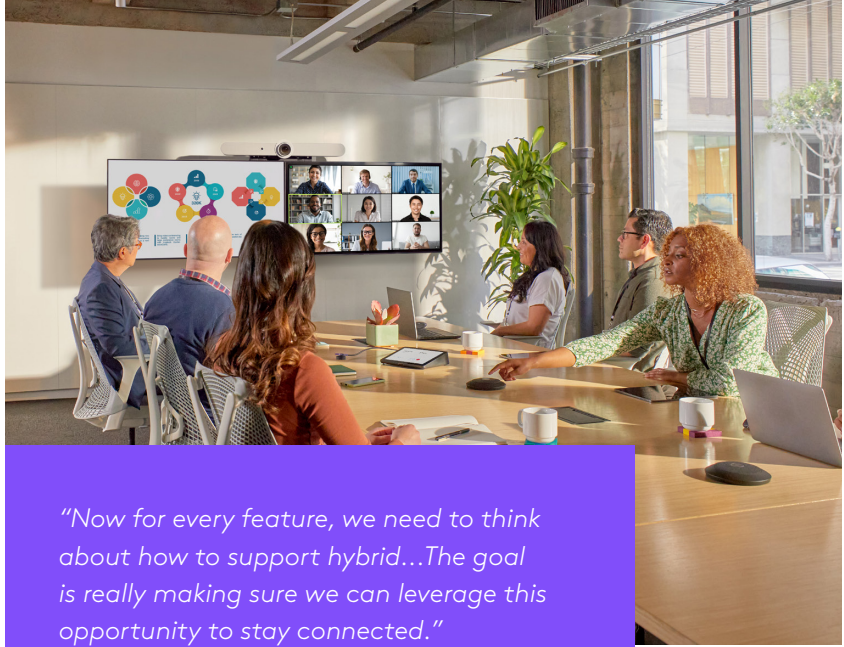


logitech | zoom

HOW ARE COMPANIES REIMAGINING WORKSPACES?



THE REIMAGINED WORKSPACE MAKES WORK MORE HUMAN



"Now for every feature, we need to think about how to support hybrid...The goal is really making sure we can leverage this opportunity to stay connected."

ERIC YUAN, CEO, ZOOM¹

Bringing people together is complicated. With so many employees working remotely, organizations today struggle to build a sense of community and camaraderie at work. Because who wants to show up to an office full of vacant desks, lonely hallways, and empty break rooms?

The onus is now on employers to create a productive, sustainable environment that can woo the workforce to the workplace. The old way of doing things must change in order to support new patterns of behavior that have emerged since the pandemic.

So, how are companies reimagining workspaces?

They're **designing spaces around people** and **prioritizing human connection**.

CASE STUDIES

Many partners and customers throughout the Logitech ecosystem use our products to enable more collaborative workspaces. Here's how they're using technology to deliver reimagined workspaces.

WERQWISE

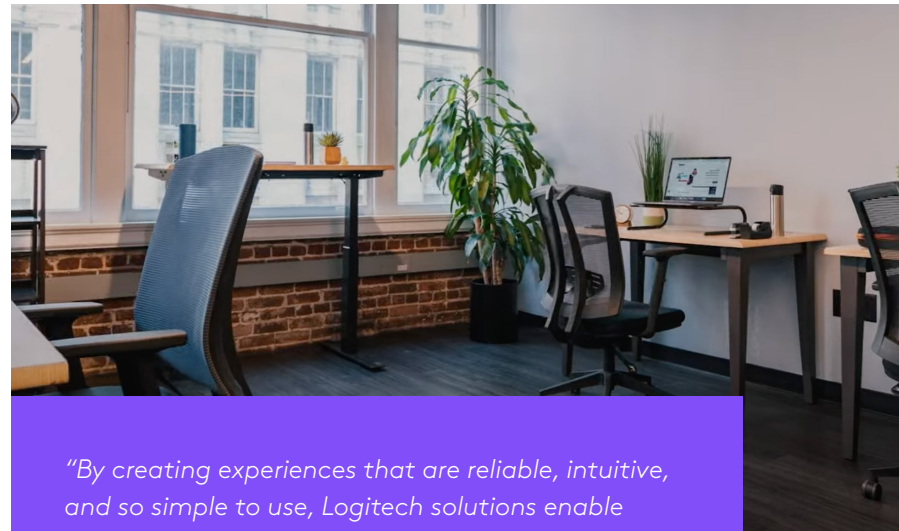
Customer adoption of their previous video collaboration platform was minimal due to complexity and the requirement to call Werqwise IT whenever they needed to initiate a meeting. As a workspace innovator focused on simplicity and ease of use, this limitation impacted the Werqwise brand and reduced the value of their technology investments.

