



50 Years of Growth, Innovation and Leadership

Driving Collaboration throughout the Enterprise

Huddle Rooms Make All the Difference

A Frost & Sullivan White Paper

Sponsored by  **GoToRoom**
by LogMeIn

FROST & SULLIVAN

Introduction..... 3

The Modern Workplace: Collaboration is Key 4

What Are Huddle Spaces And Why Are They Taking Off? 6

Four Steps to Success..... 8

What to Look for in a Provider 9

Conclusion 10

INTRODUCTION

Today's successful companies know one thing for certain: they are only as good as their people. And to be their best, those people must be able to work together whenever and wherever they need to, sharing expertise and information to drive productivity, improve outcomes and expand the bottom line. Because if the 20th century was the Information Age, the 21st is fast becoming the Innovation Age—one in which collaboration is king—and companies must enable agile communication that fosters productivity and innovation for all.

There is a growing need for collaboration to be more fluid as the boundaries between work and life become less distinct. How and where people meet is changing rapidly. Meetings are more frequent, less structured and less formal. Meetings also involve a wider range of geographically dispersed participants, inside and outside the organization. And they are increasingly smaller in size as users realize that small group sessions are where productive work gets done. Given these trends, workplaces and technology must combine to enable flow and momentum throughout a project or individual work session, making it easy for employees to access the collaboration tools they need when they need them and thereby enable seamless innovation.



To accommodate the changing needs of today's agile workers, businesses are putting a heavy emphasis on designing collaboration spaces and meeting rooms that foster innovation. As a result, rich audio, video and content are moving beyond large conference rooms and individual desktops to so-called huddle rooms. Huddle rooms (also called **huddle spaces**) are among the best enablers of critical thinking and teamwork. These video-enabled, ad-hoc collaboration hot zones support the kind of business transformation that will define successful companies in 2019 and beyond.

This paper discusses the state of the workplace today, outlines the need for advanced video and content collaboration, suggests best practices for effectively creating and supporting huddle spaces, and offers criteria for selecting a vendor partner.

THE MODERN WORKPLACE: COLLABORATION IS KEY

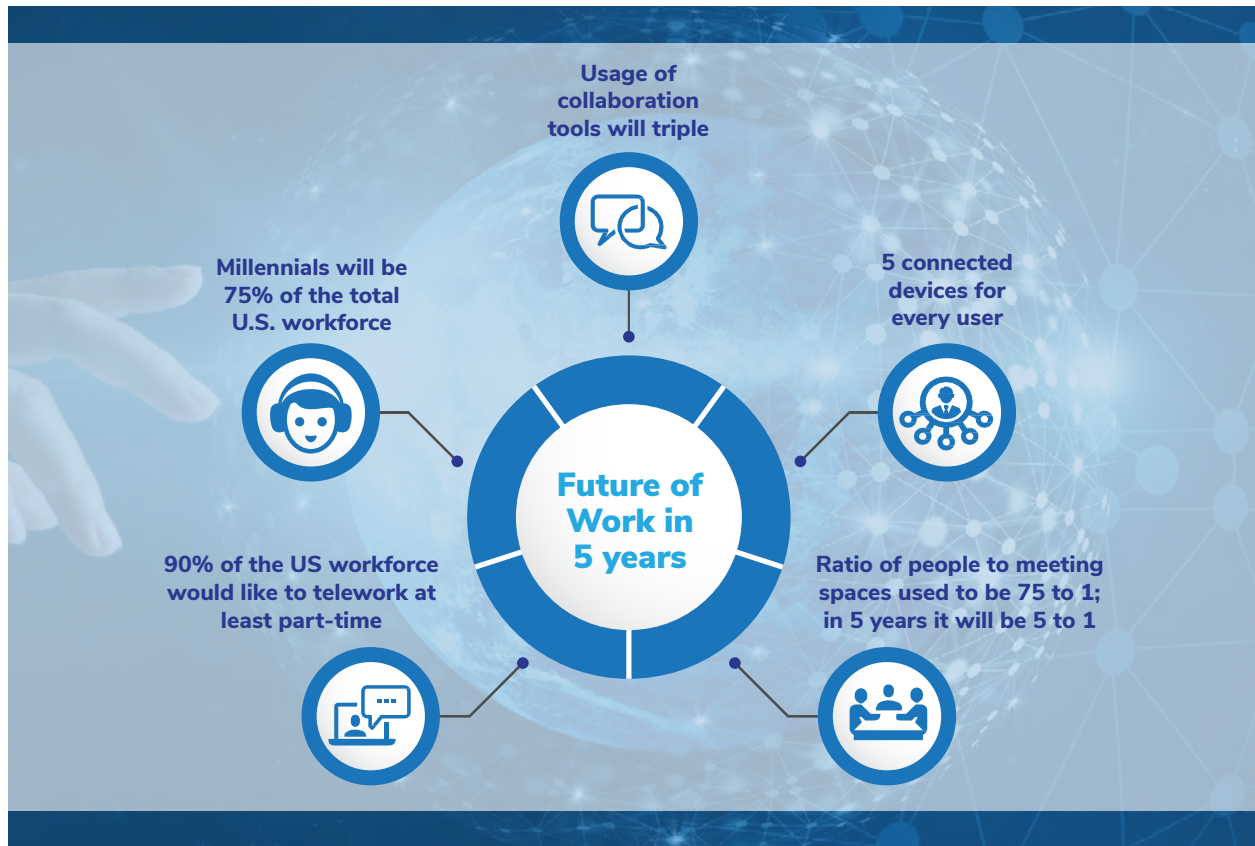
The 20th century was the Information Age, in which companies with access to the most relevant and timely information would see a significant competitive advantage. But while data still matters for business success, it—and real-time access to it—is becoming increasingly commoditized. Today, what sets successful organizations apart is what they do with the data they have—and that makes the 21st century the Age of Innovation.

