InfoBrief sponsored by Barco | March 2025

Securing Collaboration: A Strategic Road Map for Modern Workspaces

Mario Lombardo,
Associate Consultant, Future of
WorkSpace & Imaging, IDC EMEA

Romain Fouchereau,
Senior Research Manager,
Security Research, IDC EMEA

Mick Heys,
Vice President, Future of
WorkSpace & Imaging, IDC EMEA

The workplace is changing, and employees demand more collaborative environments.

Organizations are navigating huge technology headwinds, including the rise of hybrid work models, increasing cybersecurity threats, and rapid advances in collaboration tools, forcing them to change the way they operate.

While technological disruption brings opportunities to innovate and transform, effective human interactions remain the cornerstone of successful modern hybrid work models.

Over **1/3**

of employees demand more meeting rooms & huddle spaces for internal collaboration, as well as spaces for training and knowledge sharing.

Over **1/5**

of employees demand more conference and meeting rooms for client interactions.

Meeting room solutions remain critical enablers of seamless collaboration, impacting productivity across hybrid and in-office environments.

Source: IDC's *EMEA FoW Employee Experience Survey, 2024,* February 2024

And organizations are listening.

Workplace road maps are increasingly aimed at facilitating communication and collaboration.

IDC's 2024 data shows strong investments in new meeting rooms for both scheduled and casual meetings.

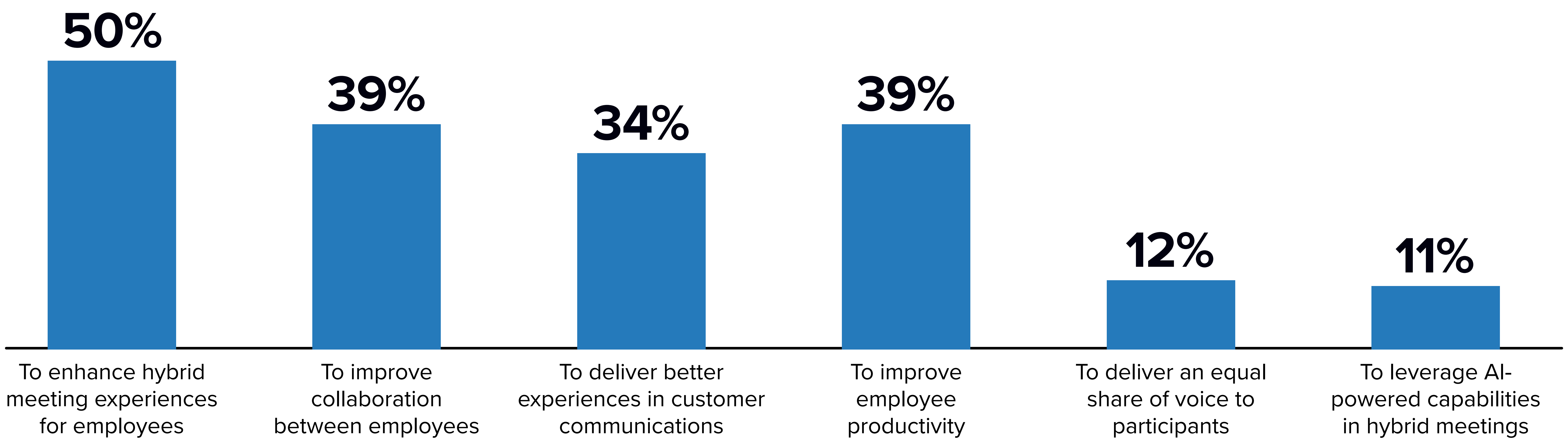
Understanding the importance of human interactions, workplace managers are redesigning the workplace to create the best possible hybrid meeting experience.

The evolution of workplace models is driving demand for meeting solutions that enable flexibility and scalability.

36% of organizations increased the number of small and medium-size rooms in 2024.

34% of organizations increased the number of huddle spaces and open spaces for meetings in 2024.

Top Reasons to Redesign or Upgrade Office Facilities with New UC&C Hardware in the Past Two Years



To align with hybrid work strategies and ensure positive employee experiences, collaboration tools must be intuitive, integrated, and accessible.

Source: IDC's *EMEA FoW Employee Experience Survey, 2024,* February 2024; IDC's *Worldwide UC&C/CpaaS/Colo Survey, 2024* (N = 427)

The challenges are many.

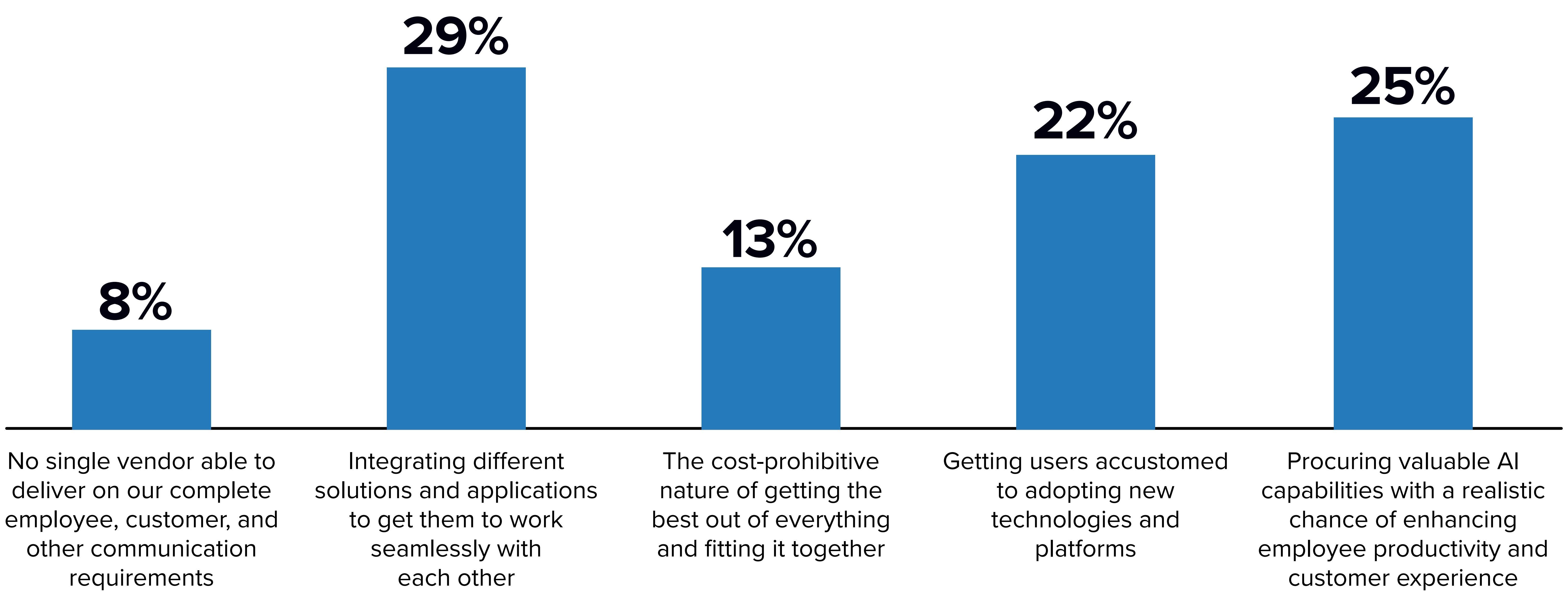
With the workplace evolving so rapidly, demand for meeting room solutions remains very high. Over 60% of organizations consider redesigning or upgrading meeting room solution hardware important. However, when planning and implementing new solutions, organization face some key challenges.

