SAMSUNG

Digital Workplace: towards the next normal

Navigating the future of technology in the hybrid office

In association with **UnWork**

Contents

Introduction

The Covid-19 pandemic has propelled even the most conventional of organisations to trial new ways of working. This has created a unique opportunity for businesses to embrace hybrid work patterns and reimagine the future of real estate, technology and employee experience across their entire organisation.

Technology and digital transformation is perhaps the biggest opportunity of all, if implemented well. Digital technology has become the lifeline during the pandemic to stay connected and productive at work. The companies that had already started their digital transformation journey before the pandemic were able to seamlessly transition to home working, whereas other organisations who had not struggled to adjust.

Portable devices, predominantly laptops connected by WiFi, high-speed home broadband, web cams and monitors, peripherals and printers that allow people to replicate the technology set up that, until recently, was the domain of the office are now available to all. Together with a secure tunnel into the cloud, from where almost all services can be provided now that Microsoft 365 and the other platforms deliver their software from anywhere, people were able to in effect bypass the office and get on with their work. With some hastily procured office furniture people turned their spare bedrooms into their office – and most (from the survey results) rather enjoyed the experience.

The indications are that these experiences will 'reset' the office – and create the vision of a new landscape for work, where we will be driven not so much by necessity but by purpose. This shift has accelerated the digital demands to enable a distributed workforce and companies have had to come to terms with new, enabling technologies to facilitate effective work from a myriad of locations. This report sets out to chart these new trends and describe the 'next normal' – how companies need to respond to provision work in 2021, to ensure success and adopt hybrid working models.

"What's key is the office experience will need to offer something tangibly different from what's available when working from home... We see technology as a key enabler for both home and office based working" Simon Jackson - VP, Display, Samsung Electronics"

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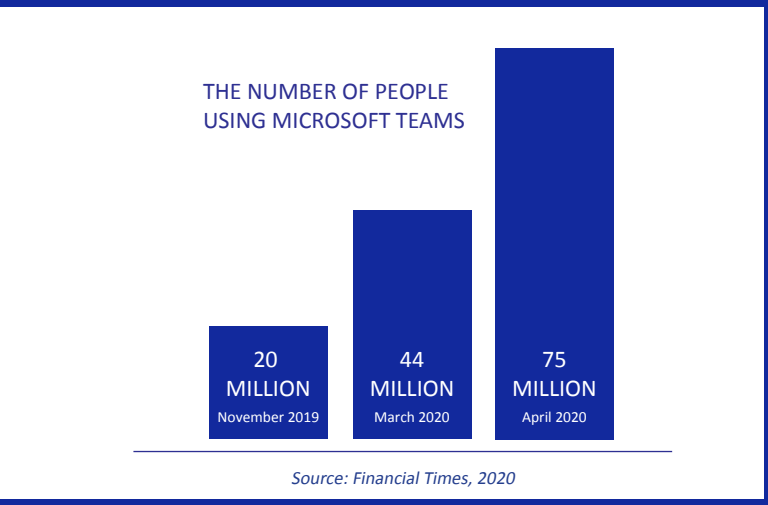
The Changing Digital Landscape of Work

We're All Digital Now

Research by Deloitte found that since the start of lockdown, 75% of office workers have used at least two new types of technology for work . As the remote working world has discovered, the right technology can make teams feel connected even when they are physically apart. This desire for collaboration has led to an exponential rise in digital tools such as Slack and Microsoft Teams.



Source: Financial Times, 2020

Moving to the cloud

Being able to use the same cloud product on multiple devices allows for the seamless sharing of information and encourages digital synchronisation between employees and their end points no matter their location. Similarly, a virtual desktop (VDI) environment provides the basis for a window into the corporate world from any device, including 'bring your own' (BYOD). A migration to the cloud has enabled remote working, with corporates rolling out systems and platforms at the start of the pandemic in a few weeks - programmes that would historically have taken years to implement.

