

ClickShare

TAP
into

the workspace

BARCO

Here, there, every where

The Workspace describes the space within a place. So, whenever you're working, you're occupying a workspace. And today, this can be just about anywhere. The more traditional among you might prefer a desk or a meeting room, but it could equally be a huddle space, your kitchen at home, or even a beanbag.





More space to think

More often than not, our best ideas don't come when we're sitting in front of a computer. They arrive when little distractions allow our thoughts to wander from the task at hand. These 'little distractions' are what many large enterprises see as the catalysts for collaboration. And it's why we're seeing dramatic changes in workspace design.

Rise of the knowledge worker

As employers seek workers more for their knowledge and not their time, they are realising that people can be productive anywhere, thanks to smarter mobile devices, faster connections and an increase in collaboration tools. According to the World Economic Forum: "Unlike generations of white-collar workers before them, modern employees want –

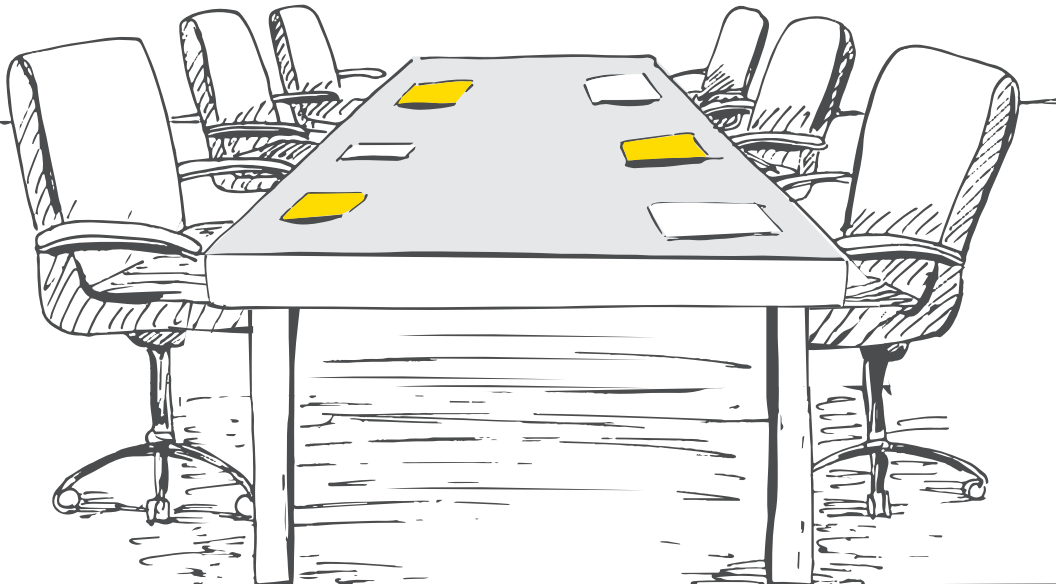
and often demand – flexible spaces that are conducive to thinking, and that help them perform the tasks required of them. These might include soundproof booths, soft seating areas or standing desks."

Declassifying the 'desk' as a workspace started back in the 1980s when folders and filing cabinets gave way to word processors and bulky computers – back then, not every desk had one, so you

had to switch to a designated area to use them. This could be seen as the start of hot-desking as you could no longer furnish a desk with personal items if you spent large parts of the day away from it. Today an increasing majority of the workforce are just fine with that. Just as they have demanded more flexibility in their working hours and places of work, they have also demanded more flexible workspaces.

New jobs will require creative intelligence, social and emotional intelligence and the ability to leverage artificial intelligence. Those jobs will be immensely more fulfilling than today's jobs.

Fast Forward 2030. The future of Work and the Workplace –
Genesis Research Report by CBRE



Let's huddle



Enterprises now realise the power of small focussed teams to help boost productivity. For the modern workforce to achieve maximum potential, they need quick collaboration spaces where they can engage face-to-face or through video conferencing.

Huddle spaces don't require the expensive audio-visual equipment of large conference rooms. They are quick to set up with space-saving plug and play devices more in tune with versatile group working. And, it's why huddle spaces have become increasingly popular. According to research by Wainhouse, around 55% of younger workers have begun to push conference managers for spaces with more accessible video solutions in the workplace.

Our new building is really designed to spark not just collaboration, but that innovation you see when people collide.

Scott Birnbaum –
Vice President Samsung
Semiconductor, taking to
Harvard Business Review



Flexible and fun

Unbookable, spontaneous workspaces that inspire employees are already a familiar sight in the world's most innovative companies. Google's offices, for example, are full of quirky huddle spaces, games, activity areas and even adult-sized slides.

The company's long-term office space strategy is not about desks and computers, but finding ways to stimulate, encourage, engage and collaborate – because these are the key ingredients for boosting staff morale and encouraging innovation.