The goal, as always, is to enable better decisions, products and services, and customer experiences. And for that, employees need to continuously collaborate with one another, as well as with partners, suppliers and customers. When teams work together to analyze and act on information in real time, they innovate in ways that one person can rarely pull off alone. Smart companies are looking for ways to empower their people and make the flow of such interactions routine, effective and efficient.



What's more, most businesses already have a leg up on the process thanks to a millennial cohort that, by 2024, will comprise 75% of the US workforce and make up the majority of their employee base. The millennial and Gen Z generations have grown up in an environment that encourages and rewards the exchange of knowledge, insight and expertise. They are permanently connected in their private lives and expect to do the same at work. Also, employees today are constantly seeking ways to become thought leaders in their organizations. They are looking for vibrant and engaging conversations that spark innovation and success for their organizations. Companies can leverage that instinct to drive collaboration throughout the business.

EXHIBIT 1: DEMOGRAPHIC, SOCIAL AND TECHNOLOGY SHIFTS ARE RESHAPING THE FUTURE OF WORK



Source: Frost & Sullivan, *GlobalWorkplaceAnalytics.com*

Of course, in today's dispersed workplace, meaningful interactions can be difficult to come by. Frost & Sullivan research reveals that more than half of all knowledge workers routinely work from a location other than a corporate office. That offers multiple benefits, but it also poses challenges, especially when it comes to enabling fast, easy and continuous collaboration. For these remote workers to stay connected with one another—as well as to their far-flung business partners and customers—they must leverage technology that lets them interact in real time. Tools that let users leverage video and audio conferencing, mark up documents, and share screens or applications as needed help maintain the flow of information and innovation that sparks and enables creativity.



Almost two-thirds of all organizations have deployed web, video and audio conferencing to most or many of their employees



Almost half have also deployed team spaces, including persistent chat, document mark-up and storage, and robust search capabilities

Source: Frost & Sullivan

WHAT ARE HUDDLE SPACES AND WHY ARE THEY TAKING OFF?

Companies have deployed basic conferencing and communications technology to their employees for years. A Frost & Sullivan survey of almost 2,000 IT decision makers around the world shows that almost two-thirds of all organizations have deployed web, video and audio conferencing. Almost half have also deployed digital team spaces, including persistent chat, document markup and storage, and robust search capabilities.

The trick is leveraging those, and other tools, to enable true collaboration, making it possible for employees to actually work together, rather than simply communicate or share information. And don't be fooled: there is a difference between letting people "meet" in a virtual environment and making it easy and intuitive for them to work together across time and space. Doing that requires access to video so that participants can make eye contact and gauge facial expressions and body language, as well as high-quality audio, allowing everyone to be heard. It's also important to recognize that these tools are most effective for collaboration when they are used by relatively small groups—anywhere from two to six participants, working together to flesh out a new business idea, launch a marketing campaign, or develop an innovative product or service.

