



DRIVING THE FUTURE WITH INTELLIGENT COLLABORATION



In the current business landscape, providing a great **employee experience (EX)** is a strategic focus for organizations aiming to attract and retain top talent.

While 88% of business leaders list hiring and retaining talent as a top business priority, most are struggling to keep employees happy.



of organizations report employees being disengaged as a result of hybrid work



of organizations report employees being dissatisfied with their current work model

A Technology-led Transformation is a Game Changer



Modern collaboration technologies are bridging the gap between employee expectations and the current workplace experience. Combined with the immense benefits of AI, today's audio, video, and content collaboration technologies offer an unprecedented opportunity to transform the way people work.

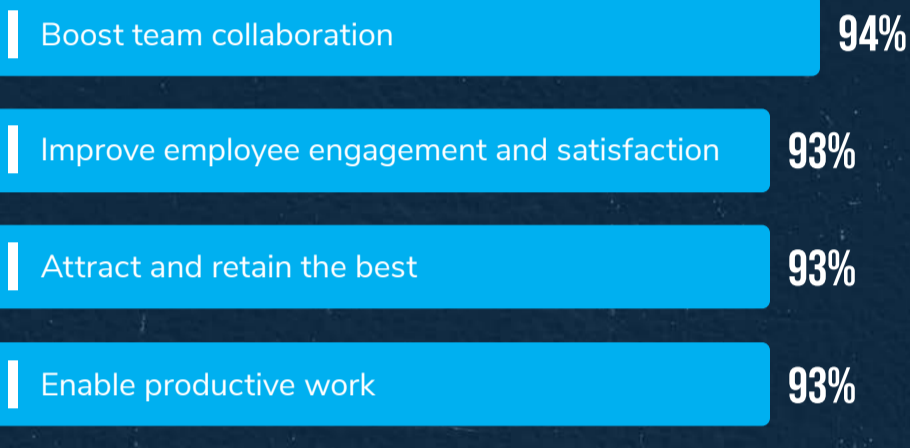
DON'T GET LEFT BEHIND

81% of organizations will have adopted video conferencing room devices by the end of 2024

78% will have dedicated personal video conferencing devices by the end of 2024

61% will increase video conferencing investments by 2026

PERCENTAGE OF IT DECISION-MAKERS WHO SAY INVESTING IN COMMUNICATIONS AND COLLABORATION SOLUTIONS IS IMPORTANT TO:

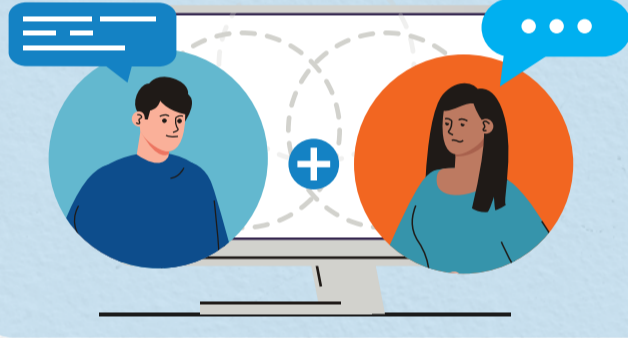


HOWEVER, SIMPLY INVESTING IN TECHNOLOGY IS NOT ENOUGH. ENSURING EASE OF USE, RELIABILITY, AND MANAGEABILITY IS FUNDAMENTAL TO SUCCESS.



Drive Better Teamwork Across Your Organization

Collaboration is at the heart of any top-performing team. Simplifying technology, reducing friction points for users, and developing manageable and scalable IT solutions are essential to the modern workplace and workforce.



When selecting collaboration technologies, **82%** of organizations say ease of use is important and **81%** say excellent manageability is important.

Ease of Use and Manageability Boost ROI

With video and content collaboration fundamental to all business communications, the need for simplicity, manageability, and control has never been greater. As such, a new category of **software-powered intelligent video devices** has quickly become the de facto choice for IT buyers and end users.



THE BENEFITS ARE MANY:

WHAT USERS GET

- Easy-to-use and intuitive technology experiences across all workspaces
- Flexibility to use the cloud collaboration solution of their choice
- Meeting experiences that put everyone on equal footing—remote or in-office
- AI-infused, feature-rich, and natural collaboration that enhances productivity and reduces fatigue

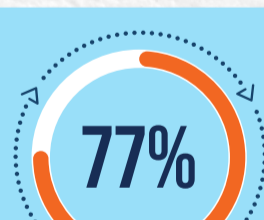
WHAT IT ADMINS GET

- Solutions that are easy to deploy, scale, and manage
- Reduced user training and help desk tickets
- Centralized management across all collaboration devices and spaces
- Device certifications with leading cloud providers for reliability and high performance

The Age of Intelligent Collaboration Solutions is Here

Businesses are embracing intelligent video and content collaboration technologies that are built with a people-first approach. They allow employees to work smarter and faster while making meaningful human connections.

Powered by software, modern collaboration devices are designed and optimized for ease of use with robust AI-driven features and enterprise-grade manageability and security.



of business leaders say AI-powered features and services are important, very important, or critical to their collaboration investments.

The Path Forward

As a business and technology leader, your top mandate is to drive better EX and collaboration throughout your organization. A trusted technology provider can help you implement digital transformation that prepares you for the new future using intelligent, software-driven collaboration solutions.

RECOMMENDATIONS

- Work with a provider that offers a **comprehensive portfolio of devices** to meet all your personal and team collaboration needs
- Deliver **consistent employee and administrator experiences** across spaces and devices
- Select a technology partner that **leads with innovation** in cutting-edge audio-video and AI-led technologies
- Ensure device performance through **certifications with leading cloud collaboration services**
- Seek **cost-effective solutions** that allow deployment at scale
- Demand **centralized management capabilities** across all spaces and devices



Elevate the EX for long term success: Employees are clamoring for physical and digital workplace environments that support their personal and professional goals. Embrace solutions that maximize human collaboration and employee well-being while driving productivity and growth.

[Click here to learn more](#) about how modern collaboration tools boost employee engagement, IT productivity, and experience.

Source: Frost & Sullivan IT Decision Makers Survey in Communications and Collaboration, April 2024