Etsy's Brooklyn Headquarters meanwhile, has living greenscape, making the space feel more like a treehouse than an office. This is what Etsy fondly refers to as the "Green Embrace," the idea of bringing the outside in, of nature permeating and reclaiming the building. These 'funky' new designs and campus-style complexes act as a draw for the workforce; to make the office their workplace of choice – which, in turn, promotes more face-to-face, agile collaboration.



Huddle rooms and open spaces will represent 67% of all video conferencing deployments by 2020.

Frost & Sullivan 'Looking Beyond the Hype' report Feb 2018



Technology the real enabler

However, creating flexible collaborative workspaces isn't just about applying soft furnishings. To convert collective thinking into action requires intuitive, sharing technologies that have been specifically developed for changing workspaces and a mix of devices.

"It's about unleashing the power of shared knowledge," says Wim De Bruyne, Vice President and GM of Meeting Experience at Barco. He adds, *"You need to make the sharing of information much easier. This includes the integration of remote collaboration, because nowadays there will always be at least one remote participant in a meeting."*

Remote working is now an important factor in modern workspace design. Today's workstyles mean project teams can be widely distributed, so huddle space technology needs to accommodate those working locally and remotely.

According to Unified Communications Today, employees working from home has increased by 103% since 2005. With most Fortune 1000 employees spending less than 50% of their time in the office.



Value-added visualization

As ad-hoc collaboration in purpose-built environments rise, we are likely to witness a race to identify and develop huddle-specific technologies. Augmented Reality and Virtual Reality are all likely to play a part. But the trick will be to avoid gimmickry – their inclusion must add to the experience rather than be a novel sideline.

Imagine projecting a 3D holographic schematic into the center of a workspace that everyone, no matter where they are based, can interact with. Now wouldn't that be a highly valuable presentation tool?

From movies to meetings

It seems like the stuff of science fiction movies, but this type of data visualization is already being used successfully in the medical field to train students and surgeons – without the need for special glasses. Where VR headsets are included, motion controllers track the movement of hands and fingers to act as digital pointers, creating a much more immersive presentation.

Technology such as 3D holography, delivering that true 'Minority Report' experience, may not yet be commonplace, but multi-touch screens that recognize gestures such as pinching and zooming are already in our pockets in the shape of smartphones. And now, much larger multi-touch screens are being introduced as the centerpieces of huddle spaces, connecting with 'Bring Your Own Devices' to facilitate collaboration.

Automation is another feature certain to make meetings more efficient.

"We believe, the days of people entering a meeting space and taking manual action before they start should be over," says Jan Vanhoutte, Director of Product Management at Barco. "Intelligent meeting rooms will be ready to accommodate a number of different devices."

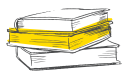
With the right technology, huddle spaces will emerge as the champion of collaboration – seen as a better use of valuable real estate. They add speed, agility and even excitement to sharing content. And that's something that larger traditional conference rooms simply cannot match.



Workspaces that work for you

The workspace is the engine of your digital workplace. It is therefore important to understand how people, processes and technology drive your workspace strategy. To foster collaboration requires deliberate effort to balance all three and create spaces where people can be productive.

Transform your workspace by considering the following:



Consider micro-learning

Short spurts of learning in bite-sized chunks empowers employees to learn in their own time. Online modular-based training is a great way to bring new and existing employees up to speed and learn about new innovative ways to collaborate.



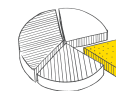
support employees choice of device

Often employees will perform work-related tasks on a device they love and use regularly. This could be recording ideas, taking notes, or bookmarking online content while on the move. However, the increased flexibility of including BYOD also comes with security risks. Consider keeping your internal networks safe by implementing systems such as Secure Wireless Networking, which can segment BYOD networked devices. Or, partner with a communications provider offering Mobile Device Management. They can implement policies to help employees feel safe about accessing company data as well as personal information.



give employees more freedom

Work is no longer a place we go, but a thing we do – and with today's collaborative technology, we can work just about anywhere. As an employer, when your focus is on completing projects and producing good work, not clocking-in, you give employees the flexibility to be more productive. Flexible hours and working from home can boost morale and improve mental health to help you get the most out of your workforce.



Ensure employees can access data

Performing work digitally, wherever an employee chooses, means having secured access 24/7. This could be shared team folders, specific company apps or their own personal drive stored in the cloud. Your physical building may not always be open for business, but your remote workers will be.