Above all, organizations struggle to integrate different solutions that can create a consistently positive employee experience (indicated by roughly 30%).

They often undergo an iterative process with different phases of development, deploying a heterogenous mix of solutions, each with a distinct value proposition.

As such, they face the challenge of balancing seamless and scalable user experience with consistent corporate-grade security and compliance.

Main Challenges When Implementing Meeting Room Solution Hardware



Meeting room solutions are often a mix of many components. When defining their collaboration and communication road maps, organizations should place equal importance on user experience and security.

Source: IDC's *Worldwide UC&C/CpaaS/Colo Survey, 2024* (N = 427)

Security is the top procurement criterion.

Security and privacy are critical in meeting room solutions, with increasing risks demanding a focus on integrated and resilient protection.

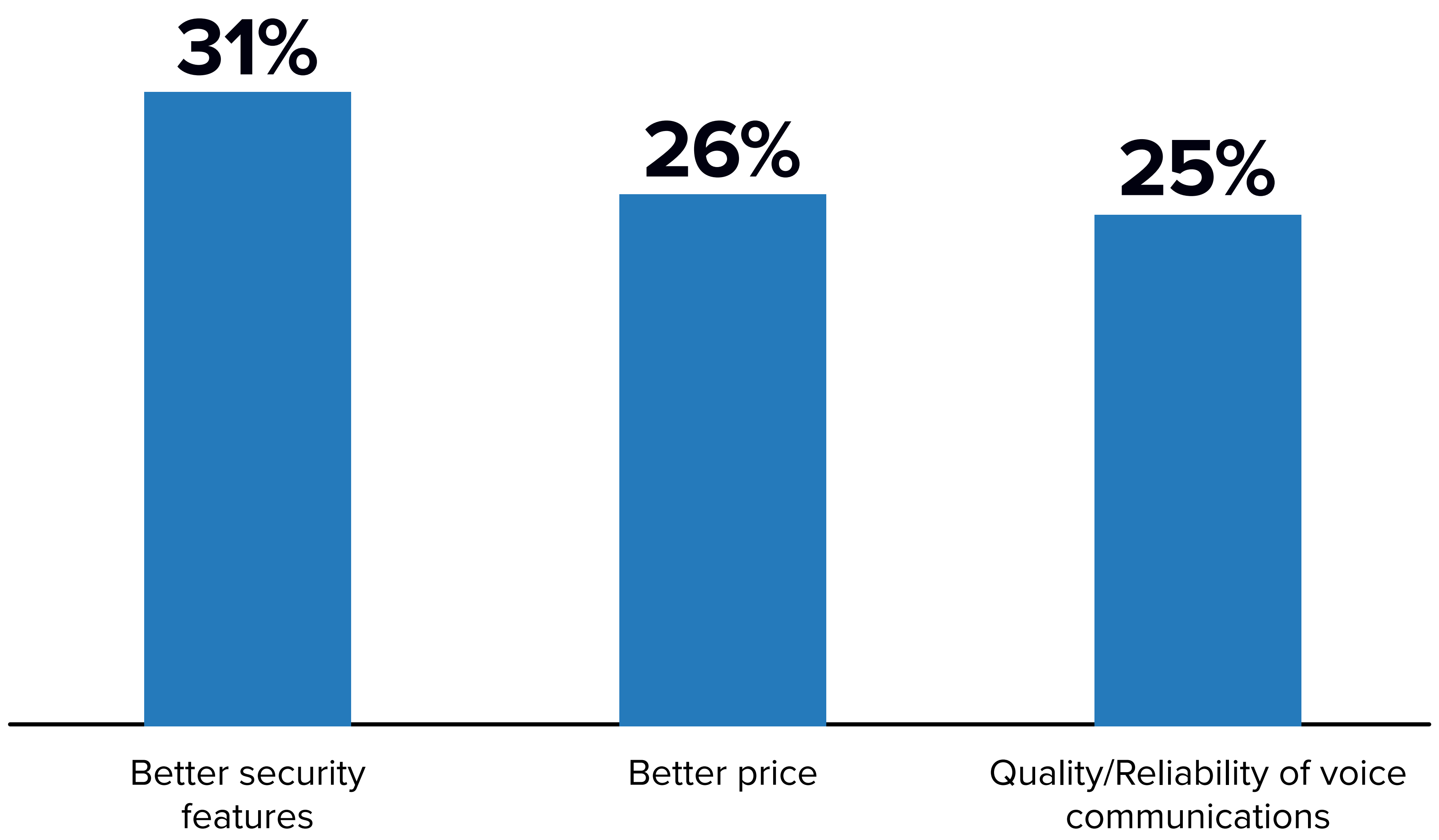
Meeting room solutions have become essential for collaboration, but they bring their own security challenges:

- Meeting room tools must align with the broader IT ecosystem without creating new vulnerabilities.
- Remote access, content sharing, and multiple-device connections can expose organizations to cyberattacks and risks (including hacking, phishing, and malware injection) and data breaches (unauthorized individuals intercepting sensitive information, leading to intellectual property theft and reputation damage).

