



# WORKPLACE TRANSFORMATION

“Talent wins games, but teamwork and intelligence win championships.” —*Michael Jordan*

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*Based on a webcast featuring Mark Krynock, Smart Office Strategist at Lenovo, Darren Coil, Director, Category Marketing at Microsoft, John O'Shaughnessy, Head of Solutions Marketing at Logitech, and moderated by John Lauffer, Brand Ambassador at Lenovo.*

**T**he 21st Century office is changing for knowledge workers. The Dilbert cubicle is so 1990. Recent college graduates are coming out of educational environments that focus on teamwork. And to work as a team, members can't be compartmentalized in offices or cubicles. Teamwork requires a rethinking of the workplace. Leading this transformation is the creation of Huddle Rooms, a conference room style space where two or four or five or six or more team members can get together to solve problems and create projects.



Lenovo finds that in the evolving workplace, 59 percent of knowledge workers are telecommuting from home at least part of the time. Meanwhile, only 46 percent are still working in traditional offices and cubicles. An astounding 74 percent of millennials prefer to work in groups. That's what is driving the workplace transformation.

"Millennials are coming into the workplace, Generation Z is right behind, and they prefer to work in groups," observed John Lauffer, Brand Ambassador at Lenovo, introducing the topic for discussion.

Just as cubicles were built around PC-based workstations, the Huddle Room requires its own unique equipment including always-ready compute power and video that every team member can view and work with effortlessly. No more

turning a PC flat screen so others can get a better look or passing a notebook PC around the table. The Huddle Room is driving new innovations in collaborative technology. Providing teams in Huddle Rooms with the technology they need is creating a major challenge for IT.

Mark Krynock, Smart Office Strategist at Lenovo, shared key trends impacting workplace transformation. Those new to the terminology will be surprised to learn that according to Gartner: Huddle rooms account for a growing percentage of the 50 million enterprise conference rooms worldwide.

"Two to six person rooms are replacing the dedicated cubicle throughout commercial environments," Krynock told the webcast audience. "That's a lot of space and place to inject rich technology."

Lenovo is focused on helping IT support this trend. He noted that Microsoft is prioritizing technology for team collaboration.

### RETHINKING CONFERENCE CALLS IN THE VIRTUAL WORKPLACE

There is a growing virtual workplace where people are working from home or on the road in hotel rooms and airport lounges. Many companies also have far flung offices with people working in different cities and different countries.

Coil noted that it can take up to 10 minutes to share a document by conventional means during a traditional teleconference. Microsoft's goal is to provide technology so that with the push of a button everyone in the video conference is seeing the same content at the same time and it is secure as well as readily available.

"It lets everybody on the team become a true player on the team," Coil said. "They know what's happening. They're involved. They're part of the decision

"WE'RE WORKING WITH LENOVO TO BRING  
HARDWARE AND SOFTWARE SOLUTIONS TO THE  
WORKPLACE THAT FACILITATE BETTER MEETINGS."

—DARREN COIL, MICROSOFT

Darren Coil, Director, Category Marketing at Microsoft, said that the conferencing technology that was state-of-the-art 10 years ago is no longer what is needed to support today's knowledge workers.

"We're working with Lenovo to bring hardware and software solutions to the workplace that facilitate better meetings," Coil said. "For teams to be effective we have to address all the modern challenges. If you have a partner in Europe and you're in the United States, you have time zone challenges. You have language challenges. You have the need to share content. All of these things make it harder for virtual teams to be successful. What we're trying to do is reduce the barriers of technology and language and time zones by remaking a telephone conference into a live video conference."

making. People can see their expressions. People can read those expressions and get those subtle cues that might not be picked up in voice-only communication."

John O'Shaughnessy, Head of Solutions Marketing at Logitech, shared data from Forbes indicating how important facial expressions and body language are to person-to-person communications. The breakdown of how people process messages showed:

- **55 percent** based on facial expressions and body language
- **37 percent** based on tone of voice
- **8 percent** based on actual words said

Clearly being able to see the person you are talking to makes a big difference.

"Video vastly improves communications," O'Shaughnessy said. "Let's bear in mind that nothing is going to replace

face-to-face interaction, meeting people live. In an increasingly digital world it's important to meet people face-to-face. Video is in this middle ground between impersonal digital tools like email and chat, and live in-person contact."

To bridge the gap between texting a colleague and meeting with them over coffee, video provides a bridge. He noted that with the generational change in the workplace, young people are comfortable with video technology for communications.

"If you can't be there in person," O'Shaughnessy said, "video is the next best thing. It lets you gage the reactions, whether people are absorbing information being presented. You can apprehend comprehension. Are people getting it? Are they puzzled? You're connecting on a more effective level than audio or email."

The immediacy and urgency that video brings to communications makes it the best solution for teams with members in geographically diverse locations.

"It provides clarity that's missing from other communication vehicles," the Logitech representative on the webcast said.