Although many businesses have invested in large-group conference rooms for both virtual and in-person meetings, in most companies, small teams simply do not have a good place to meet. As a result, more organizations are carving out small team spaces by converting executive offices, large closets and even open bullpens into communal meeting rooms, where up to six employees can collaborate on projects on an ad-hoc basis.

EXHIBIT 2: DEFINING HUDDLE ROOM COLLABORATION

What are Huddle Rooms?

SIZE

Typically 10x10 or 12x12

CAPACITY

4–6 people

COST

Sub \$5k*

DEPLOYMENT

Collaboration application on a laptop or mobile device over cloud video conferencing paired with a high quality conference cam

USE CASE

Ideation and interaction for ad-hoc agile collaboration that supports daily work flows



EXHIBIT 3: HUDDLE ROOMS ARE BOOMING: KEY ADOPTION TRENDS



The trend toward open offices has created a huge demand for huddle spaces that allow small teams to meet in a disruption-free setting.



Meetings today are short, frequent, spontaneous, and less structured. Users want to walk into any room any time and start ad-hoc collaborative meetings at the click of a button from any device. Huddle rooms support ad-hoc agile collaboration.



Usage data shows that over 75% of the time large conference rooms are used for meetings of 3 to 4 participants, creating a misfit between user needs and technology. Huddle rooms meet today's collaboration needs.



It is estimated that globally there are 33 million huddle rooms and less than 3% of those are enabled for video conferencing.



Currently standing at 14% of all meetings, huddle room meetings will grow exponentially to represent 77% of all video conferencing room meetings by 2023.

Source: Frost & Sullivan

While such huddle spaces make it easy for small groups to work together, they must come outfitted with a full suite of unified communications and collaboration (UCC) technology. After all, it's those applications and services that can turn a wayward meeting into a successful session, ending with clear action items and measurable deliverables. It's also important to support both in-person attendees and those who are joining from a remote site. Frost & Sullivan research shows that for the past several years, more than half of all knowledge workers regularly work outside of a corporate office; they need to be able to join meetings from anywhere, on any device or network, and have the same rich meeting experience as in-room attendees.

Finally, it's increasingly common for employees who work in an office to start a meeting online in their personal workspace or device and then carry it into a huddle space as needs require. So it's critical to enable seamless transitions and bring-your-own-device (BYOD) support, with no dropped calls or loss of quality or content.



FOUR STEPS TO SUCCESS

There's no question that companies willing to deploy huddle rooms and other advanced collaboration tools will see a competitive advantage: 69% of respondents who said they achieved 51% to 100% revenue growth were early adopters of digital transformation. The data is so clear, even the bean counters know it: 74% of the respondents who said they would increase their IT budget by more than 25% in 2018 were early adopters.

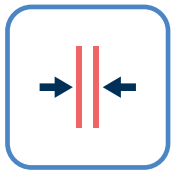
But while most companies want to increase collaboration across the organization, few know how to do so in a clear and effective way. The reality is that getting people to work together is often more art than science, involving a complex blend of incentives, cultural change and technology. But creating the right physical environment to enable such change is table stakes. There are four steps business and IT managers should take to encourage and support collaborative work in 2019 and beyond: state your goals, benchmark your current environment, identify key gaps, and make a clear plan for action.



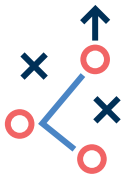
Set Goals for Collaboration. Every company has unique needs when it comes to collaboration. Work closely with employees and business unit managers to identify how they need to collaborate: which employees work together on projects on a regular or occasional basis? Where are they located? What tools do they currently use, and which would they like to have? What are the current roadblocks to collaboration? Are meetings mostly scheduled, ad-hoc, or both? How often do work sessions involve people outside the company? Is there a need to support global time zones or business travel? The only way to ensure your technology investments will meet the needs of your users—and the business—is to determine which tech and facility improvements will result in measurable benefits.



Benchmark your Current Situation. Before you can improve, you need to know what you're doing on the collaboration front today. Take a full assessment of every piece of technology that's used to support teamwork within the organization. This should include conferencing software and services, whiteboarding, team spaces, enterprise social and basic voice and video communications. What's nearing end of life and will soon need replacement? How many applications do you have that do the same thing? Where are the overlaps in otherwise disparate products? Then, inventory your facilities: how many conference rooms are available for employee use? How many small-group spaces are located around the office, and are they convenient for all? What's ad-hoc and what requires reservations, and how do you handle the latter? Finally, make sure you catalog the tools and spaces your employees use on their own (without IT or management support) to drive teamwork.



