

TEAM COMMUNICATIONS IN 2024

What You Need to Know

FROST & SULLIVAN EBOOK

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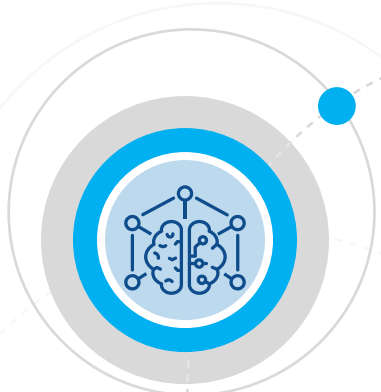
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The Future of Work

is driven by three intersecting forces



AI and Cognitive Technologies

Streamlines workflows for more efficient and smarter communications



Open-Talent Economy and Workforce Transformation

Flexibility drives more part-time employees, freelancers, gig workers and crowd sourcing



Agile and Radical Working Patterns

Speed of work requires engaging modes of communications like video



FORCES OF CHANGE ARE RESHAPING WORK

A multi-generational workforce with mobile, flexible workstyles will underpin the workplace evolution. Digital natives have a strong affinity for personalized communications and prefer open, versatile, and engaging experiences.

Gen Z will Disrupt the Workplace

91%

.....
say technology influences their job choice among similar offers

80%

.....
want to work with cutting-edge technology

90%

.....
prefer to choose their work location

Source: Dell Technologies.

MODERN BUSINESSES NEED TO PREPARE FOR TOMORROW'S WORK STYLES

According to a recent Frost & Sullivan global survey of almost 2,000 IT decision makers, 75% of respondents say that having an integrated and comprehensive set of communications tools to connect, engage, and retain their employees is a top investment priority.

By 2027, 50.9% of the U.S. workforce will be freelancing (Source: Statista). With more than half of the knowledge workers around the world working away from a corporate office routinely (Source: IWG), it is critical that businesses find newer and more engaging ways to communicate.

COLLABORATION IS BECOMING CENTRAL. The workforce of tomorrow—gig workers and digital natives—need collaboration tools that support high-performance, highly distributed virtual teams.



A woman in a business suit is shown in profile, looking towards the right. Her head is semi-transparent, revealing a glowing blue and orange digital brain structure. The background is a cityscape at night with lights and a network of nodes and lines overlaid on the scene.

As the future workplace and globalization drive technology changes, IT's role is evolving to drive business strategy and growth. IT needs to work cross functionally to **drive business outcomes** and the **best employee experiences**.

DESIGNING THE FUTURE WORKPLACE

Today's communication experiences are fragmented, leading to overwhelmed and disconnected employees.

Easy to use and reliable collaboration—**audio, video, web conferencing; messaging; and content sharing**—increases employee engagement and boosts innovation.

NURTURE distributed teams and digital natives with vibrant experiential **video-enabled work spaces** where people want to spend time.

ENABLE flexible spaces. Open offices in the future will be divisible at the click of a button as needs evolve. For example, cafeterias only used at mealtimes will also serve as collaborative workspaces other times.

ESTABLISH collaboration-friendly **huddle rooms**. Allow workers to escape for productive meetings and brainstorming.

LEVERAGE displays for **digital signage** that delivers coordinated messaging for corporate communications, marketing, and more.

OPTIMIZE meeting room usage with easy to use **scheduling displays** showing room availability information and capabilities.

According to a Harvard Business Review study, **87% OF REMOTE WORKERS FEEL MORE CONNECTED THROUGH THE USE OF VIDEO CONFERENCING.**

Modern Meeting Rooms

Easy to use video conferencing and wireless content sharing in all meeting rooms drives utilization and eliminates IT help tickets.

Connected Workplace

Join meetings from mobile devices or computers and seamlessly transfer sessions to meeting rooms.

User-centric Experiences

Create workplaces with a focus on easy, ad-hoc and agile collaboration.

SMARTER, EFFICIENT COLLABORATION

The future of work will be driven by effective collaboration, flexibility and productive employee experiences across virtual and physical workspaces.