Solutions built on solid security principles help minimize risks and protect sensitive data without compromising usability.

Security is by far the top criterion in the procurement of collaboration tools, ahead of price and quality. Organizations realize the high sensitivity of data shared in collaborative environments and show a clear intention to close any security loopholes.

Top Purchase-Decision Factors for Primary UC&C Solutions



Security and privacy are no longer optional; they are the foundation of effective meeting room solutions, enabling safe and unified collaboration.

Source: IDC's *Worldwide UC&C/CpaaS/Colo Survey, 2024* (N = 427)

But what are the key hurdles?

Modern communications environments face critical risks, including data breaches, unauthorized access, and network vulnerabilities, underscoring the need to protect sensitive communications.

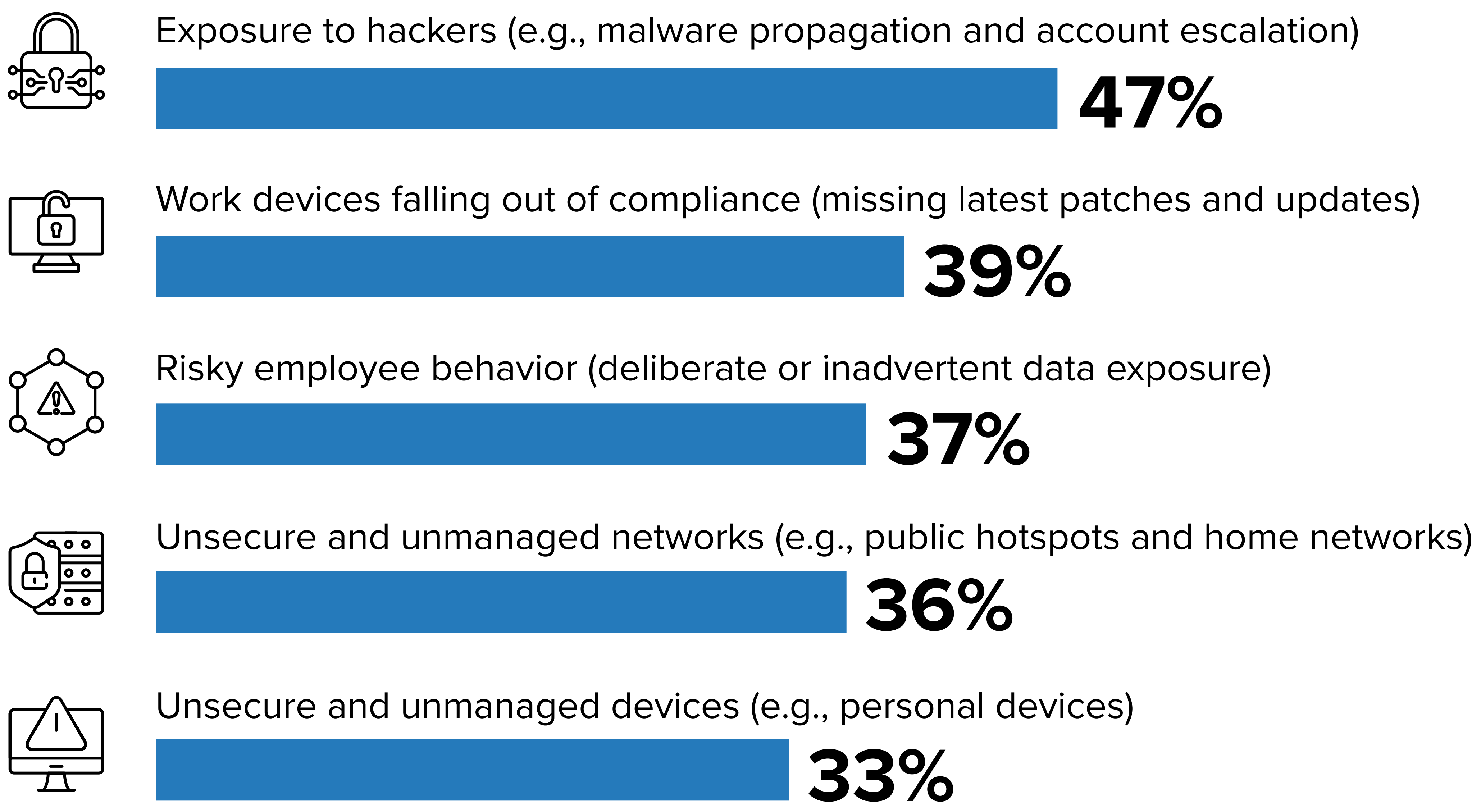
Cybercriminals are increasingly targeting collaboration tools, especially since flexible work models are blurring boundaries between secure corporate environments and remote setups.

This shift exposes vulnerabilities in devices and networks, including unauthorized access, data breaches during wireless transmissions, and network weaknesses exploited by attackers.

Using secure-by-design equipment that integrates encryption and robust authentication protocols is essential to mitigate these risks.

Good security hygiene (regular updates, password policies, and user education) also provides a good foundation for secure collaboration in hybrid work environments.

The Biggest Security Concerns Relative to Flexible Work Models



Organizations can address key security challenges by investing in secure-by-design equipment and developing good security practices. These measures ensure safe collaboration without adding complexity to the user experience.

Source: IDC's *WW Future of Work Survey, 2024*

And who is leading procurement decisions?

