

# Unlocking innovation in a hybrid world

Enterprises thrive when  
collaboration gets smarter



Smarter  
technology  
for all

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Every so often, something seismic happens to the way we work.

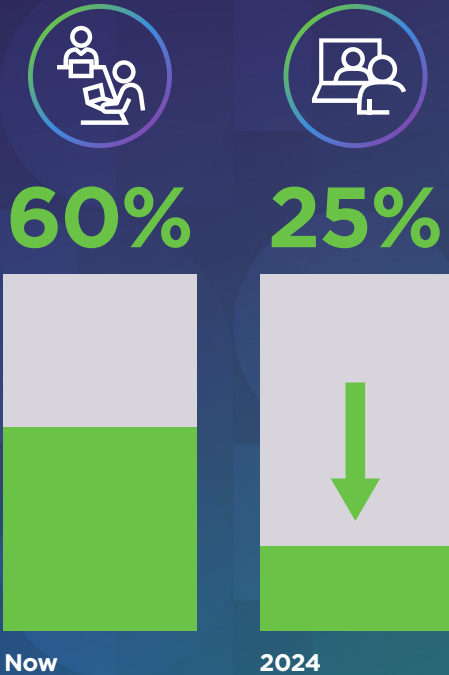
Gartner<sup>1</sup>

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Collaboration, innovation, breakthrough — the three-punch combo for some of the world's greatest leaps forward. It used to be easy. People gathered and ideated. With whiteboards, sticky notes, and face-to-face synergy.

## Now work has gone hybrid and collaboration is evolving.

Lenovo has been researching hybrid collaboration — talking with customers, partners, and industry analysts — gaining insight into employee expectations and experience and exploring how to make collaboration smarter.



By 2024, in-person meetings will drop significantly.

## Find the future of innovation in smart hybrid collaboration.

### Old assumptions are old news

By 2024, in-person meetings will drop from 60% of total enterprise meetings to just 25%.<sup>2</sup> Nearly 80% of workers are using digital collaboration tools.<sup>2</sup> And the introduction of digital collaboration platforms was named the most important factor in the sustainability of remote work.<sup>3</sup>

Companies recognize that more advanced collaboration tools drive better innovation and increased profitability. For eight in 10, investing in a cohesive solution means staying competitive.<sup>4</sup>

But addressing hybrid collaboration challenges isn't simply a matter of seeing and hearing more clearly or joining a meeting more easily. Technology must bring the same natural, in-person experience, with all its nuances, to virtual engagement — and it must deliver an equal experience for all participants. Collaboration must “simply work” for anyone, anywhere, anytime. It must be smart.

Lenovo believes smart collaboration — the kind that fuels innovation — must be powered by technology that's:



**Ubiquitous**  
Works everywhere



**Equitable**  
Works for everyone



**Seamless**  
Works every time



# Ubiquitous collaboration

Smart collaboration must work everywhere:  
Onsite, at home, and every place in between

## Video-first must be a first priority

Video collaboration is the technology of choice to keep a distributed workforce connected, increasing in use from 2019 to 2020 in 95% of organizations.<sup>5</sup> It's now the number two investment focus area for IT.<sup>6</sup>

Lenovo has made a major commitment to solutions unique to the video collaboration environment.



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### 9 in 10

**employees want flexibility in where and when they work.**



### And 39%

**would consider leaving their job if flexibility were not offered.**

## Highly flexible work-from-anywhere solutions are table stakes

Nine in 10 employees want flexibility in where and when they work.<sup>8</sup> And 39% would consider leaving their job if flexibility were not offered.<sup>9</sup> To respond to these expectations, enterprises need hyper-flexible solutions that fit the full spectrum of where and how employees collaborate, with room to evolve and scale for the next normal.

Flexibility can also include system options like UC platforms\* and integrated vs. modular configurations.

Flexible working is the new currency for attracting and retaining top talent.

