



THE NEXT NORMAL

DEFINING THE FUTURE OF WORK IN UNCERTAIN TIMES

CHRIS MOSS
VP, SALES CTO, POLY

WHO LED THE DIGITAL TRANSFORMATION OF YOUR COMPANY?

A. CEO

B. CTO

C. COVID-19

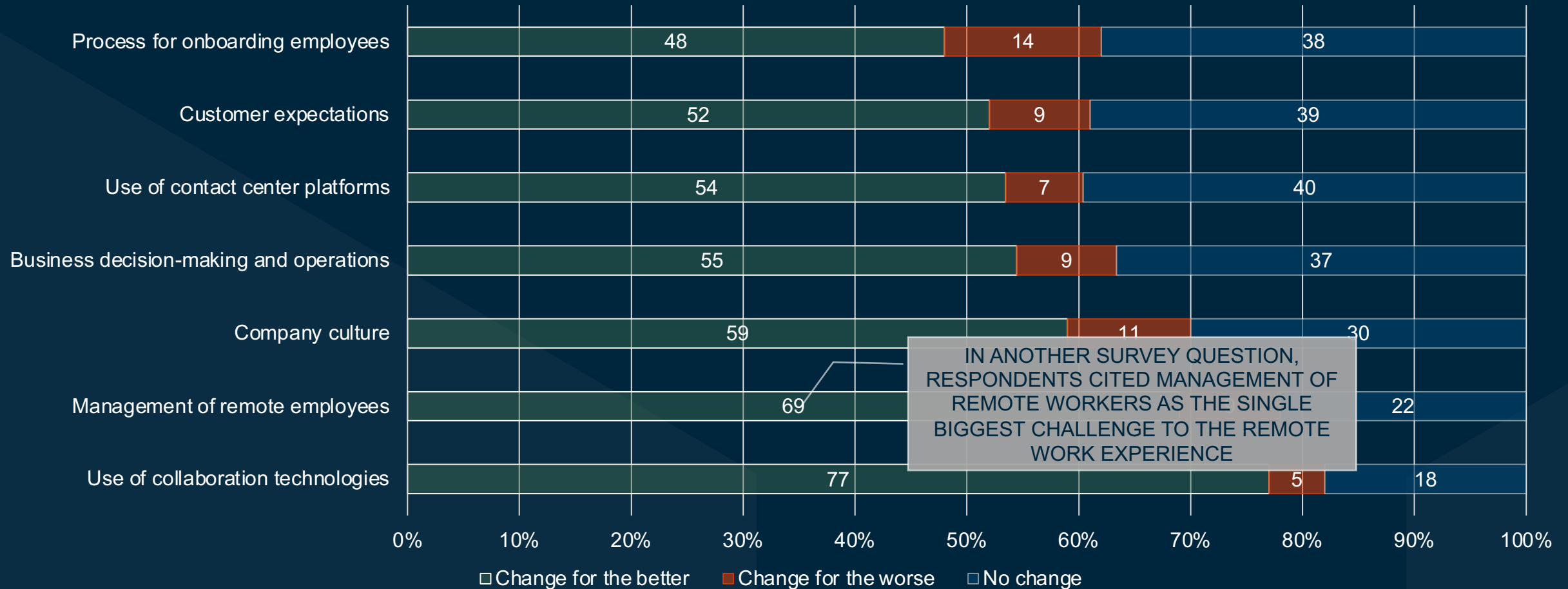
**“WE’VE SEEN
TWO YEARS’
WORTH OF DIGITAL
TRANSFORMATION
IN TWO MONTHS.”**

Microsoft CEO Satya Nadella



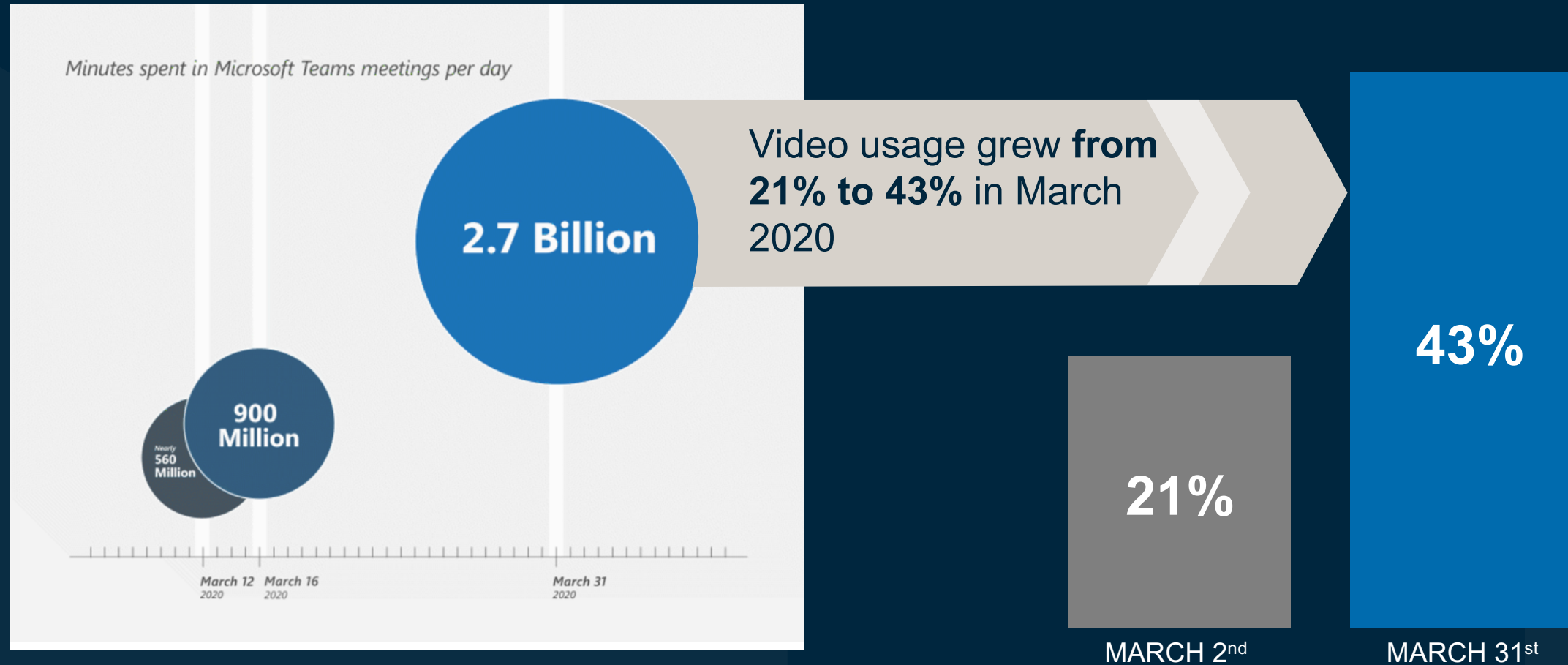
IMPACT MOVING FOWARD:

HOW THE PANDEMIC EXPERIENCE CHANGES KEY ASPECTS OF BUSINESS



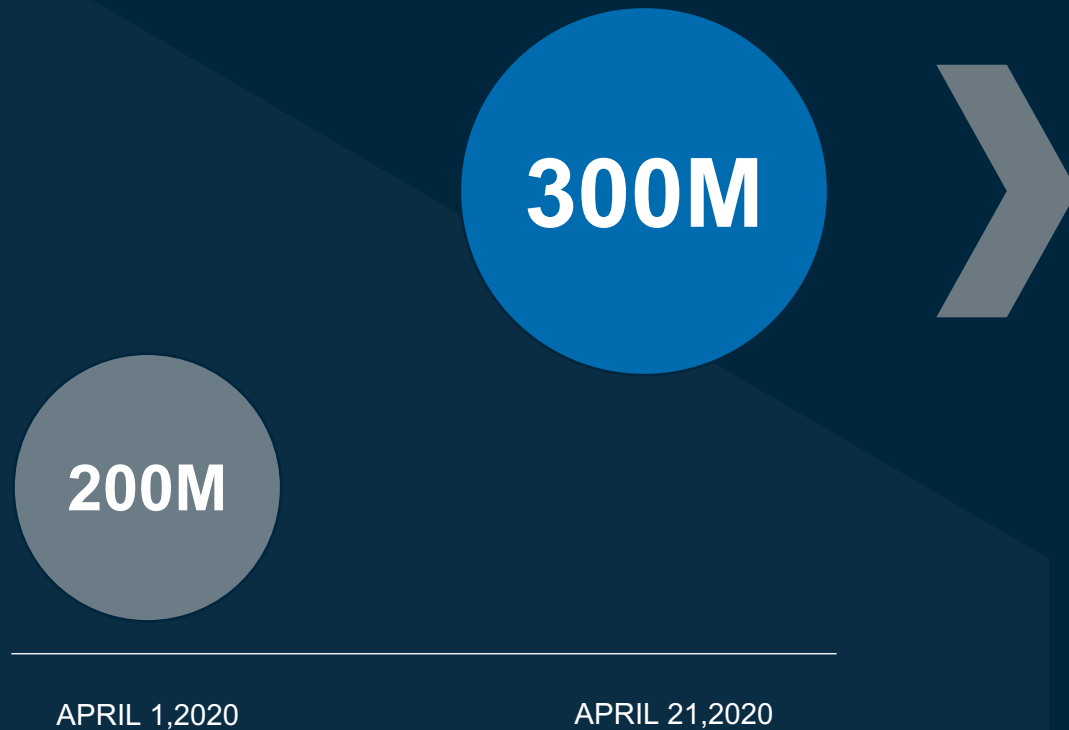
SOURCE: [Nemertes Research](#)

MICROSOFT TEAMS GROWTH DRIVES VIDEO ADOPTION & NEW WORKFLOWS



Source: Microsoft

ZOOM GROWTH DRIVES VIDEO ADOPTION & NEW WORKFLOWS



More than **300M** people joined Zoom meetings on April 21st, up **50%** from the beginning of the month

Source: ZOOM

THREE KEY PHASES

➤ RESPOND

ASSESS AND
DELIVER ON
IMMEDIATE NEEDS

➤ REDESIGN

UNDERSTAND NEW
REQUIREMENTS AND
ADJUST WORKSPACES

➤ REINVENT

CREATE AN
ENVIRONMENT BUILT
FOR THE FUTURE

RESPOND



DRAMATIC SHIFT OF EMPLOYEES
TO REMOTE WORK



➤ **WHAT IS REQUIRED TO MAINTAIN PRODUCTIVITY?**

WHERE ARE YOUR INVESTMENTS?

