



Collaboration and Workspaces for Tomorrow

Why everything is about to change...

David J Danto

Director of Emerging Technology, IMCCA

Principal Consultant – Collaboration, Dimension Data



What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- **Non-profit, technology neutral**
- **Focus on all multimedia & collaboration**
- **Increase awareness & branding**
- **Unification of organizations & interests**
- **Further learning objectives**
- **Industry Alliances**
- **Networking Opportunities**
- **Monthly Newsletter**
- **Educational Opportunities**
- **Special Interest Groups**



www.IMCCA.org

***Free Membership For End Users
Many Benefits for Vendor Members***

***Contact Carol Zelkin, Executive Director
Czelkin@imcca.org***

Stop by InfoComm16 booth N2021



Personal Bio:



David J. Danto

Business Transformation Consultant
AV / Collaboration / IoT / Multimedia / UC / Video
Dimension Data

Director of Emerging Technology
Interactive Multimedia & Collaborative Communications Alliance



Over three decades of end-user experience:

- **JP Morgan Chase** – built & managed largest commercial Cisco TelePresence
- **Lehman Brothers** – built & managed all audio and video rooms and systems
- **Bloomberg** – design and build of all TV and Radio
- **NYU** - Development of TV and Media Services Dept. and Campus Cable TV
- **AT&T, Financial News Network, MTV, NBC, Rutgers University** & many others.

Industry recognition:

- **IMCCA** – Executive Board of Directors – Director of Emerging Technology
- **InfoComm** – Adjunct Faculty - since 2007
- **NAB** – Broadcast Engineering Judge - since 2001
- **Consumer Electronics Show** – Analyst since 2003, Judge 2011, 2013, 2016
- **Enterprise Connect** – Innovations Judge 2012

“Danto.info” - @NJDavidD

*Past & Current
Advisory Boards:*

***Polycom,
Plantronics,
AVI-SPL,
BlueJeans,
Ricoh***



Work



Are they Working?

Yes. Our definition of work needs to change...





Change



Change is Difficult - The Importance Of Accepting Change

It means you may have to stop doing what has worked in the past

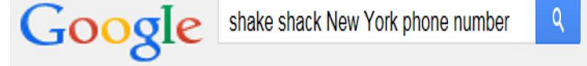
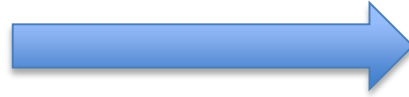
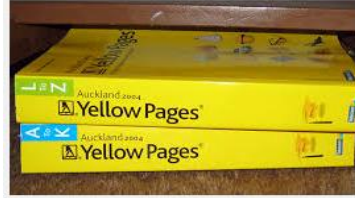
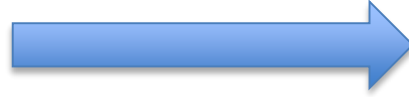
“Organizations must be willing to break their own paradigms to innovate”



CES 2015 Disrupt or Be Disrupted Panel: John Chambers, Cisco chairman and CEO, Neil Smit, president and CEO of Comcast Cable and Dr. Werner Struth, member, board of management, Robert Bosch GmbH.

Change is now Rapid and Constant

Waiting for a clear trend to copy may be the last thing an organization does



About 9,850,000 results (0.62 seconds)

Shake Shack
www.shakeshack.com
4.3 ★★★★★ 129 Google reviews - Google+ page

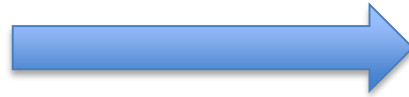
Asphalt Green Battery Park City, 215 Murray Street
New York, NY
(646) 545-4600



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(347) 435-2676

Map for shake shack New York phone number



U B E R

Technology now allows collaboration from anywhere, any time, any device

Changing from a support to a dependency....



Because our culture collaborates differently now, We have to abandon past norms and adapt to new ideas to survive



The Nature Of Doing Business

Yesterday's Office



Today and Tomorrow's Reality



Workspaces for Tomorrow – because organizations need to adapt



Boost your employees' productivity



Match physical spaces to the type of work activity



Use office space more efficiently



Help people collaborate better



Reduce real estate costs by up to 30%

Work is what you do – not where you go



How do you ensure your workspaces are ready for **tomorrow**?



Behavior

Environment

Meetings

Collaboration

Support for full mobility

Eliminate remote working stigmas

Better training for managers of a remote workforce

Combination of private and shared work areas

Mitigation of noise levels

Lower real estate costs through smarter utilization

Improved convenience and flexibility of space

Simplified design of existing spaces

Ensuring no “in-office” bias in designs

More small to medium meeting spaces, less large ones

Encourage a culture of personal and professional collaboration

Assemble a blend of tools to suit all of your organization’s unique ways of working



Breaking The Stigmas Collaboration & Social Technologies Create A Powerful New Dynamic

Yesterday's Belief



Today and Tomorrow's Reality



“Working from the office is really important... There is something magical about spending the time together...How many people telecommute...As few as possible...” Google CFO Patrick Pichette

Remote working has become the norm. Teams, business partners and clients might not even be in the same country. ..The virtual world has caused us to change the way we meet...from face-to-face to audio or web conferencing. IM&P with on-line social platforms very effectively replace the water cooler

Who ironically took early retirement last year because he said he wasn't getting enough family time