These have been achieved alongside a migration to a digital workplace where a paper-less or paper-lite approach has been one of the essential ingredients for successful remote work. Going paperless not only improves accessibility but also reduces time and money spent organising and finding information. For instance, according to Iron Mountain, a standard four-drawer filing cabinet holds 15,000–20,000 pages, costing around US$25,000 to fill and a further US$2,000 per year to maintain. If everyone has access to the same standards, the flow of information and compatibility of information is seamless, reducing information inequality amongst employees.

Moving to Sharepoint or Onedrive, Box, Google Drive or similar not only takes away the uncertainty of locating documents 'back in the office' but provides certainty and uniformity as everything moves to digital platforms. It also enables the growing demand for synchronous working where people will co-author and co-edit documents - continuous collaboration will dictate a new 'digital only' platform for work, and slowly herald the demise of the analogue workplace.

Becoming smarter - the rising expectations of smart technology

Most offices today are dumb containers

for work; inert boxes that serve as a repository for furniture and filing cabinets, rooms and ancillary services. The pandemic has proved that offices will, in the future, need to provide purpose. But they will also need to become smart.

The intelligent building has been a dream for a while, but with the explosion of the internet of things (IoT) it is becoming a reality. Now an array of sensors and nodes will capture and generate data, the building infrastructure itself will be connected, sitting on a converged network where everything can talk through common protocols and open standards. From access control and lifts, to lighting and the building management system, all the equipment that inhabits real estate can now become connected and a part of a digital ecosystem.

This drives efficiency and insight - the static and dynamic data that will allow everything from energy efficiency to planned maintenance, but the real prize is experience - the ability to enable new ways of interacting with people. User experience (UX) will be the real winner in the adoption of smart space. Often driven by an App used on a smart phone, it will let an individual have a complete journey where they can interface with the environment around them, allowing egress, navigation and wayfinding, reservations and much more.

In the future use of machine learning and data analytics will drive the ability for the 'building to make suggestions' - the nudges and recommendations that we take for granted in our personal lives - a slow gamification of the workplace.

A Wireless Workplace?

With the digital revolution comes a connectivity revolution. Where once the ethernet cable tethered us down to the desk, now people expect a 'wireless-first' experience. Many devices no longer even have an ethernet port. The explosion of adoption of WiFi - now in version 6 - brings new freedom and mobility inside and outside buildings. Combine this with emerging 5G technology that provides blistering speeds to mobile devices and the world will move to wireless as the default and bring in an era of 'unconscious connectivity'.

The psychology of a wireless workplace is important - people will expect to use their 'endpoint' and be free to work and connect from anywhere - opening up a new era of a workspace based on specialist or activity-based settings, many enabled with specialist technology and equipment.

How we will work in the future

The future of work is being shaped by multiple forces, particularly by the rise of collaborative and flexible working, which is in turn changing the role of the office. To understand how we will work together in the future, it is important to analyse a combination of research and the latest employee surveys.