Ernst & Young<sup>8</sup>

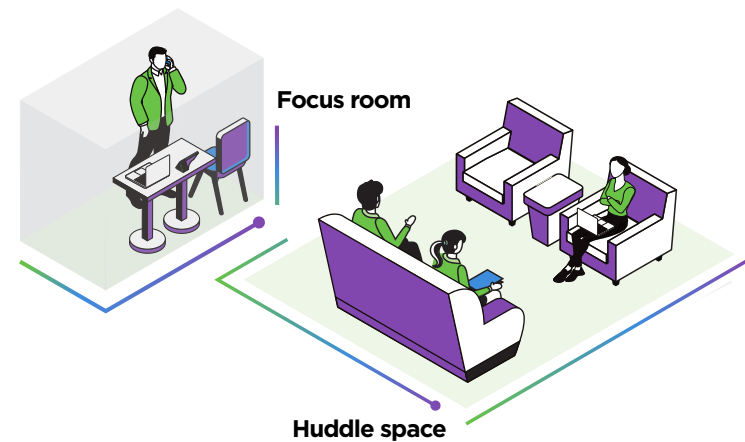
\* Unified communications platform such as Microsoft Teams Rooms, Zoom, and Google Meet.

## Onsite work: Right-sized, right-equipped spaces

As enterprises reconfigure office space, they need collaboration systems appropriate for a range of room sizes to deliver consistent, yet tailored, employee experiences. It's important to ask planning questions like, "What kind of experience do you want to enable in this room?" to truly differentiate, optimize, and package the right solutions. This level of planning influences hardware and software choices, of course — but also audiovisual accessories and even furniture configuration.

### Trending now

Rooms are trending smaller, with huddle spaces and focus rooms gaining popularity. In fact, the personal video communication device sector is the smallest but fastest-growing collaboration tech category.<sup>6</sup>



# Remote work: Supporting the home office and more



43%



of employees are expected to work from home part or full time.



94%

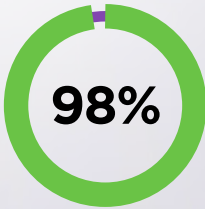


want tools to improve their meeting experience at home.

Remote work will continue, with 43% of employees expected to work from home part or full time.<sup>6</sup> Nearly all (94%) want tools to improve their meeting experience at home.<sup>10</sup>

As we settle into hybrid permanently, it's likely to become an employee expectation that companies help equip home offices. Many already provide video collaboration platforms and devices, headsets, computers, or internet subsidies.<sup>6</sup> We think it's vital to equip employees for remote work success — whether it's collaboration, comfort, personalization, or focused productivity.

Another way employers can help is with coaching on what's rapidly becoming an essential professional skill: how to optimize presence and participation in video meetings. This includes everything from getting the most from UC platforms\* to understanding camera angles, optimizing lighting, and presenting content effectively for an online audience.



of meetings now have at least one remote participant.<sup>11</sup>



\* Unified communications platform such as Microsoft Teams Rooms, Zoom, and Google Meet.





#### Trending now

Noise-canceling headphones are popular with mobile-first workers, reducing distractions in high-traffic public places like airports and cafés.

## Work from anywhere: Meeting up with in-the-moment mobility

Mobile collaboration is on the rise. While users can load UC apps\* onto mobile phones and tablets easily, it's the devices that need to evolve. Looking ahead, specialized devices may be the answer for "in-between" use cases, where the needs of fully mobile workers (away from offices) fluctuate in the moment. Lenovo is exploring solutions that make the meeting experience cohesive and productive — even when people are on the fly.

# 200%

**The number of mobile devices accessing meetings has grown 200% over 18 months.<sup>12</sup>**

\* Unified communications platform such as Microsoft Teams Rooms, Zoom, and Google Meet.



# Equitable collaboration

Smart collaboration must work for everyone, with equal participation and quality of experience for all



# 1 in 5

participants worry about not feeling heard.



# 47%

did not speak at all.

## Connect-from-anywhere meeting equity

Whether in a remote office or onsite, it can be hard for employees to feel included in hybrid meetings. One in five worry about not feeling heard.<sup>13</sup> In fact, of 650 million monthly meeting participants, 47% did not speak at all.<sup>12</sup> Employees on the go may feel other participants dismiss them as not being fully engaged. We are hearing from customers, industry leaders, and analysts that equality of experience is a top value and concern.