HOW ARE THEY BEING USED?

WHAT IS NEEDED TO MEET LONGER TERM NEEDS?

RESPOND:

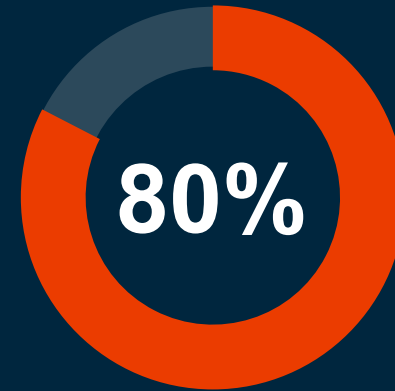
DRAMATIC SHIFTS IN REMOTE WORK & THE IMPACT

30 **>** **270**
MILLION MILLION

BEFORE COVID-19

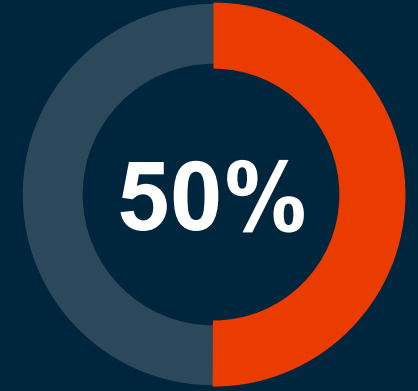
DURING COVID-19

**CHANGE IN EMPLOYEES
WORKING FROM HOME**



YoY GROWTH
(MAR 19 / MAR 20)

**INCREASE IN
OFFICE EXPENSES**



OF EMPLOYEES

**EXPERIENCING
BURNOUT**

Source: FROST & SULLIVAN, SHRM 2020

RESPOND



OPEN
WORKSPACE

DEDICATED
WORKSPACE

➤ WFH WORKSPACE CONSIDERATIONS

- + Home office space
- + Employer supplied technology
- + Personal supplied technology
- + Office / Resource scheduling
- + Video conferencing
- + Network access
- + Technical support
- + Collaboration tools

Source: Gartner

> OPEN WORKSPACE

ELIMINATE BACKGROUND NOISE IN SHARED WORKSPACES TO ENSURE BEST EXPERIENCE FOR THE FAR END USER WITH ACOUSTIC FENCE

MANAGE NOISE AND DISTRACTIONS FOR THE USER IN OPEN SPACES WITH ACTIVE NOISE CANCELING

CREATE CONNECTION AND ENHANCE COLLABORATION WITH HIGH QUALITY VIDEO



CREATE PACKAGES BY WORKSTYLE AND USER NEEDS FOR CONSISTENCY AND COST EFFICIENCIES



> DEDICATED WORKSPACE: FLEXIBLE WORKER



OPTIMIZE VIDEO COLLABORATION ACROSS LOCATIONS TO ENSURE ENGAGEMENT AND CONNECTION TO VIRTUAL TEAMS



FLEXIBLE WORKERS NEED DEVICES THAT EASILY TRANSITION BETWEEN LOCATIONS AND MINIMIZE NOISE



UNDERSTAND USER WORKSTYLES AND PROVIDE OPTIONS BASED ON HOW THE USER WORKS WHILE MINIMIZING NOISE

> DEDICATED WORKSPACE: REMOTE WORKER



ENSURE FULLTIME REMOTE WORKERS HAVE TOOLS FOR THE HIGHEST QUALITY VIDEO EXPERIENCE



MINIMIZE DISTRACTIONS TO INCREASE FOCUS AND PRODUCTIVITY



MINIMIZE NOISE WHILE MAXIMIZING EXPERIENCE AND STREAMLINING WORKFLOWS



INSIGHTS



INVENTORY
OF YOUR
INVESTMENTS

LOW-TOUCH
DEPLOYMENT

SIMPLIFIED
MANAGEMENT
& SUPPORT

UTILIZATION &
PLANNING
INSIGHTS

➤ **UNDERSTAND UTILIZATION & ADOPTION
TO OPTIMIZE FOR FUTURE PHASES**

SOLUTIONS FOR WORKSTYLES & SPACES

OPEN WORKSPACE



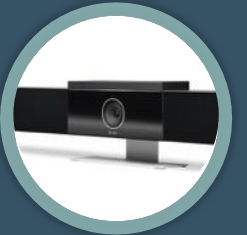
FLEXIBLE WORKER



REMOTE WORKER

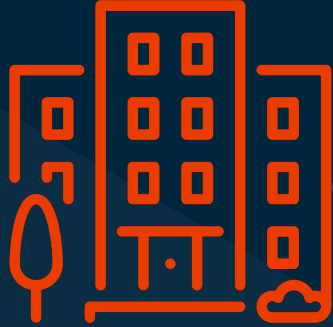


REMOTE EXECUTIVE



MEET THE NEED OF ANY USER WORKSTYLE AND REMOTE WORKSPACE

REDESIGN



RETURNING TO THE OFFICE



➤ WHAT ARE NEW REQUIREMENTS FOR THE OFFICE?