Identify the Gaps. You know what tech and tools you have in place, and you know what you'd like to add to improve outcomes. Now you need to fill in the gaps. Can you currently support advanced, rich-media collaboration throughout the company, across geographies and among remote employees? If not, what apps and devices are missing? If so, are all the tools integrated so that employees (and perhaps partners and customers) can have a seamless experience in every teamwork session? Can users have frictionless collaboration from laptop to mobile device to huddle room without sacrificing the meeting experience? How will they handle action items and post-event documentation?



Make a Plan for Action. As with any IT initiative, successful collaboration deployments take thoughtful execution. As an IT leader that is at the forefront of reshaping IT's role to make it a strategic business enabler, it is critical that you work closely with Facilities and HR teams to design the best employee experiences. Through this cross-functional collaboration you can prioritize new initiatives and investments to carefully map out the technology you'll need to buy or upgrade, the spaces you'll need to make available for use, and the business processes you may need to change. Locate the funding and other resources you'll need to implement. And don't forget end-user training; while a good collaboration service or application should be intuitive, employees won't be able to make the most of the new technology unless you show them how to improve their overall approach to teamwork. Cultural and incentive changes may be in order, too, so that employees know they will be rewarded for sharing information and expertise.

WHAT TO LOOK FOR IN A PROVIDER

Collaboration tools abound, but many are not designed to support small-group collaboration or to fit into a huddle-room environment. Look for the following when evaluating a partner:

- **Market Experience.** Huddle spaces are relatively new, but the technology that drives them isn't. Look for a vendor with deep experience in the collaboration market, with a wide variety of references and a proven track record of success.

- **Consistent UX over a Range of Products.** Chances are you already have some collaboration technology deployed in your organization. But as you embrace small-group teaming, you'll want to be sure to deploy tools that offer a consistent experience no matter where your users are—at their desktops, mobile devices, conference rooms, or huddle spaces. Make sure your vendor offers a range of applications and services to meet your needs for audio-video meetings, content collaboration, phone systems, webinars, team chat, and file sharing and that your provider offers easy integrations with third-party communication apps, allowing your employees to have the best technology experiences.
- **Ease of Use and Deployment.** Collaboration can be hard, but the tools to support it shouldn't be. It is critical to create the best user experiences for your employees to ensure maximum technology adoption for greater business benefits. Successful huddle room collaboration requires careful technology selection and room design. When it comes to video conferencing and content collaboration, one size does not fit all. There is a growing need to match the right equipment to the physical meeting space and use case. Make sure the provider you choose offers the desired camera specs, integrated high-quality audio, and plug-and-play simplicity. Look for apps and services that are easy to use, simple to purchase and fast to deploy so that you can get your teams up and running immediately. Simplicity is key for end users. People want to spend time collaborating, not figuring out how to get the meeting started. And don't forget support; make sure your users can get help whenever they need it (especially if they're working on a deadline).

CONCLUSION

Today's successful organizations are quickly realizing that small-group collaboration allows them to innovate and create in ways that can deliver a significant competitive advantage. As a result, huddle rooms, or small-group spaces, are growing increasingly popular in corporate campuses and small businesses.

To be effective, huddle rooms should leverage technology—including audio, video and web conferencing, screen and application sharing, team spaces and enterprise social—designed to drive collaboration and increase actionable communication. The result: richer interactions, more productive meetings, stronger outcomes and a clear return on investment.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

For information regarding permission, write:

Frost & Sullivan: 3211 Scott Blvd, Santa Clara CA, 95054



About GoToRoom

GoToRoom is an all-new hardware and software bundle that enables organizations to go from unboxing to meeting in a matter of minutes. Part of GoTo, the most comprehensive suite of collaboration products in the industry, GoToRoom is the simplest and most affordable way for businesses to transform conference rooms into collaborative meeting spaces.

Ready to learn more about GoToRoom?

Visit GoToRoom.com or contact us at 888.646.0014 today.

SILICON VALLEY | 3211 Scott Blvd, Santa Clara, CA 95054

Tel +1 650.475.4500 | Fax +1 650.475.1571

SAN ANTONIO | 7550 West Interstate 10, Suite 400, San Antonio, Texas 78229-5616

Tel +1 210.348.1000 | Fax +1 210.348.1003

LONDON | Floor 3 - Building 5, Chiswick Business Park, 566 Chiswick High Road, London W4 5YF

TEL +44 (0)20 8996 8500 | FAX +44 (0)20 8994 1389