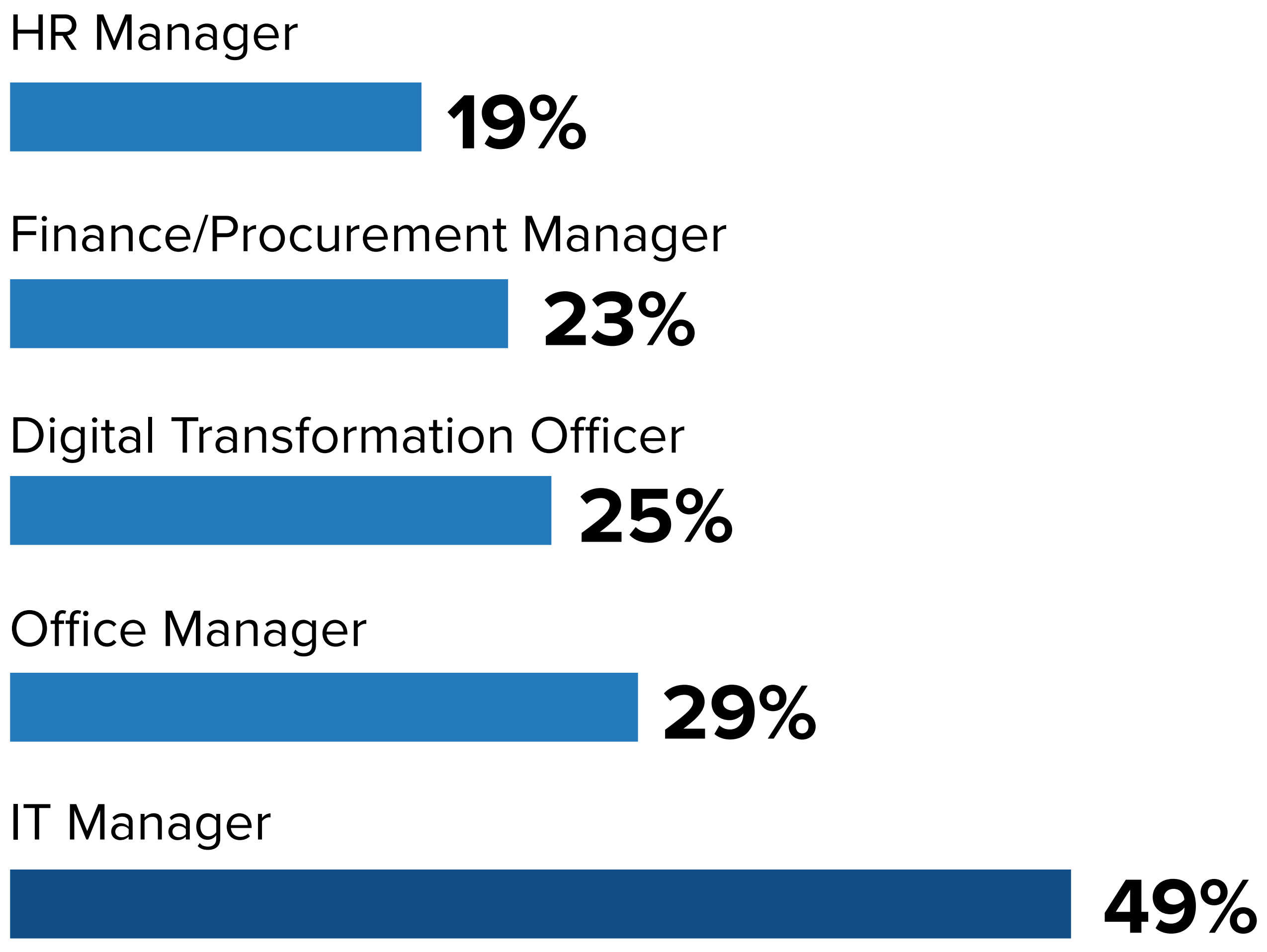
Despite general security awareness, the process around procurement decisions requires attention, as key decision-makers for the procurement of office solutions are often office managers, procurement teams, and even HR managers.

IT expertise is crucial for ensuring seamless integration with existing systems and safeguarding data integrity. IT professionals are uniquely positioned to provide a critical balance in evaluating solutions that are both secure and user friendly.