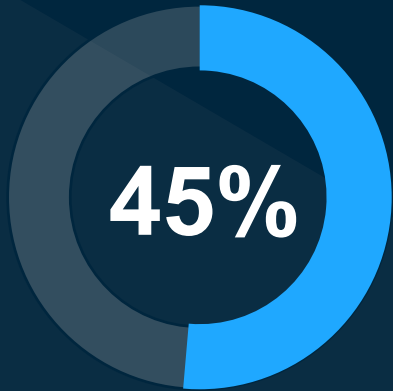
HOW DO YOU MANAGE THE RETURN TO WORK?

WHAT'S THE IMPACT OF SOCIAL DISTANCING REQUIREMENTS?

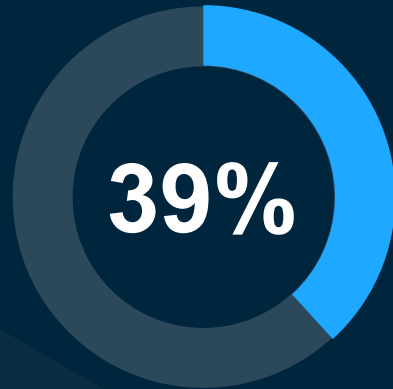
HOW DO YOU ACCOMMODATE NEW WORKFLOWS?

REDESIGN:

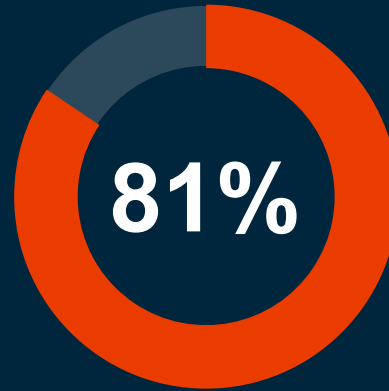
RETURNING TO THE OFFICE



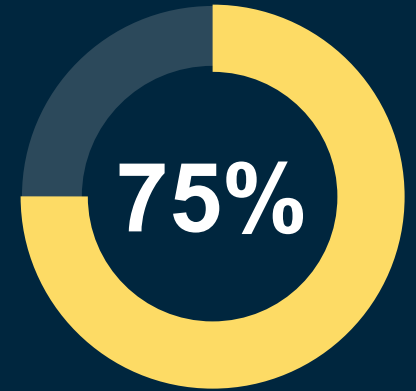
OF ORGANIZATIONS
HAVE NOT
ANNOUNCED A
RETURN TO
WORKSITE DATE



OF THOSE
ORGANIZATIONS
WILL IMPLEMENT A
PHASED RETURN



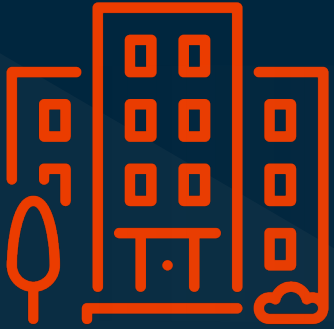
OF EMPLOYERS ARE
LIMITING THE
NUMBER OF ON-
SITE WORKERS



OF EMPLOYERS ARE
STAGGERING START,
STOP AND BREAK TIME
OF WORKERS

Source: [SHRM](#) COVID 19 RESEARCH: WHEN WILL WORKERS RETURN?

REDESIGN



**ESSENTIAL
WORKERS**
(Role requires
work at office)

**FLEXIBLE
WORKERS**
(Some optional
work at office)

**REMOTE
WORKERS**
(Limited use of
office facilities)

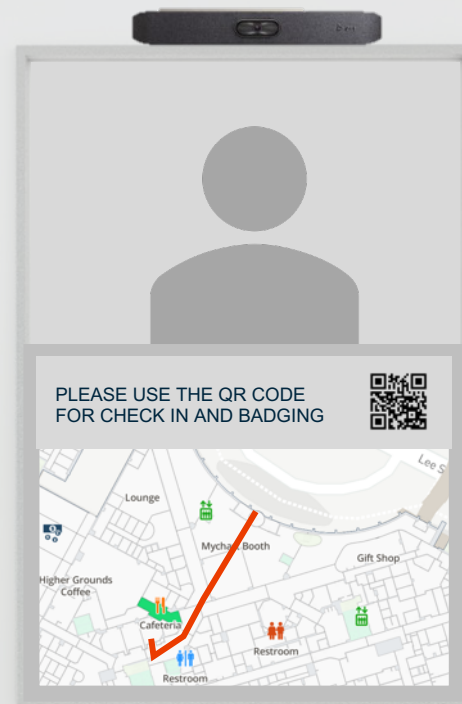
➤ PHASED RETURN TO OFFICE

IDENTIFYING ESSENTIAL WORKERS V. OPTIONAL ROLES
ASSIGNED V. UNASSIGNED SPACES
MONITORING SOCIAL DISTANCING FOR SAFETY

> LOBBY/ENTRY

2
RIDERS
ONLY

SOCIAL DISTANCING IN ELEVATORS
AND MANAGING TRAFFIC



VIRTUAL ASSISTANT IN
LOBBY WITH CHECK-IN
AND WAYFINDING*

THERMAL CAMERAS & CALLIBRATION FOR
ACCURATE TEMPERATURE READINGS*

MANAGING CUSTOMERS, GUESTS &
EMPLOYEES WITH SOCIAL DISTANCING



*Solution is illustrative only. Poly capabilities are limited to the video device listed.