### **THE RISE OF THE HUDDLE ROOM**

Lenovo's Lauffer shared statistics on how the workplace is changing:

- Since 2010, office space per worker has decreased by over 30 percent.
- 20 percent of meetings that overrun do so because of equipment problems.

In this evolving work environment he said: "We're seeing the need for Huddle Rooms grow substantially."

He noted that larger conference rooms where A/V teams were used to setting up projectors and other equipment for big meetings is now evolving into smaller Huddle Rooms that need different kinds of communications technology. If a team has to wait for A/V to set up in a Huddle Room, Lauffer said: "It takes forever to start a meeting." A portion of the workday is lost waiting for the right equipment with the correct connectivity.

He shared a slide with this message: If you can't do a conference productively, you really don't have a conference room.

Lenovo is finding that their customers increasingly need technology that will make their Huddle Rooms productive for the next generation of collaboration.

Here are some of the ways meetings in Huddle Rooms are unique compared to the previous generation's use of conference rooms:

- Frequently started "in the moment"
- Often includes ad hoc attendees
- Increasingly includes workers from home and external participants
- Two to six participants
- No "primary presenter"

However, Lenovo finds that delays of approximately 10 minutes can result from the following issues:

- Complicated startup
- Complicated user interface
- Equipment clutter
- Difficulty in content sharing
- Difficulty connecting or moving the presenter
- Difficulty hearing
- Uncertain availability

### CHANGING NATURE OF WORK

Not only are workplaces changing but the nature of what used to be called “office work” is also changing.

“The younger workforce is changing,” explained Logitech’s O’Shaughnessy. “They’re far more comfortable than their predecessors with interacting visually. Also the nature of work is changing. Typically, you used to have siloed departments that rarely interacted with other groups. What you have today – and it’s an increasing trend—is cross-functional teams created to accomplish specific projects.”

### PROVISIONING HUDDLE ROOMS

Large organizations are going to have hundreds of Huddle Rooms, so IT departments have to find ways to make sure they are set up with video and computer technology that allows for the on-the-fly way that meetings are often set up. Key requirements include:

- Installation and setup must go from hours to minutes
- Support has to avoid learning new software
- Hardware must have high availability

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—JOHN O’SHAUGHNESSY, LOGITECH

Knowledge workers from different departments will be brought together to work on a project that impacts the entire business, not just one unit. Once that project is completed, the team members will disband. But soon they may be working in another team with different members on a new project. It makes for a very dynamic work environment.

“You have a need for physical spaces that reflect this project-based workflow,” O’Shaughnessy said. “You see it in the growth of open workspaces. The growth of Huddle Rooms is off the charts. As opposed to the defined cubicle culture, now you have open workspaces and Huddle Rooms.”

The traditional conference room setup won’t work for Huddle Rooms. The equipment has to be easy to set up and use so anyone who walks into the room can immediately make use of it, Krynock explained.

“The hardware must be always on and always ready,” he said. “There needs to be video and compute in every space.”

Planning for what Krynock calls the smart office is best done by the same kind of cross-departmental approach that is part of the workplace transformation. It needs to be a joint effort by not only IT, but also facilities, human resources, and networking teams.

## THINKSMART HUB 500 SKYPE ROOM SYSTEM

Lenovo and Microsoft offer a new solution for provisioning Huddle Rooms with the ThinkSmart Hub 500 Skype Room System, an all-in-one, purpose-built device for simplified meetings that enables:

- Faster start with one click
- Reduction in workspace clutter
- Lower hardware costs with all-in-one audio, video and computing
- Democratizing meetings; Rotatable Display & 360 Degree LED
- Business Class manageability with Intel® Core i5 vPro
- Secure Windows 10 IoT with locked down UWP App
- Globally available, one configuration

Lenovo's Kryknock explained that his team worked for a year with Microsoft to create an out-of-the-box single console for Huddle Rooms. It can fit on virtually any table. With a small footprint it leaves room for a team to work with their own notebooks or mobile devices. With compute, video and Skype for Business fully integrated there is no need for an IT pro to come in and do the setup.

Microsoft's Coil explained that the ThinkSmart Hub 500 includes not only Skype for Business but also Microsoft Teams. It also includes SharePoint, calendaring and short messaging. Users

can also layer in Cortana, Microsoft's virtual assistant with smart speaker.

"What's coming with Cortana is you can say, 'Start my meeting' and she will start the meeting for you," Coil explained.

Lenovo's Lauffer added: "With the Hub 500 we have the ability to start a meeting, get up and running quickly."

For video conferencing, Logitech provides two options:

- Logitech PTZ Pro-2 Camera 1080p with enhanced pan/tilt/zoom offering premium optics for various sized rooms
- Logitech BRIO Camera 4K UHD webcam 5x digital zoom with HDR

Both cameras connect with USB for easy setup. They can adjust to various size rooms and lighting conditions to optimize the video so viewers can clearly see facial expressions.

ThinkSmart Hub 500 is part of Lenovo's ThinkSmart vision addressing the new set of challenges with changing workstyles and workplaces... at the desk and beyond.

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**Find out more:**

<https://www.1e.com>

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