Werqwise IT researched alternatives and selected Logitech Room Solutions for Zoom Rooms as the most reliable, affordable, and intuitive solution to deploy at scale. With Logitech Rally Bar, Rally Bar Mini, Logitech Scheduler, and Logitech Tap running the Zoom Rooms UI, users now simply pressed a single button to book a space and initiate a high quality video meeting. To share whiteboard content with remote participants, users leveraged the Logitech Scribe AI-Whiteboard camera, ensuring customers leveraged Werqwise spaces as an extension of their hybrid work environments.

Successful video meetings free from IT intervention increased dramatically with the deployment of Logitech Room Solutions for Zoom Rooms. Adoption rates of video in their meeting spaces increased 78% while the increased reliability of deploying Logitech video hardware enabled the Werqwise IT team to focus on higher priority projects.

Featured Logitech Products: Rally Bar, Rally Bar Mini, Tap IP, Scribe, Swytch

[Read the full case study](#)



"By creating experiences that are reliable, intuitive, and so simple to use, Logitech solutions enable people to truly collaborate."

ALAN MACKAY, CEO, WERQWISE



STEELCASE

Steelcase has a new vision for spaces to support hybrid work, and they're working alongside Logitech to put the new hybrid office to the test at WorkLife Centers around the world.

These environments demonstrate how workspaces measure up to three design objectives: **equity, engagement, and ease.**



"Organizations can't bring people back to the same workplace they left. Hybrid work is different."

GALE MOUTREY, VP OF INNOVATION, STEELCASE²



"Every individual workspace was designed to enhance performance as well as provide sanctuary. But they are unique in how they achieve that... Curating a space that embodies personality and creates a personal connection when seen on video calls or in person was an important part of this new hybrid experience."

**CHERIE JOHNSON, GLOBAL
DESIGN DIRECTOR, STEELCASE³**

Steelcase aims to shape the future of work by bringing technology and physical space together early in the design process, creating dynamic workspaces that are simple and intuitive for people to use.

[Explore new spaces designed to make hybrid work better.](#)