With hybrid video meetings still relatively new, part of the solution is company culture change. But technology has a lot to offer. Solutions include AI cameras with automated focus and framing and more immersive, intelligent audio experiences. And AI-driven features like transcription, chat, polling, hand gesture support, and whiteboarding let everyone engage. The growing use of chat recaptures some of the impromptu interaction employees miss the most about the office.

Responding to employee expectations for collaboration experiences is vital for talent recruitment and retention.

## Quality and the bottom line

Poor presentation quality not only creates meeting equity challenges, but can also directly impact business. Company leaders note that flawed meeting quality impacts their perception of a salesperson's preparation, experience, and even the quality of what they're selling — resulting in lost sales. Investing in smart collaboration is vital to the effectiveness of sales interactions and directly impacts ROI.



“Effective hybrid work means correcting the balance between one extreme of the spectrum — being fully co-located — and the other extreme — being fully distributed.”

Alexia Cambon, research director, Gartner<sup>14</sup>

### Trending now

Microsoft is introducing Front Row, a content layout for Teams Rooms that moves the video gallery to the bottom of the screen so in-room participants can see remote colleagues face to face horizontally, giving them the sense of being in the same room.

Microsoft is also working on reimagining physical space layouts to support equal experience — for example, semi-circular seating rather than traditional conference tables.

Allowing for both asynchronous and synchronous communication also promotes inclusion, whether the challenge is time zones, work styles, or digital fatigue.





# Seamless collaboration

Smart collaboration must work every time:  
Easy for all employees, including IT

Through 2024, organizations will be forced to bring forward digital transformation plans by at least five years.

Gartner<sup>15</sup>

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## Easier for IT, end to end

Customers often ask us how to help simplify and accelerate technology adoption among their users. We believe these four elements make it possible:



### One-vendor solutions

Remove complexity from sourcing and integrating



### End-to-end services

Take the burden off IT, from planning to deployment to maintenance



### Easy-to-use technology

Meet employee expectations and reduce support needs



### Remote manageability

Provide efficient visibility and control

## Collaboration as a Service (CaaS)

Now that the rush to remote has transitioned to hybrid, Gartner reports a “reassessment” of infrastructure through the work-from-anywhere lens. For many enterprises, this is a daunting prospect. “As a Service” models are a win-win-win for IT, employers, and end users — delivering bundled hardware, software, and services for a predictable fee and shifting the cost of collaboration from CapEx to OpEx.

In sync with our service-led focus, Lenovo has embraced Collaboration as a Service. CaaS gives enterprise IT a partner for guidance and planning and a hands-off path through installation, deployment, management, and maintenance. It’s a perfect fit for uncertain times, letting IT respond to the evolving needs and expectations of the new hybrid workforce without capital investment risk.

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Companies were shifting to as-a-service IT even before the pandemic boosted the value of flexibility, and adopters are increasingly prizing the XaaS model.

Deloitte<sup>16</sup>

## Raising the bar on partnership

Just like employee team collaboration spurs innovation, when technology partners share ideas and progress, they open the door to breakthrough solutions. At Lenovo, we don't just deliver solutions to enable collaboration — we collaborate in the making of those solutions.

We are in lockstep with our partners, pooling knowledge and inspiration to evolve what we've already created or create what will soon be new. The result is faster advancement and more tightly integrated hardware, software, and services.

### Looking for a supplier? Look for a partner.

Now is the time to invest in technology that powers the hybrid workplace and empowers the hybrid workforce. Together with industry leaders, Lenovo delivers solutions that keep collaboration ubiquitous, equitable, and seamless — no matter where, when, or how work gets done. When you're ready, we're here to help.



# Get smarter with Lenovo

Learn more about our complete line of enterprise collaboration technology. We're experts at breaking down barriers and building smart solutions. When you're ready, we're here to help.



**Contact your Lenovo Account Representative  
or local Business Partner**



**Visit [www.lenovo.com/ThinkSmart](http://www.lenovo.com/ThinkSmart)**

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