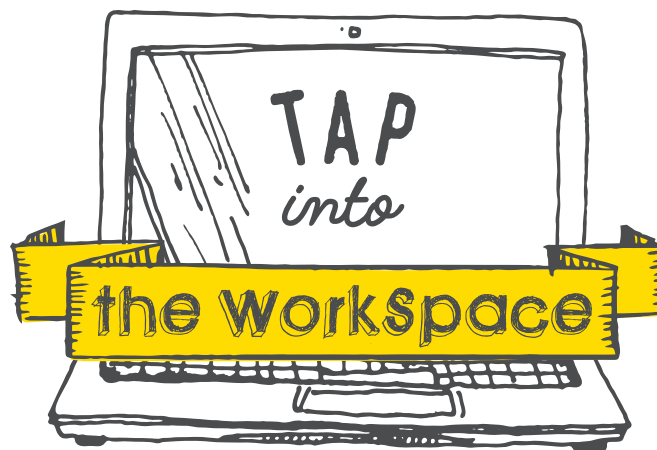
Mix and match spaces

Consider designing a number of different environments that allow employees to choose the one that suits how they want to work – a bright, multi-coloured huddle space may be sensory overload for some.



allocated seats to open areas

Traditional office buildings were built for solitary work, resulting in lots of walls and doors. Now, with the rise of remote working, solitary work can be done at home or in smaller designated booths, this leaves more office space for ideas to spread. Think about creating non-traditional areas with quirky furniture and technology that encourages creativity and helps convert conversations into productivity.

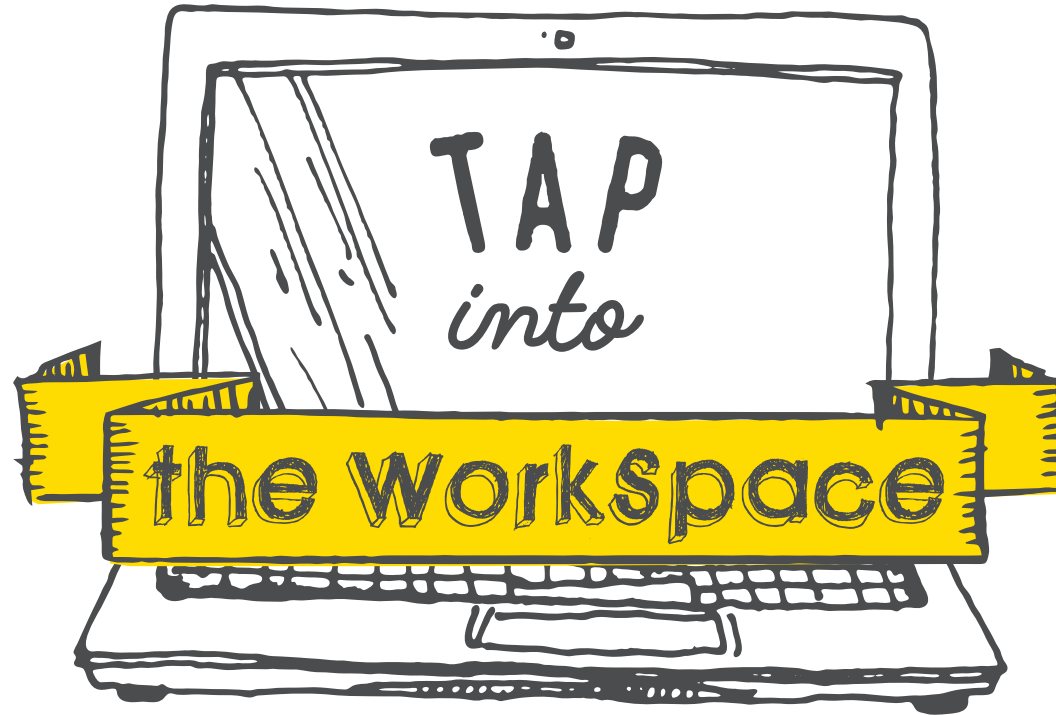


Invest in technology fit for the space

Does your huddle space require a screen, or will tablets work better? Can remote workers easily connect with colleagues, or is the space a Wi-Fi blackspot? When designing meeting areas or zones, make sure collaboration isn't hindered by technology – lose the cables.

Tap into our reports in the other areas of business that are transforming the way we work – the Workforce, Workplace and Workstyle.

Download our full comprehensive report 'The Four Ws'



Sources

World Economic Forum 'The traditional office is dead. Here's why' article - Harvard Business Review 'Workspaces That Move People' article - 26 Photos that prove Google has the coolest offices in the world Business Insider UK
Tour of Etsy's Supercool Brooklyn Headquarters, 'Officelovin' article - Frost & Sullivan 'Looking Beyond the Hype' report Feb 2018 - 'The Huddle Room Era and The Rise of the Small Meeting Space' Unified Communication Today article
ISE 2018 interview. Wim De Bruyne, Vice President and GM of Meeting Experience at Barco - ISE 2018 interview. Jan Vanhoutte, Director of Product Management at Barco