RADISSON

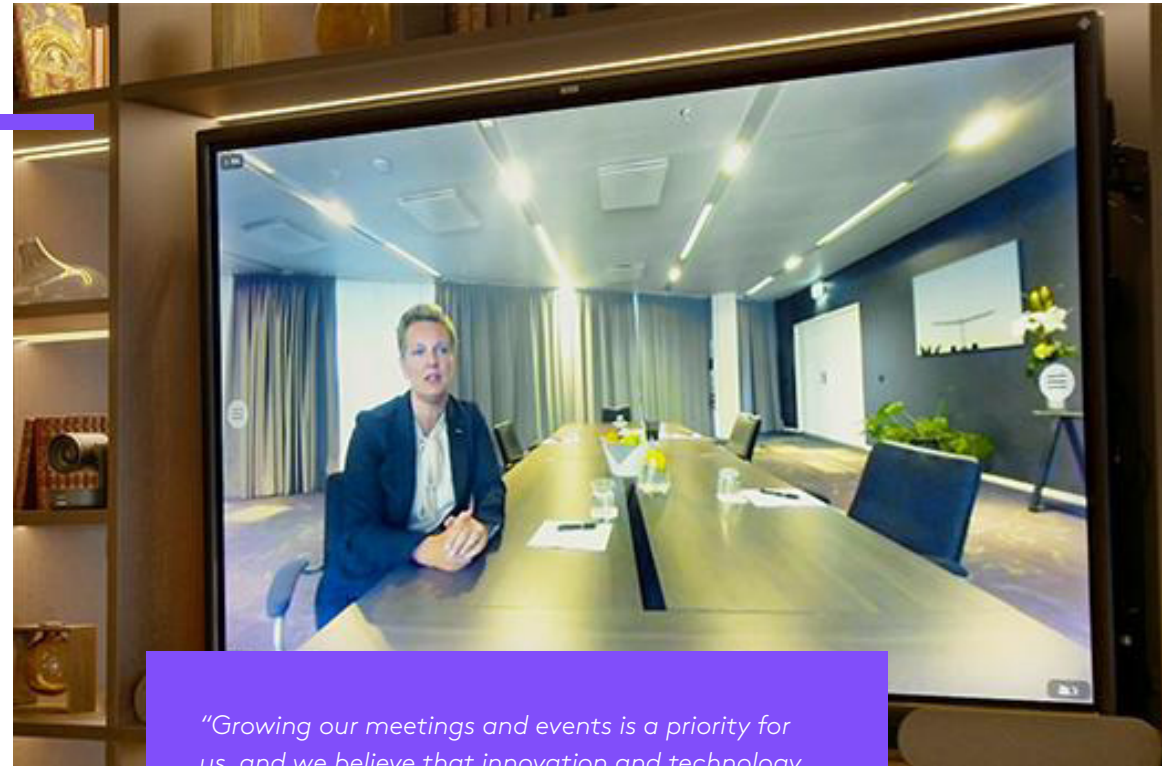
When Radisson Hotel Group decided to develop a hybrid meeting offering for its customers, they wanted a video technology solution they could adopt as a standard across the EMEA region.

The Radisson Hotel Group standardized on Logitech MeetUp and Rally as their video collaboration solutions of choice throughout Europe. Both are plug-and-play solutions that are intuitively easy to use, enabling a Radisson customer to walk into a designated meeting space, connect their own laptop, and launch a hybrid meeting effortlessly.

Customers are delighted with the hybrid meeting capabilities the hotel chain now offers, and reservation requests are high as more and more Radisson properties are equipping additional rooms.

Featured Logitech products: MeetUp, Rally

[Read the full case study](#)



"Growing our meetings and events is a priority for us, and we believe that innovation and technology are vital for that to happen. We chose Logitech as a partner because we share the same vision for the incredible potential of hybrid meetings."

**PATRICK APOSTOLO, CORPORATE
DIRECTOR OF OPERATIONS EMEA,
RADISSON HOTEL GROUP**



AMERICAN FOOTBALL ASSOCIATION BAVARIA

In 2020, the AFVBy was forced to cancel all in-person meetings and events on short notice. But the flow of information and further training of coaches and club officials needed to continue as seamlessly as possible.

After evaluating various hardware and software providers, IT manager Jürgen Siebmans, vice chairman Florian Langer and CFO Heike Haslbeck opted for a solution made up of the 4K UHD webcam Logitech Brio, Logitech Zone Wireless and Zoom. Zoom rose above the competition because it was the only video conferencing software with continuous 25fps transmission. Logitech's superior audio and video capabilities, Brio's excellent image quality in both high and moderate light conditions and the accompanying Logi Tune software tipped the scales in Logitech's favor.

In April 2021 alone, a total of 532 meetings were held virtually, with almost 1,300 participants. Without the tried-and-tested combination of Zoom and Logitech technology, it would have been impossible to keep the Bavarian Football Association's operations going.

Featured Logitech products: Zone Wireless, Brio

[Read the full case study](#)

"The combination of Zoom video conferencing software and top-quality video collaboration hardware from Logitech has ensured that we're well-set up for the future. Connecting virtually allows us to better carry out our association duties because we are no longer dependent on meeting challenges ourselves."

