



Get back to



sharing ideas.

How-To Guide: Creating Exceptionally Collaborative Workplaces

What's the ideal workplace for Gen X, Gen Y, and Gen Next?

In collaborative spaces, people naturally share ideas, which leads to innovation and growth. But how do you design a workplace that provides a highly collaborative atmosphere and that incorporates what people want? According to the Cisco® 2014 *Connected World Technology Report*, the top five workplace trends are:

- Flexibility and coworking
- Space customization
- Employee wellness
- Sustainability
- Bring-your-own-device (BYOD) programs

Additionally, there are key areas of consciousness that cut across generational and departmental boundaries:

- About half of Gen X and Gen Y professionals feel their organization's human resources department is adjusting to enable a more mobile, flexible work style for its employees, though nearly one-third feel it is not doing so quickly enough.
- Roughly two-thirds of Gen X, Gen Y, and HR professionals believe that an organization that has adopted a flexible, mobile, and remote work model has a competitive advantage over one that requires employees to be in the office from 9 a.m. to 5 p.m. every weekday.
- Overall, the vast majority of Gen X, Gen Y, and HR professionals anticipate a shift of some magnitude toward a flexible, mobile, and remote work model, including about one-quarter who believe at least 50 percent of organizations will have made this shift by the year 2020.



Designing the workplace of the future.

There is plenty of speculation on what the future of work will look like, but it's clear that collaboration technology is fundamentally linked to many of the factors shaping the workplace of tomorrow:

- **Always on** – The workforce of today and tomorrow will have the ability to be always connected via mobile and wearable devices enhanced by social and collaboration apps.
- **Faster decisions** – Workers will leverage pervasive networks, smart devices and systems, predictive analytics, and real-time collaboration to continue to make faster, better-informed decisions.
- **Decentralized teams** – Physical and virtual workplaces will continue to merge as enhanced collaboration technology allows mobile and remote workers to work fluidly across environments.
- **Personalized productivity** – A new wave of connected, mobile, social, and contextual-aware systems will allow organizations and individuals to personalize productivity apps and environments.
- **Security challenges** – There will continue to be a tenuous relationship around more open collaboration between employees, partners, and customers, and increased data security concerns.

Designing around these key factors will allow organizations to transform their workplaces to better:

- Attract, enable, and retain top talent across generations and regions.
- Reduce real estate costs, greenhouse gas emissions, and employee travel.
- Create work areas that you can adjust to accommodate evolving business needs.
- Help employees maintain a work-life balance with the flexibility to work from any location.
- Encourage collaboration, break down barriers, share ideas, and accelerate decision making and innovation.

But how do you ensure that you choose the right technology and that the environment you design will truly create a workplace that current and future generations will embrace, utilize, and thrive within?



Cisco TelePresence® IX5000 system brings a global company face-to-face.

Three pillars of optimal workplace collaboration.

Great user experiences.

- Any workplace transformation initiative must start with a keen understanding of how people will engage with the space—how they will work, collaborate, and socialize within a given environment. For renovation and new builds alike, this understanding should begin with an honest and thorough assessment of the barriers, disconnects, and poor experiences that currently create friction for users.
- User experience is at the heart of everything in Cisco Collaboration products and services. We strive to create products that beg to be used the moment you walk into the room. And that approach has been validated with six Red Dot Awards for user-centric design in 2014, proving that design not only drives visual appeal but that a focus on simply exceptional user experience drives long-term user adoption and utilization, which in turn delivers real ROI.

Flexibility and personalization.

- While past generations embraced standardization as a path to greater operational efficiency and consistency, it's clear that standardization is giving way to personalization and that operational flexibility and adaptability will be critical as organizations look to thrive moving forward. Agile and scalable collaboration solutions provide organizations with a platform to effortlessly create new teams; add and remove users; and bridge physical, virtual, and geographic environments seamlessly.

- Ninety-four percent of leaders at organizations with cloud-collaboration strategies agree that cloud collaboration enables flexible work environments. And supporting greater mobility can help an organization increase productivity 5 to 15 percent and reduce occupancy costs 20 to 50 percent. That's why Cisco end-to-end collaboration solutions deliver unparalleled collaboration experiences in any environment—from the pocket to the boardroom—with cloud-based, hybrid, and on-premises deployments.

Integration and manageability.

- It's often been said that good design is invisible, which means that collaboration technology should be so seamlessly integrated into the workplace that using it is an unconscious part of people's daily routines. Well-designed collaboration solutions ultimately enable organizations to create sustainable transformation by reducing the friction and communication barriers that inhibit collaboration. They also allow organizations to better optimize the use of existing resources.

- Cisco takes a no-compromise approach to collaboration, delivering fully integrated solutions that reduce the complexity of collaboration without compromising on features and capabilities, from as-a-service solutions like industry-leading WebEx® and Jabber® software to all-in-one desktop endpoints like the beautiful DX80 and DX70 to the SX and MX lines that turn any room into a state-of-the-art collaboration center.

Your desk, one screen, and multiple collaboration solutions—the DX80 endpoint.



Go from expected to exceptional with Cisco Collaboration.

The market-leading collaboration portfolio from Cisco can help you transform your workplace and create exceptionally collaborative environments that will resonate with Gen X, Gen Y, and generations to come. And, Cisco Collaboration is ready to come in and start the collaboration journey from where you are; it's not a rip-and-replace strategy.

Create exceptional collaboration experiences in every room, on every desk, and in every pocket.

- [Learn more](#) about exceptional Cisco DX, SX, MX, and IX lines of video endpoints.

Integrate voice, video, mobile, social, and presence effortlessly across any device.

- [Discover](#) Cisco market-leading unified communications platforms for midmarket and enterprise.

Connect anyone, anywhere, anytime with high-quality, secure WebEx conferencing.

- In the cloud or on premises, [see how](#) Cisco lets you create your perfect conferencing solution.

Increase customer satisfaction and loyalty with breakthrough customer collaboration.

- [Find out](#) how Cisco contact center solutions are making customer service personal again.

For more guidance, check these helpful resources:

[Cisco Project Workplace Design Tool](#)

[The 2014 Cisco Connected World Technology Report](#)

Services

Deciding how to acquire Cisco Collaboration is every bit as important as deciding what to acquire. With help and insights from Cisco Collaboration Services, your organization can plan for new collaboration initiatives and technologies, ease deployment, and manage your collaboration infrastructure with greater visibility and responsiveness.

Visit [Cisco.com](#) to learn more.

Leverage the power of financing from Cisco Capital® to transform your business. Visit [www.ciscocapital.com](#) to learn more.



Cisco MX200/300 devices make it seem like colleagues across the world are right in your room.