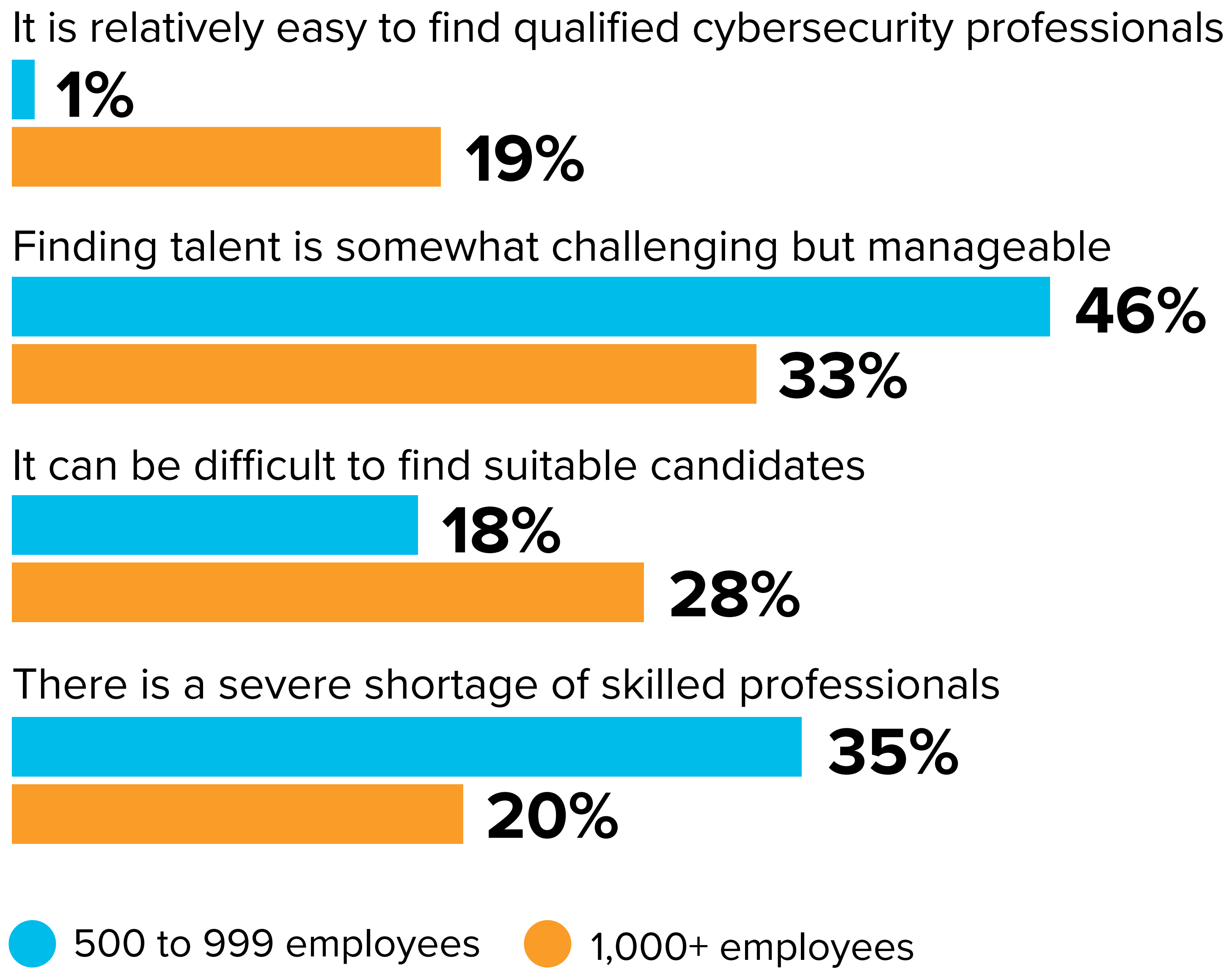
Sidestepping IT teams in the selection of meeting room solutions can compromise security not only in meeting rooms but in the entire work environment.

As an aggravating factor, a shortage of cybersecurity talent means that, even when IT profiles are involved in the decision-making process, they may not fully understand the risks posed by newly integrated meeting room solutions.

Involvement in Smart Office Solution Management by Role



Level of Challenge to Recruit Cybersecurity Talent by Organization Size



Organizations that do not adequately recruit and train IT employees and involve them in the decision-making process face multiple security risks. Selecting vendors that can educate users on these risks can help to fill gaps.

IDC's *CIO Sentiment Survey, 2023,* September 2023 (n = 361)

What are the security must-haves for meeting room solutions?

Securing meeting room solutions demand a layered approach that combines robust security measures and adaptability to the organization's risk appetite.

Authentication and encryption:
Protect access and communications with robust multifactor authentication and end-to-end encryption.

Regular security updates:
Automate updates to address vulnerabilities promptly.

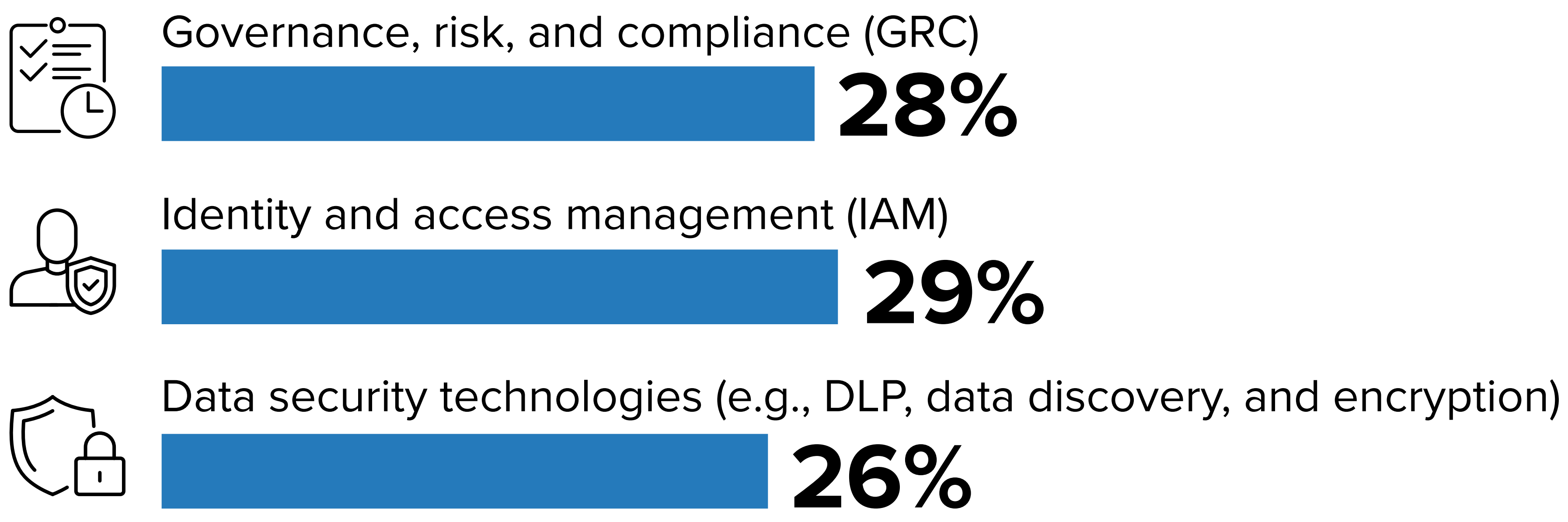
End-to-end data security:
Safeguard data in transit and at rest during wireless sharing and remote collaboration.

Privacy by design:
Ensure sensitive metadata remains contained within the corporate ecosystem.

Tailored security settings:
Choose solutions that offer both pre-configured and customizable security levels.