**FLORIAN LANGER, VICE CHAIRMAN,
AMERICAN FOOTBALL ASSOCIATION
BAVARIA (AFVBY)**



THE TAKEAWAY

Reimagining the workspace begins with prioritizing human connection and using technology to help people collaborate more effectively. Here's how:

- Embrace the idea of the office as a place for community and connection.
- Design rooms and spaces within the office for max flexibility – from individual focus work to impromptu meetings.
- Equip workspaces with collaboration tools so employees can work together from anywhere.

The reimagined workspace provides all workers, regardless of location, with technology that connects them to the greater organization.



MEET OUR NEW SPACES

Create opportunities for video collaboration in every space.

Here's our vision of reimagined office space that supports
this new work paradigm.

NEIGHBORHOOD SPACES



Neighborhood spaces buzz with energy.

They encourage group collaboration and community, and they make work more fulfilling — and a lot more fun.

Recommended Solutions:

- Rally Bar Mini  Zoom Rooms
- Tap IP

Casual spaces for collaboration, mingling, and virtual meetups.

They're places to bond, build relationships, and make the commute worthwhile.

Recommended Solutions:

- MeetUp
- RoomMate  Zoom Rooms
- Tap IP

SOCIAL SPACES



Huddle spaces allow small teams to jump into private rooms for spontaneous collaboration.

They're flexible, informal spaces for video meetings.

Recommended Solutions:

- MeetUp
- RoomMate
- Tap IP
- Tap Scheduler
- Swytch



Zoom Rooms

HUDDLE SPACES



BRAINSTORM SPACES



Interactive open spaces to generate ideas and promote the free flow of creativity.

Adding video allows more people to contribute and bring even more ideas to the table.

Recommended Solutions:

- Rally Bar or Rally Bar Mini
- Scribe
- Tap IP
- Sight



Zoom Rooms

FOCUS SPACES



Private places to hop on a video call, concentrate, and decompress.

Because sometimes you need to do some deep thinking. And a little privacy can help.

Recommended Solutions:

- Logi Dock Focus Room Kit
- Swytch



Give employees the tools to make their remote office a productive and enjoyable workspace.

Make work from home work for them.

Recommended Solutions:

- Brio 505 Webcam
- Zone Headset or Earbuds
- MX Series Keyboard and Mouse
- Logi Dock



HOME OFFICES




ON-THE-GO SPACES



Flexible and portable setups that allow employees to join meetings and collaborate from anywhere.

Even the great outdoors.

Recommended Solutions:

- Zone Headset or Earbuds  Zoom Phone

A photograph of a modern office interior, viewed through a glass wall. Several people are seated at long desks, working on laptops. The office has a clean, minimalist aesthetic with grey desks and chairs. The text "MAKE THE MOST OF NEW SPACES" is overlaid in the center in a white, bold, sans-serif font.