> OFFICE WORKSPACES: ASSIGNED

BARRIERS

DEDICATED DEVICES
CONSISTENT EXPERIENCE

VISUAL CUES FOR
OFFICE FLOWS

ACTIVE NOISE CANCELING
TO MINIMIZE DISTRACTIONS

ASSIGNED SEATING FOR
ESSENTIAL WORKERS

6 FT

6 FOOT SOCIAL
DISTANCING

> OFFICE WORKSPACES: UNASSIGNED

DISPOSABLE COVERINGS FOR DESKS TO SIMPLIFY CLEANING

OPTIONS FOR CELL PHONE USAGE FOR FLEXIBLE
WORK AND BRING YOUR OWN HEADSET



UNASSIGNED SEATING RESERVED IN SHIFTS WITH
TIME FOR CLEANING IN BETWEEN USAGE

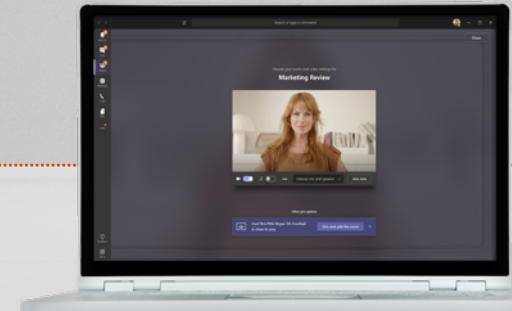
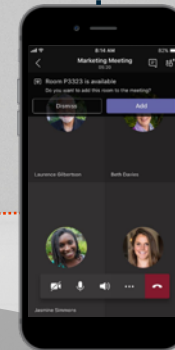
> LOW-TOUCH CONFERENCE ROOMS

CONSIDER REPURPOSING ENCLOSED
HUDDLE ROOMS AS PERSONAL OFFICES

USE MOBILE OR LAPTOP AS REMOTE
CONTROL FOR MEETINGS TO
MINIMIZE SHARED TOUCH SURFACES

DENSITY OF ROOMS WILL CHANGE –
USE PEOPLE COUNT FOR SAFETY AND
POLICY ENFORCEMENT*

LEVERAGE 24X7 ROOM UTILIZATION STATISTICS
TO PLAN NEEDS FOR NEXT PHASE TO OPTIMIZE
REAL ESTATE AND EXPERIENCE



*People count supported on Poly Studio X and G7500 via Poly Lens (available in CYQ3)

➤ REDESIGN CONFERENCE ROOMS & OPEN SPACES

SPLIT SPACE TO ACCOMMODATE
MULTIPLE HUDDLE SPACES

POLY STUDIO X30 ON CARTS FOR FLEXIBLE
USE ACROSS SPACES – CONSISTENT USER
EXPERIENCE FROM HOME TO OFFICE

PROVIDE ENTRANCE AND EXITS TO
CREATE FLOW / MINIMIZE CONTACT

LOW-TOUCH ENVIRONMENT:
PROXIMITY JOIN & WIRELESS
SHARING

ACOUSTIC FENCE /
NOISEBLOCK AI TO
MITIGATE NOISE

MOVEABLE DESKS & POWER

[Steelcase Flex Family – Standing desk](#) ; [Other Layout considerations from Steelcase](#)

> VIRTUAL WATERCOOLERS

HIGH QUALITY VIDEO AND BUILT-IN PRODUCTION RULES LIKE SPEAKER FRAMING AND SMOOTH TRANSITIONS MAKE REMOTE PARTICIPANTS FEEL LIKE THEY ARE IN THE ROOM