Zero trust principles:
Reduce risk by enforcing continuous verification and avoiding implicit trust in users or devices.

Organizations' Top IT Security Priorities



Zero trust is a **top priority for 70% of organizations** and has become the standard to achieve in cybersecurity.

Organizations should align meeting room security strategies with operational realities, incorporating zero trust principles where possible and implementing privacy by design to enable secure and efficient collaboration.

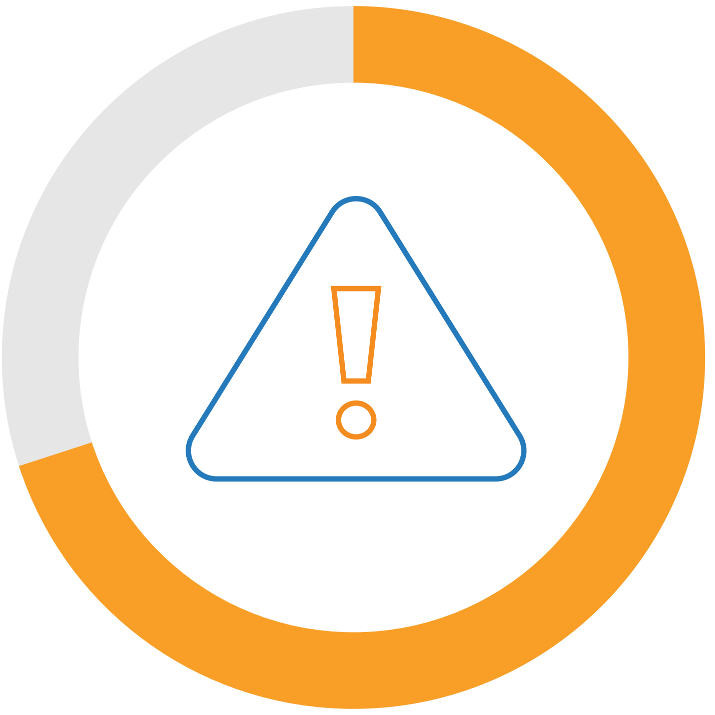
Source: IDC's *EMEA Security Technologies and Strategies Survey, 2024*

Understanding risk is crucial for resilient collaboration.

Effective risk assessment tools help organizations identify vulnerabilities in their networks and take targeted actions to secure meeting room solutions.

Meeting room solutions are increasingly integral to collaboration and require a structured risk approach to ensure security.

- **Identify vulnerabilities:**
  Map weak points across devices, networks, and data-sharing processes.
- **Evaluate and prioritize risks:**
  Focus on threats with the highest likelihood and biggest impact.
- **Adapt to new threats:**
  Continuously assess risks to align with new threats and requirements.
- **Protect content sharing:**
  Protect sensitive data at all access points.



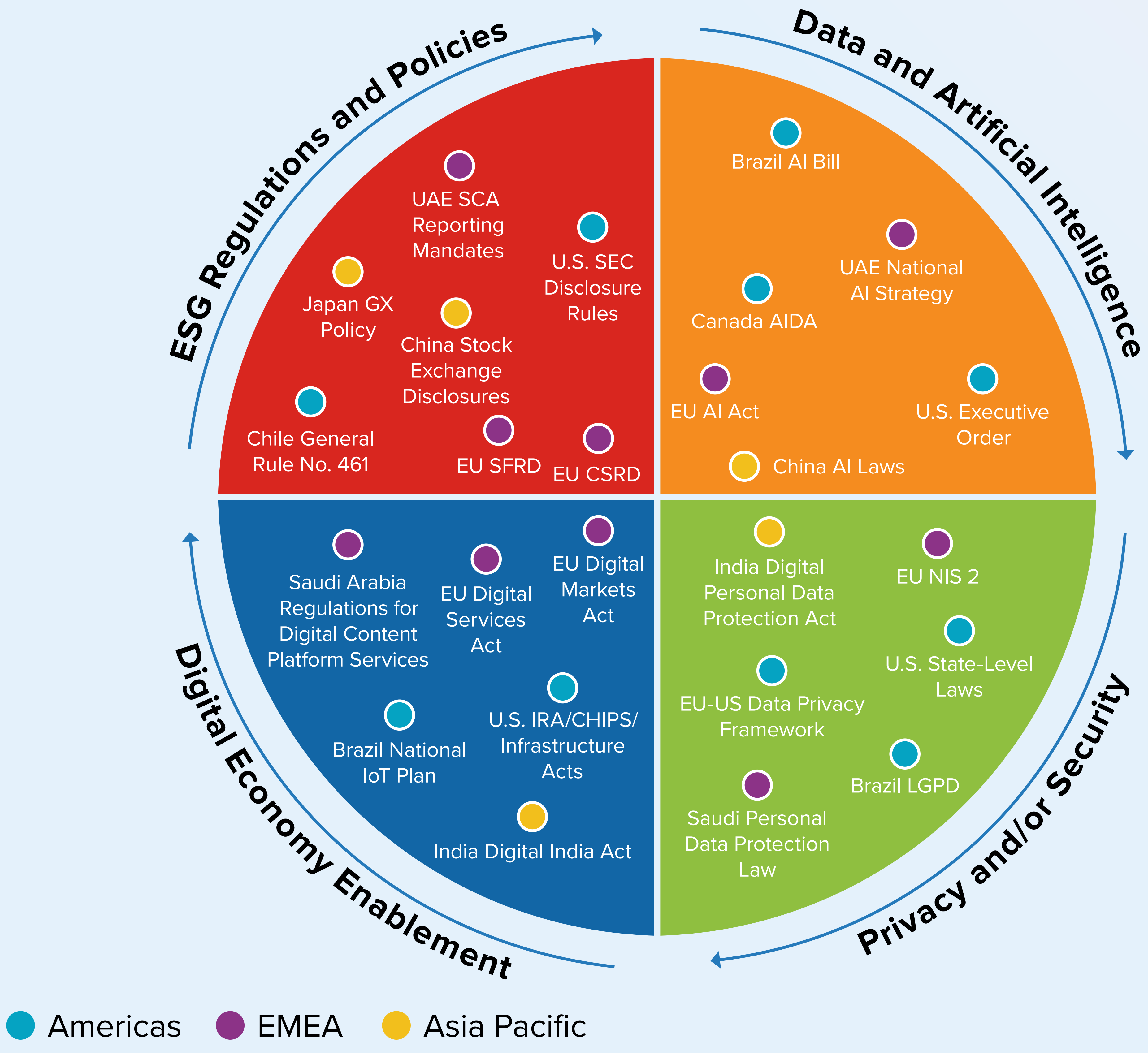
70% of CIOs cite **risk mitigation** as a top priority.