Traditional audio communications is obsolete and ineffective. Modern video meetings, enhanced by intuitive next-generation devices and intelligent cloud, allow users to have easy high-quality audio video and one-click content collaboration at scale

Adding the human touch is essential to building trust with customers, partners and among employees—**video collaboration is the future**. It keeps everyone on the same page.

Deploy a **UNIFIED PLATFORM** for video-first communications that drives efficiency and scale. Integrating rich collaboration with core business workflows **BOOSTS INNOVATION**, keeps workers on-task and provide communications in context.

WORKFLOW OPTIMIZATION

Video Collaboration Supports Natural Flows of Interaction



Frontline Workers

Improve critical processes with mobile video.



Financial Services

Leverage the power of secure video to build trust and loyalty.



Digital Healthcare

Extend the reach with better patient outcomes while staying compliant.



Education

Expand traditional classrooms and improve student learning.



Mobile Staff

Stay connected no matter where you work from.



Sales Webinars

Accelerate the sales process for greater customer acquisition and profitability.



Marketing Webinars

Keep your audience engaged with video, content, and robust analytics.



Town Hall Meetings

Keeping every employee informed and motivated.

THE ROLE OF AI IN THE FUTURE OF COLLABORATION

Innovation must be embraced to stay ahead of the curve. Just as AI and analytics are changing how we bank, how we shop, how we deliver healthcare and education, **how we communicate is being re-shaped for the future.**

Decision makers should invest in a rich collaboration platform that fully leverages **AI, IoT and automation.** The possibilities of AI are immense, and its impact is already beginning to surface.

Bots keep team chat and meetings focused on the agenda and provide a host of rich diagnostics make outcomes actionable.

Adaptive audio, background noise suppression and light sensors create robust experiences.

Voice-activated commands Voice Assistants streamline authentication and simplify meeting control (scheduling, starting and ending calls, recording, locking the session.)

Facial tracking cameras and connected sensors and beacons capture verbal, written as well as non-verbal/facial cues to provide more context.



Deep Learning models and facial recognition identify who's in the room, authenticate access and automatically populate individual user settings.

Natural Language Processing and Real-time Transcripts remove errors and latency from the manual process of taking notes.

Custom backgrounds and adaptive green screens mask visually distracting environments.

Proximity and smart wearables automate user connections to endpoints and environments.

AI is here and now.
It's essential to **look
for innovative
providers** that will be
true partners on your
journey into the future of
collaboration.



NEXT STEPS—REMAIN AT THE FOREFRONT OF INNOVATION

Exploit the potential of collaborative technologies that power the future workforce and workplace. Identify, partner and evolve with forward-thinking technology providers that offer:

Simple and Scalable



Invest in one consistent enterprise experience across video meetings, content collaboration, phone systems, webinars, team chat with presence, and file sharing. Integrate with digital signage, scheduling displays, and 3rd-party apps of your choice to streamline workflows.

Secure



Protect the integrity of all information exchanged before, during, and post-meetings, including users' digital identities. Ensure enterprise-class encryption for your business communications.

All-in-One Collaboration



Deploy a solution that works across desktops, mobile devices, and conference rooms to enable one touch-to-join meetings and intuitive controls. Video-enable every conference room and huddle space with affordable software kits that let you flexibly select the device of your choice.

Extensible



A uniform user experience across meeting rooms, desktop and mobile devices, and virtual workspaces. Administrators also benefit from a familiar look and feel across applications and single provider support.




AI



Harness the power of voice assistants, automated transcripts, adaptive audio, location detection and much more. Make informed decisions with actionable historical, real-time and predictive insights into employee, business and meeting performance.

Think outside of today's checklist of technology investments to a **BROADER, STRATEGIC VISION OF TECHNOLOGICAL EVOLUTION** to shape your employees' work next year, five years and ten years ahead.

NEXT STEPS

-  Interested in learning more about the topics covered in this ebook? Call us at 877.GoFrost and reference the paper you're interested in. We'll have an analyst get in touch with you.
-  Visit our [Digital Transformation](#) web page.
-  Attend one of our [Growth Innovation & Leadership \(GIL\)](#) events to unearth hidden growth opportunities.

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