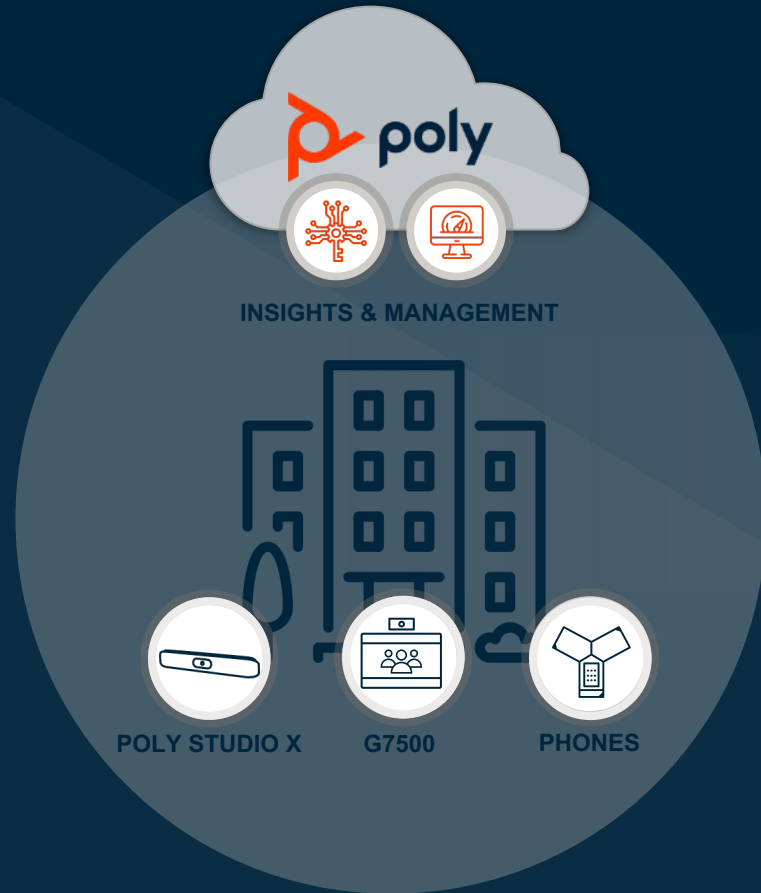
LEVERAGE VIDEO IN SHARED SPACES TO FACILITATE DEEPER TEAM CONNECTIONS VIA SOCIAL INTERACTIONS

ACOUSTIC FENCE AND NOISEBLOCK AI CREATE THE BEST AUDIO ENVIRONMENT IN OPEN SPACES

LOW-TOUCH ENVIRONMENT:
PROXIMITY JOIN & WIRELESS
SHARING*

*Zoom currently supports Proximity Join capabilities on iOS devices only – Android support is planned for a future release.

INSIGHTS



LOW-TOUCH
DEPLOYMENT

SIMPLIFIED
MANAGEMENT

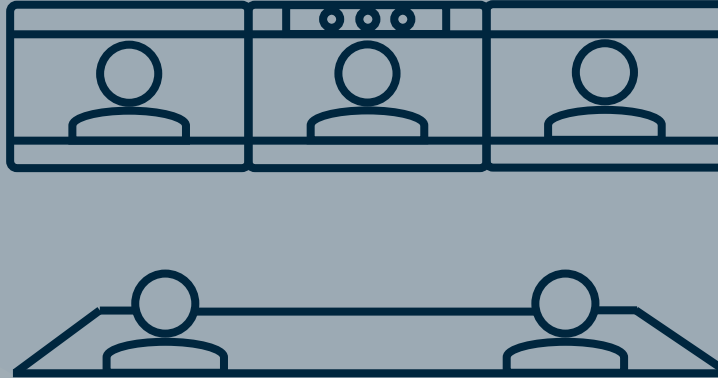
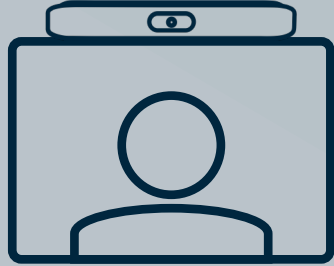
MONITOR
FOR SAFETY

UTILIZATION &
OPTIMIZATION

➤ **INSIGHTS TO OPTIMIZE EXPERIENCE
IN THE NEXT NORMAL**

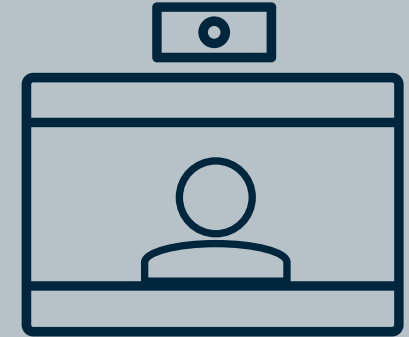
SOLUTIONS FOR EVERY WORKSPACE

HUDDLE SPACES



IMMERSIVE

CONFERENCE ROOMS



REINVENT



INCREASED FLEXIBLE WORK ACROSS SPACES

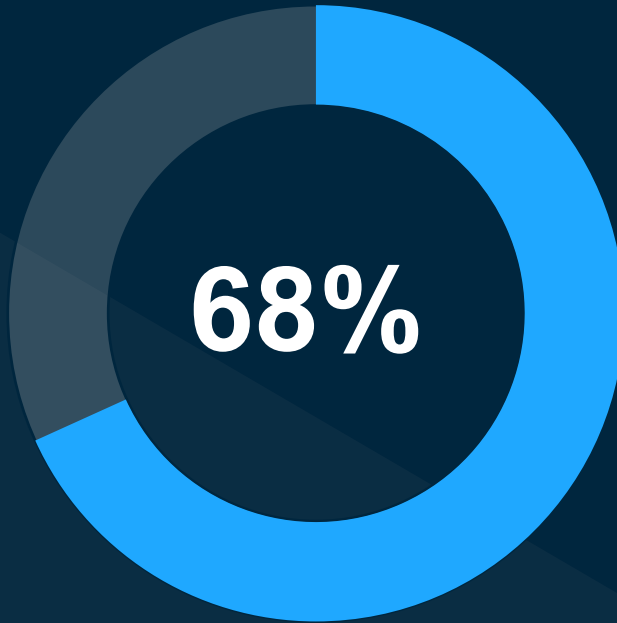


➤ WHAT DOES THE NEXT NORMAL LOOK LIKE?