Organizations must ensure the solutions they procure will not introduce any **performance, security,** or **compliance** issues.

Organizations must adopt continuous risk assessment and more layered security strategies to secure their meeting room solutions and ensure resilience.

Source: IDC's *CIO Poll Survey,* April 2024

Trust can be built through compliance and certifications.



ESG Regulations and Policies

UAE SCA Reporting Mandates

U.S. SEC Disclosure Rules

Japan GX Policy

China Stock Exchange Disclosures

Chile General Rule No. 461

EU SFRD

EU CSRD

Data and Artificial Intelligence

Brazil AI Bill

UAE National AI Strategy

Canada AIDA

EU AI Act

U.S. Executive Order

China AI Laws

Digital Economy Enablement

Saudi Arabia Regulations for Digital Content Platform Services

EU Digital Services Act

EU Digital Markets Act

Brazil National IoT Plan

U.S. IRA/CHIPS/ Infrastructure Acts

India Digital India Act

Privacy and/or Security

India Digital Personal Data Protection Act

EU NIS 2

U.S. State-Level Laws

EU-US Data Privacy Framework

Brazil LGPD

Saudi Personal Data Protection Law

● Americas ● EMEA ● Asia Pacific

Meeting room solutions that align with global regulations and certifications deliver trusted future-ready security.

Compliance and certifications play a vital role in ensuring the security and trustworthiness of meeting room solutions.

- **Enhanced data protection:**
  Safeguard sensitive corporate and customer information.
- **Risk reduction:**
  Build trust with clients and partners by addressing vulnerabilities.
- **Alignment with best practices:**
  Adhere to established cybersecurity standards.
- **Future-readiness:**
  Avoid costly upgrades or new solutions before renewals.
- **Competitive advantage:**
  Demonstrate a commitment to security and earn customer confidence.

Organizations should prioritize solutions that meet relevant certifications and regulatory requirements to ensure compliance and build trust.

Source: IDC's *Worldwide Digital Regulations and Policies Radar Survey, 2024*

Secure by design is the solution!

Adopting meeting room solutions with a secure-by-design approach ensures data protection, compliance, and trust while reducing operational risks.

Solutions designed with a security-first approach will benefit organizations, helping them to:

- Protect corporate and customer data, ensuring privacy is maintained across all interactions
- Reduce exposure to threats in remote and hybrid work environments, addressing vulnerabilities before they become issues
- Minimize downtime and avoid the financial impact of breaches and disruptions
- Stay aligned with regional and international requirements, reducing legal and reputational risks
- Build stronger relationships with clients and stakeholders by demonstrating a commitment to security and privacy

Secure-by-design meeting room solutions provide robust protection for data, compliance, and trust, ensuring secure collaboration without compromising usability.

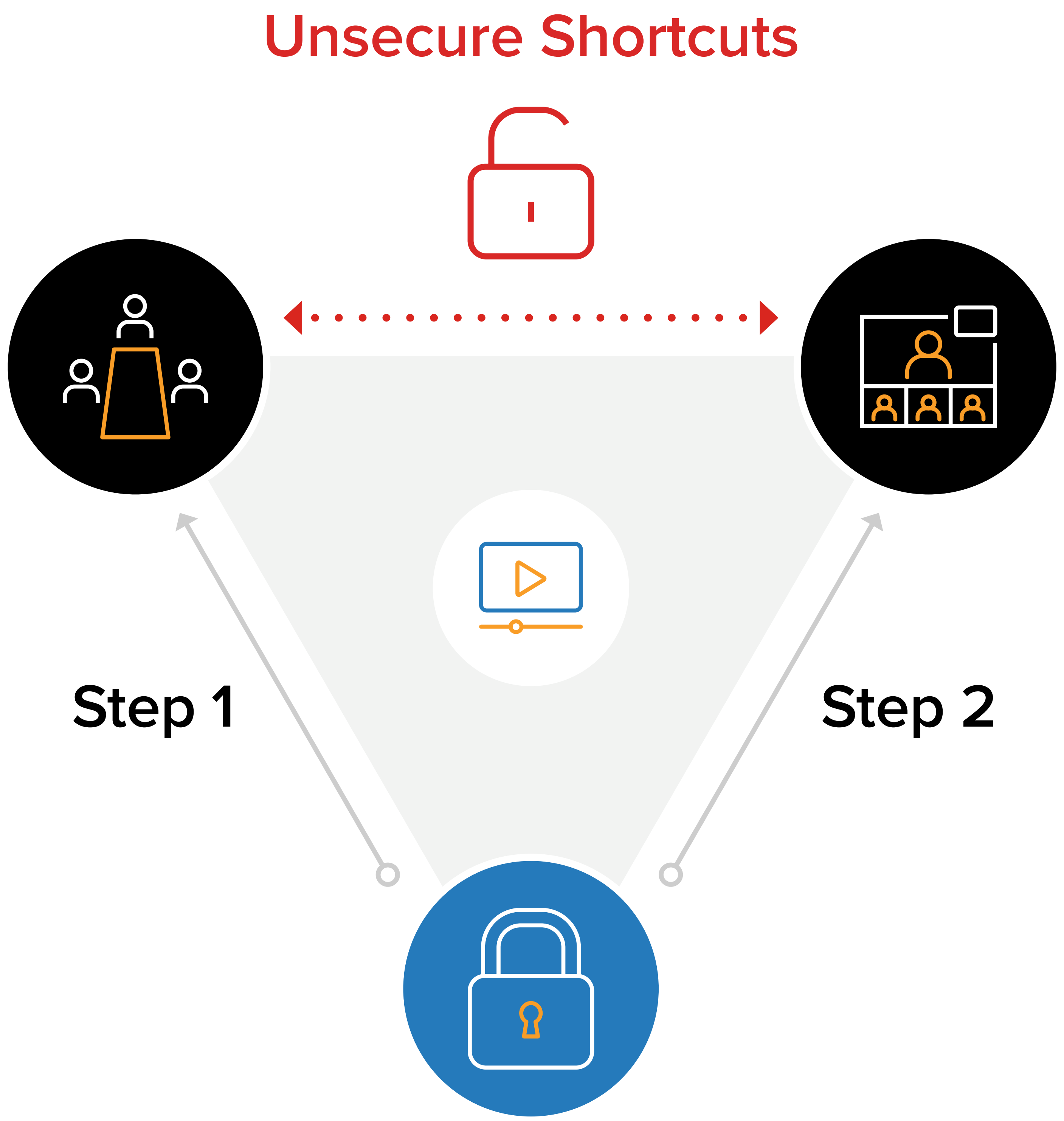
Organizations need to ensure safe and seamless productivity.