**MAKE THE
MOST OF
NEW SPACES**



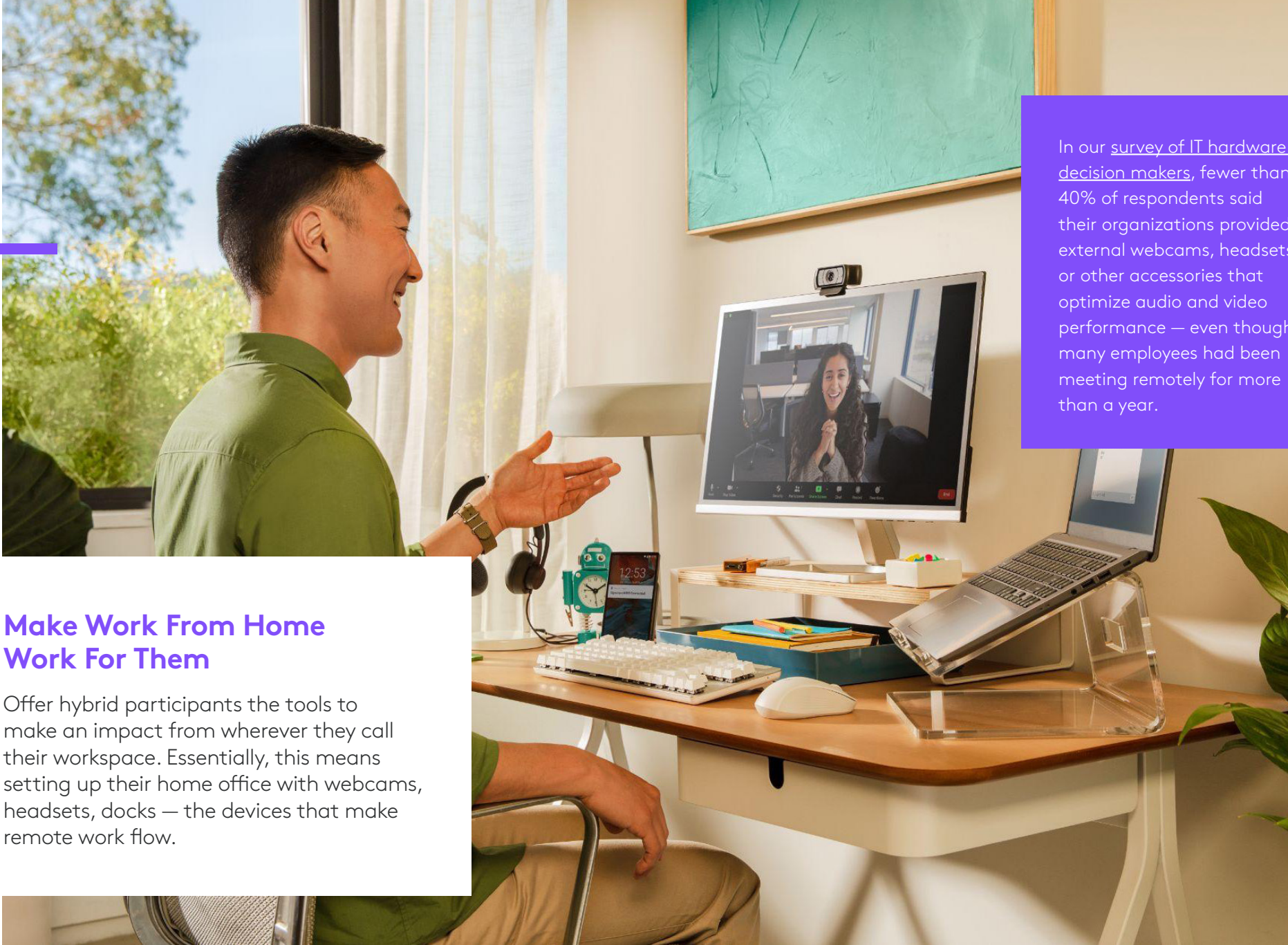
Accommodate Different Work Styles In Every Space

Size doesn't always matter. With the right technology and room design, you can transform downsized office real estate into finely tuned action stations. The same goes for the personal workspace back home.



Integrate Design and Devices

Look at your technology and furniture as one cohesive unit. Blending cameras, mics, pods, and digital signage into the physical space keeps workspaces collaboration-ready and friction-free.