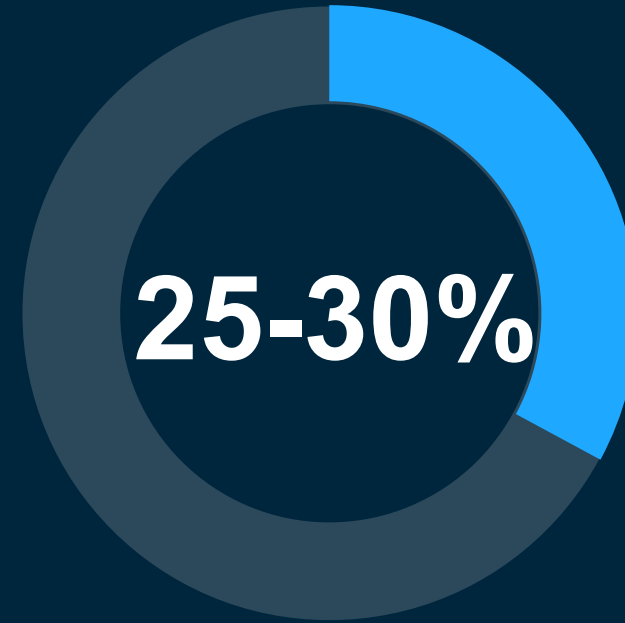
ACCOMODATING FLEXIBLE WORK & CONTINUED SOCIAL DISTANCING
LOW DENSITY OFFICE LAYOUT WITH MORE FLEXIBLE SEATING
SEAMLESS WORKFLOWS BETWEEN HOME AND OFFICE
BUSINESS CONTINUITY PLANNING

REINVENT:

ACCOMODATING WORK ACROSS LOCATIONS



OF EMPLOYERS ADOPT
BROADER, MORE FLEXIBLE
WORK FROM HOME POLICY



OF EMPLOYEES WORKING AT
HOME ON A MULTIPLE-DAYS-A-
WEEK BASIS BY THE END OF 2021

Source: [SHRM](#), [GLOBAL WORKPLACE ANALYTICS](#)

REINVENT



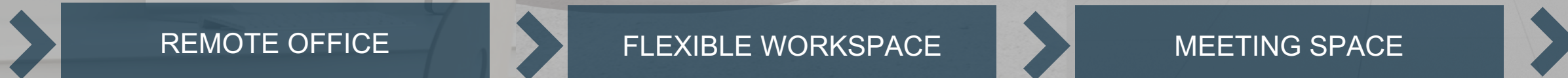
WORK FROM HOME – MEET IN THE OFFICE



➤ CONSIDERATIONS FOR FLEXIBLE SEATING

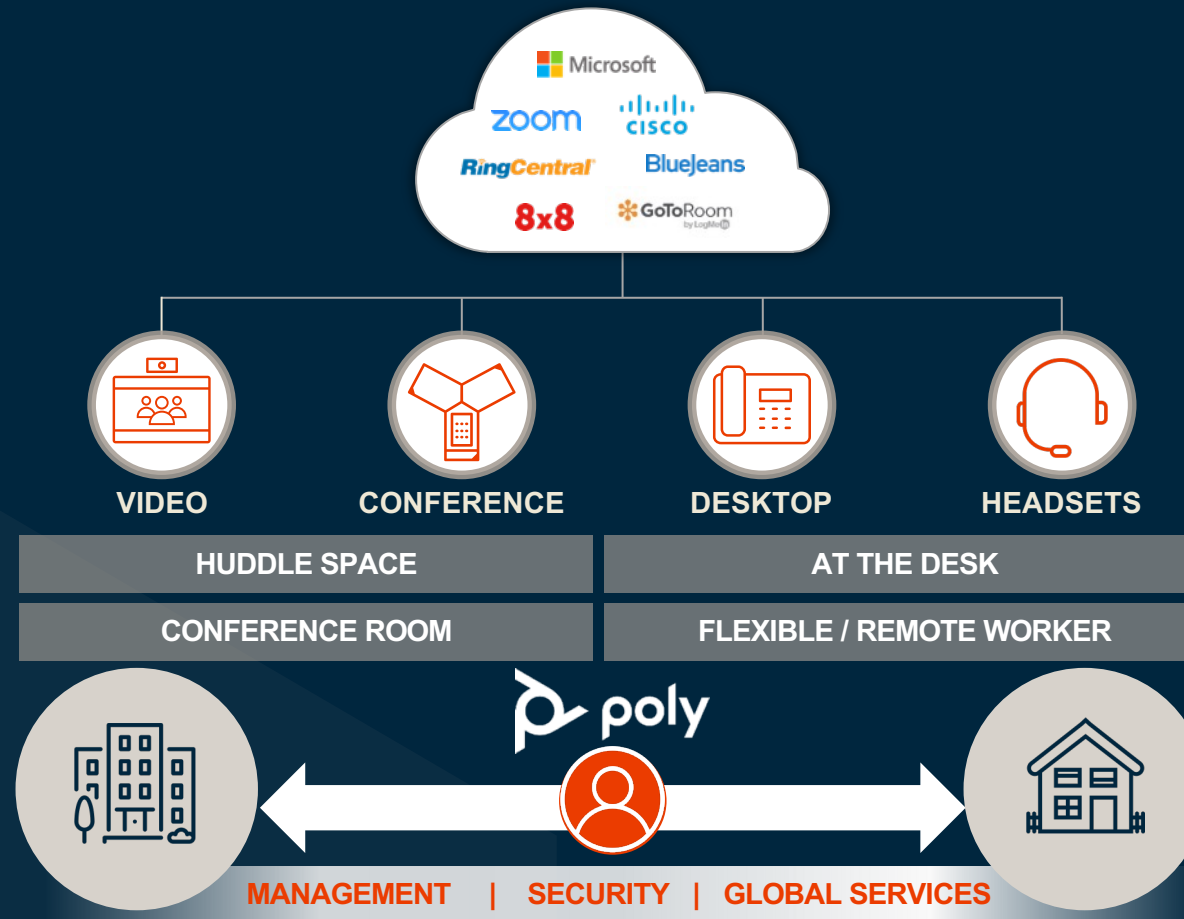
- + Maintenance & cleanliness
- + Ergonomics & comfort
- + Ample private spaces
- + Enough work settings for everyone
- + Spaces to support virtual collaboration
- + Technology to support group work
- + Noise management
- + Personal storage