Breaking The Stigmas

Collaboration & Social Technologies Create A Powerful New Dynamic

Behavior

Yesterday's Office

Water Cooler

Gossip, Personal Bonding

Lunchroom

Impromptu Discussions

Employee Desk

Individual Workspace

Peek into Colleague's office

Unscheduled Meeting

Travel to/from home

~ 2 hours / day lost

Today and Tomorrow's Reality



Gossip, Personal Bonding



Impromptu Discussions

Employee Desk

Individual Workspace



Unscheduled Meeting

~~Travel to/from home~~

~ 2 hours returned



Changing the Approach to Office Spaces

Throw Out Past Norms, Build Comfortable, Treat Sound and Vision



Plantronics Offices in Santa Cruz



- *Modern, airy office layouts*
- *Public “hoteling” spaces, private rooms and booths*
- *More of Less, Less of More – No more integrated AV rooms*
- *Not enough to change/simplify furniture and layout – also required:*
 - *Active acoustical treatment – enhanced with visual support*
 - *Headset plan*



Changing the Approach to Meetings

No More “In-Office” biases in design and technology

Yesterday’s Office

Hear colleague in room

See colleague in room

View/hear presentation in room

See colleague whiteboarding

Look around room for reactions

Today and Tomorrow’s Reality

Hear colleague using technology

See colleague over video

View/hear presentation using tech

Use IWB or whiteboard camera/app

Scan images / shots for reactions

We can no longer build rooms that treat the remote participant as second class. All meeting spaces need all basic technology capabilities.





Changing the Approach to Meetings

The Evolving Meeting Room

Underutilized

IP Network





Changing the Approach to Meetings

The Evolving Meeting Room



Changing the Nature of Working Together

Using the same teamwork guidelines but removing location requirements

Bringing one's skills, abilities, and knowledge to bear on an issue, project, opportunity, or task.

action

What everyone is working towards. Creating something different in the future than what we have today

outcome

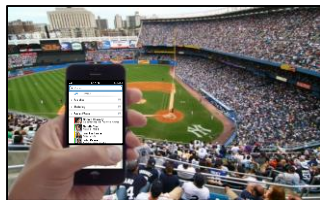
working
collaboration
together

The day-to-day discussions on the work being done. What has happened, is happening, should happen next?

communication

The principles that suggest how the team will work together today and into the future. Can be re-negotiated.

agreements



Benefits of Workspaces for Tomorrow

- Reduced absenteeism, improved personal performance, enhanced team-working
- Space savings, reduced property costs and churn, reduced training costs
- Reduced staff attrition and increased staff attraction, more enticing to next generation of workers
- Reduced travel time and cost, improved work–life balance, better office environment

Employee
Productivity



Cost
Savings



Staff
Retention



Personal
Work-Life



Multiple technologies have converged to enable Workspaces of Tomorrow

Solutions aren't "Future-Pie-In-The-Sky" They are available NOW!

The Desktop



Mobility



Consumption
Models



The Changing
Approach to
Room Systems

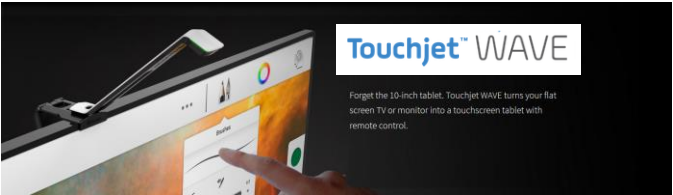


Virtualization

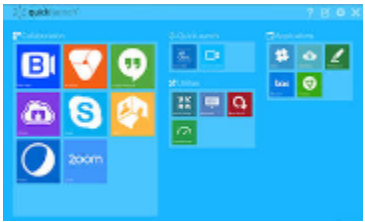


New Options Today: The trend is to simplify standard rooms

Extend the in-person experience to the remote location

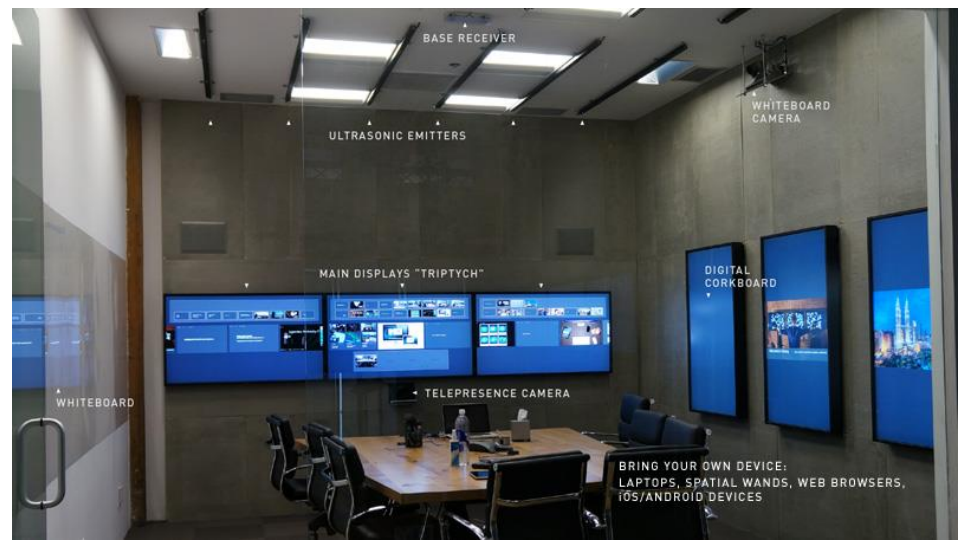


- Simple, not custom programmed
- Equipped for everything – no longer just a speakerphone in the room but cameras / IWBs in every room
- Costs going down



New Options Today: More Complex Solutions Now Look Vastly Different

It's not about the 1980s conference room anymore



- New human factors
- Futuristic capabilities are a current reality
- Solutions optimized for like counterparts



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Our Panel Today