Make Work From Home Work For Them

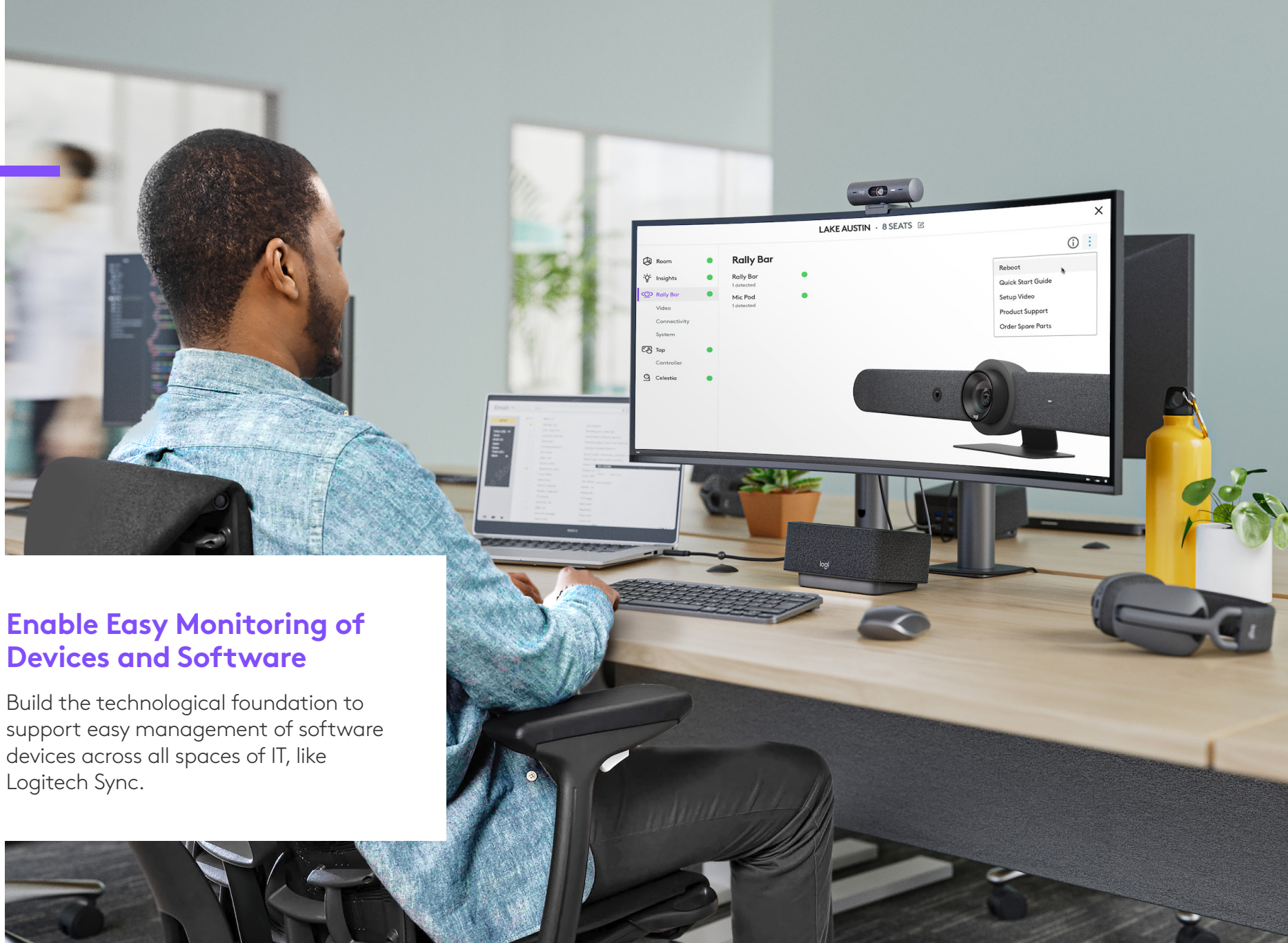
Offer hybrid participants the tools to make an impact from wherever they call their workspace. Essentially, this means setting up their home office with webcams, headsets, docks — the devices that make remote work flow.

In our [survey of IT hardware decision makers](#), fewer than 40% of respondents said their organizations provided external webcams, headsets, or other accessories that optimize audio and video performance — even though many employees had been meeting remotely for more than a year.



Activate Video Collaboration from Anywhere

Equip every space in the office with conference cameras, mics, interactive screens, and whiteboard cameras so meetings can start easily and remote collaborators can be included for ad-hoc brainstorming, hotdesking, and social mixers.



Enable Easy Monitoring of Devices and Software

Build the technological foundation to support easy management of software devices across all spaces of IT, like Logitech Sync.



logitech®

ALL PEOPLE ALL SPACES

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¹ Zoom CEO Eric Yuan quoted on Forbes, September 21, 2022:
<https://www.forbes.com/sites/alexkonrad/2021/09/13/zoom-ceo-eric-yuan-new-hybrid-office-tools/>

² "Steelcase and POI Showcase the Office Employees Want to Work from at WorkBetterLab Toronto," POI.ca, March 14, 2022.

³ "Leadership by Design," Steelcase.com

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