➤ FLEXIBLE WORK: NEW WORKFLOWS, CONSISTENT EXPERIENCE



CONSISTENT APPLICATION, VIDEO & AUDIO EXPERIENCE

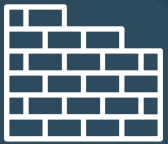
CONSISTENCY & FLEXIBILITY



END TO END PORTFOLIO, CENTRALIZED MANAGEMENT & GLOBAL SERVICES FOR EVERY WORKSTYLE
& SPACE IN MULTI-VENDOR ENVIRONMENTS

CONSISTENT EXPERIENCE: AUDIO

NOISE & DISTRACTIONS



Noise Block AI

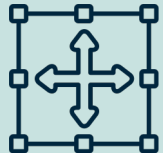
blocks out unwanted noise and distractions, made possible by innovative machine learning algorithms



Acoustic Fence

captures only the voices within a defined zone in open workspaces

NEAR END



Next-generation beamforming microphone array clearly picks up all voices in the room



Poly's legendary audio with crisp sound made possible by an innovative acoustic chamber design

FAR END



**CONSISTENT,
HIGH-QUALITY
AUDIO
EXPERIENCE**
for all participants

MINIMIZING
distractions and
MAXIMIZING
engagement

CONSISTENT EXPERIENCE: VIDEO

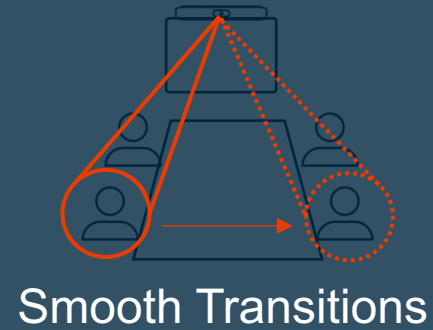
NEAR END



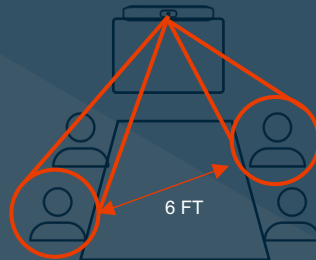
Consistent join experience with Poly One Touch Dial saves time & increases adoption



Speaker Tracking



Smooth Transitions



Conversation Mode



Group Framing



Poly Meeting AI

FAR END



Intelligent video increases engagement by making participants feel like they are in the room

JOURNEY TO THE NEXT NORMAL

➤ RESPOND

SHIFT TO WORK FROM HOME

IMPACT OF NOISE &
DISTRACTIONS

OPTIMIZE FOR WORKSTYLES &
PRODUCTIVITY

➤ REDESIGN

PHASED RETURN TO THE
OFFICE

ASSIGNED & UNASSIGNED
SEATING REQUIREMENTS

SPACE REDESIGN FOR SAFETY

➤ REINVENT

THE NEXT NORMAL

ACCOMMODATE FLEXIBLE
WORK NEEDS

CONSISTENT EXPERIENCES
ACROSS WORKSPACES



END TO END PORTFOLIO WITH MULTI-ECOSYSTEM SUPPORT, INTELLIGENCE, INSIGHTS & MANAGEMENT

An aerial photograph of a city at night, with its lights visible through a thick layer of clouds. Above the clouds, the sky is a mix of orange and blue, suggesting a sunset or sunrise. The entire image is overlaid with a pattern of small, white, stylized propeller icons.

THANK YOU