Solutions that are not secure by design will often require additional security steps that get in the way of productivity.

Employees greatly value ease of use, and they require solutions that facilitate their tasks.

When faced with additional security steps or complex security processes, many will seek unsecure shortcuts to make work easier. This can lead not only to isolated incidents but even to entire shadow IT issues.

Solutions that are secure by design eliminate the risks of unsecure shortcuts, giving employees only one secure and convenient process to follow.



While security levels must be defined, users and their productivity should remain at the center of the procurement process.

Call to Action

Addressing risk often demands immediate action, but building a resilient security posture is a long-term journey — an ongoing process of redesign, implement, and reassess, adapting to new threats and requirements as they arise. Success lies in approaching security as a marathon, not a sprint.

Short-Term/Immediate Actions

- Align your security level with industry standards, business requirements, applications, and user personas (identify your position in the risk matrix).
- Ensure specific security needs align with communication and collaboration goals.
- Work with existing tech providers to identify loopholes, and check whether these providers meet your security targets.

Quick fixes:

- Enable encryption.
- Always keep firmware up to date.
- Address critical vulnerabilities.

Medium-Term Actions

(Re)Design the process of evaluating suppliers:

- Ensure the continuous security training of IT staff and involve them as key stakeholders in all supplier decision-making.
- Prioritize vendors with security-first solutions featuring embedded best-of-breed security.
- Test usability alongside security and ensure employees can work efficiently without bypassing controls.

Rethink your security road map:

- Establish a proactive security-conscious approach in the workplace.
- Position security as a foundational element of collaboration strategies.

Longer-Term Considerations

- Build on IT procurement experience to establish an integrated long-term security plan.
- Foster security awareness and best practice adherence across all user levels.
- Conduct regular audits and reassessments to maintain resilience and adapt to threats and vulnerabilities.
- Align meeting room solutions with evolving regulations and compliance standards.

About the Analysts

Mario Lombardo,

Associate Consultant, Future of WorkSpace & Imaging, IDC EMEA

With a strong background in imaging technology and digital workflows, Mario Lombardo is currently part of IDC's Future of Workspace and Imaging practice. He designs and manages bespoke projects which support clients in their marketing strategies, business plans and research and development. His contribution varies from data-driven product tracking all the way to thought leadership pieces. In his career, he has been many times quoted in the European press and invited to speak at major industry events.

More about Mario Lombardo

Romain Fouchereau,

Senior Research Manager, Security Research, IDC EMEA

As a senior research manager for IDC's European Security group, Romain focuses on network security and security technologies linked to the extended enterprise, such as IoT, edge, and IT-OT convergence. Romain closely monitors these technologies' development, evolution, and penetration, as well as the approaches vendors are taking to stimulate adoption at channel and end-user levels.

More about Romain Fouchereau

Mick Heys,

Vice President, Future of WorkSpace & Imaging, IDC EMEA

Mick Heys is vice president of IDC Europe's Future of Workplace & Imaging unit. In his role, Mick helps vendors grow their businesses in challenging situations by identifying key areas of opportunity. His research focuses are hybrid working and SmartOffice technology, and he manages and contributes to the research of IDC Europe's Imaging, Printing, and Document Solutions group. Mick has over 30 years of experience in business development, alliance management, sales, product management, and consultancy in the office automation and print industries.

More about Mick Heys

Message from the Sponsor

ClickShare is Barco's award-winning wireless meeting room system for easy video conferencing, collaboration, and presentation. It connects your laptop to conference room, audio and video equipment, so you can start a meeting with one click.

ClickShare ensures user-friendly experiences and meets the highest security standards. With a robust patent portfolio, seamless compatibility, and extensive five-year warranty, ClickShare guarantees you are investing in a reliable, future-proof solution.

ClickShare has you covered

- One of the most trusted wireless collaboration tools in the market
- Security, stability, sustainability, and ease of use are built in
- Several features and firmware updates ensure the highest data protection standards
- ISO 27001 certified
- Offering IT admins peace of mind

Show me more on ClickShare

BARCO | ClickShare

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets.

With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight help IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.), the world's leading tech media, data, and marketing services company.

IDC Custom Solutions

This publication was produced by IDC Custom Solutions. As a premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets, IDC's Custom Solutions group helps clients plan, market, sell, and succeed in the global marketplace. We create actionable market intelligence and influential content marketing programs that yield measurable results.

IDC

IDC UK
5th Floor, Ealing Cross, 85 Uxbridge Road, London, W5 5TH, United Kingdom
T 44.208.987.7100

@idc   @idc   idc.com

Privacy Policy | CCPA