## Defining your meeting room technology

Our meeting technology experts have formulated these discussion questions to work through with your IT and facilities teams. You'll end up with a map to your ideal meeting room solution.

### 1. Define how you communicate and meet

This stage is essentially helping you define how you need to collaborate, meet and communicate across your business.

- What working model will you be moving to? (remote working, hybrid, traditional/office)
- What meeting room tools will be the default / standard?
- What communication platforms are you using, and are these widely used by businesses today?
- How will staff be meeting in your new working model? (remotely, some in the office and some remote, all in the office?)

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Got your 'map' sorted? Set up a time with our experienced team to explore how Logitech can deliver your ideal solution.

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## 2. What challenges or roadblocks do you need to address?

We recommend the below are defined as part of your communications strategy to ensure alignment across your business.

- Do you use a single, defined communications / meeting platform? Are you using multiple solutions?
- Do staff have the equipment they need to collaborate, meet and connect in your new working model?
- Do staff understand what communication platforms to use?
- What challenges do staff face today when collaborating or communicating internally?
- If moving to a different working model, what will your meeting spaces be used for?
- Do you need a formal meeting / board room space in your future world?
- Is your current meeting room equipment fit for purpose?
- How confident are you in current setup supporting new video conferencing platforms in the future?
- Do you have in-house knowledge to support users or do you need service included?
- How do you choose and incorporate ideal applications for your business?
- How do you ensure all platforms remain compliant and fit for purpose?
- Are there compliance requirements to be considered, or complex processes that tools need to align with?

## 3. What do you need to meet any future business goals?

These questions are all focused on your future communication needs, ensuring your new communications map is forward thinking.

- What communication channels does your business need to reach or exceed strategic goals?
- Do you have sufficient capacity to expand and support video communications (the fastest-growing platform for businesses)?
- Can you support your ideal communications mix by continually updating hardware like headsets, mics and cameras for 'operate from anywhere' use?
- In the office, do your physical meeting spaces have sufficient capacity, efficiency and scalability?

# Smart tech for hybrid environments

The way we work has changed forever. Now, work happens wherever people happen to be and is no longer confined to office walls.

This new way of working has made video critical for collaboration, enabling face-to-face connections between people regardless of location or time zone. But it's also vital that everyone in this environment has an equal seat at the table.

With a lot of tech out there, we chatted with our technology partner Logitech to learn about some essential tech for the modern meeting room.

## Tap

Meeting room touch controller that delivers one-touch join and easy content-sharing and is simple to set up. With clean and secure cabling and multiple mounting options, Tap can be conveniently placed near participants for a tidy and professional install. Instantly share content via the HDMI ingest or the connected room system. Tap is included with room solutions that use USB-connected touch controllers.



## Tap IP

Meeting room touch controller connected via the network that delivers one-touch join and easy content-sharing, and is simple to set up. With a single Power over Ethernet connection, clean and secure cabling, and multiple mounting options, Tap IP is conveniently installed and stays up and running for the next video meeting. Included with room solutions that use IP-connected touch controllers.





## Tap Scheduler

Purpose-built scheduling panel for meeting spaces. Indicates availability from a distance and displays meeting details up close. Claim the space for ad hoc meetings, or book ahead for scheduled sessions. Clean cable management and included mounts allow Tap Scheduler to be professionally installed outside any meeting space for fast deployment.



## Scribe

Effortlessly share whiteboards into video meetings with Logitech Scribe, an AI-powered whiteboard camera for Microsoft Teams Rooms, Zoom Rooms, and other leading video conferencing services. With built-in AI and a custom lens, Scribe broadcasts whiteboard content into video meetings with outstanding clarity. Scribe's wireless share button makes it as easy as one push to start sharing. You can also easily initiate sharing with your Tap touch controller.





# What next?

**With dedicated meeting room specialists, we can work alongside your team to ensure you have the right meeting room mix for your business. Plus the infrastructure and tech to get you there.**



## **Step 1: Book 1:1 time with a specialist**

Visit [www.code-blue.com.au/reimagine-meeting](http://www.code-blue.com.au/reimagine-meeting) to book time with one of our specialists.



## **Step 2: Connect**

We'll meet with you to discuss your meeting room needs, future requirements and business goals, ensuring the technology we recommend gives you what you need now and into the future. We'll also talk through any additional support you might need or extra technology you have your eye on.

With quality technology partners – and with specialists up with the latest and greatest – you'll not only get a recommendation that works, but that's tailored to your room requirements. We even have experts on hand to get your audio just right.



## **Step 3: Implement**

We don't believe in ordering equipment and leaving it to you to deal with.

We'll work with you to implement your solution from start to finish. From purchasing, to professional installation, and training.

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## **Full service, plus the best tech**

We pride ourselves on not only having technology partner to get you the best, but the experts to make sure your set-up is right from the start. With IT experts, audio specialists and technology gurus, we've got you covered.





## Logitech – our reimagine partner

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through music, gaming, video and computing.

FUJIFILM CodeBlue is a long-term Logitech partner, working together to help companies across Australia connect, collaborate and meet when, where and how they need to.

# We are Team Blue

## CodeBlue is more than just a name.

It's the 250+ engineers, technicians and technology experts around Australia and New Zealand that who live and breathe tech. It's about creating customer relationships that last and giving you technology that empowers you.

It's the local support, trans-Tasman knowledge and the global strength of the FUJIFILM Business Innovation family. It's the wide range of IT, technology and service solutions, combined with the power of our trusted global and local partners.

### Most importantly, it's about you.

Technology should also be about what it can do for you, not the other way around. And it should be simple. It's this focus that has allowed us to help thousands of customers across Australia and New Zealand for almost 20 years.

### Together we can empower your business with the technology it needs, one solution at a time.

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IT support  
& services



Unified  
communications



Cloud  
solutions



Projects &  
consulting



Procurement  
& display

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