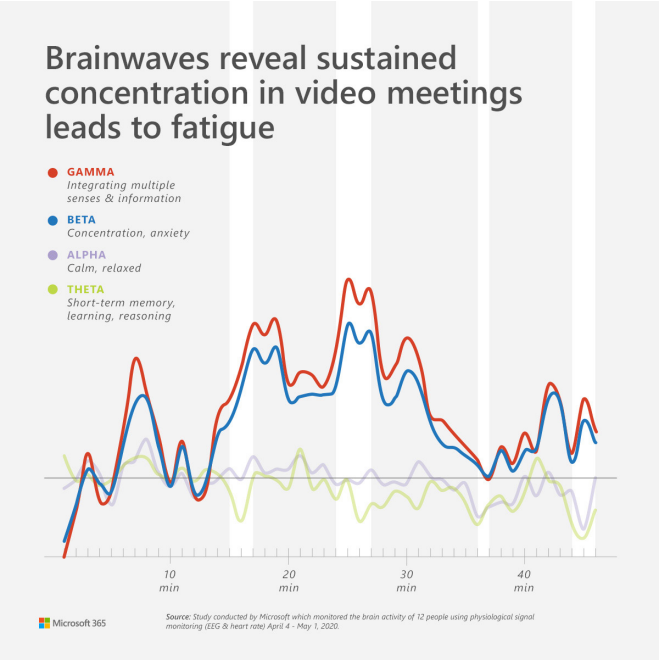
The shift to a hybrid working model

One of the clear trends identified in research, is the rise of remote working and the obstacles associated with managing a hybrid workforce. Research has shown that employees are working effectively from home and organisations are looking to introduce flexible working arrangements in the future. For instance, survey research conducted by Iometrics and Global Workplace Analytics found that 68% of respondents work very successfully from home and 79% of respondents said they had the self-discipline to work productively at home .

In terms of how we want to work together in the office, research in the US has found that 43% of employees prefer workplaces that promote collaboration . Similarly, a study by Capital One revealed that over 75% of employees perform better in collaborative work environments. With these findings in mind, the way in which we work together in the future will shift to a more hybrid, flexible and collaborative model, with some activities being performed predominantly from home and others from the office.

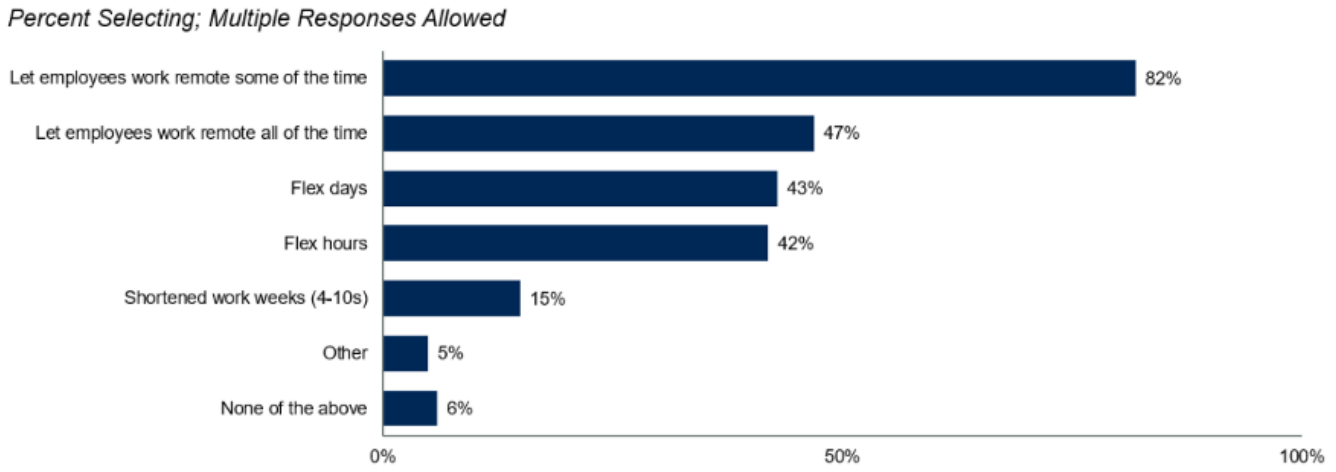
Collecting data on employee productivity

A rise in remote and flexible working is also resulting in organisations finding new ways of monitoring their workforce to better understand employee productivity and experience. Microsoft's Workplace Analytics Platform allows companies that use its cloud based MS365 platform to have access to vast amounts of data and significant insights on organisational design, collaboration patterns and much more. Research by Gartner shows that 16% of employers are already using technologies more frequently to monitor their employees, using methods such as tracking computer usage, monitoring employee communications, and observing



Microsoft Analytics can identify concentration and productivity levels throughout video meetings. Source: Microsoft 365.

Figure 1: Company leader intentions regarding flexible working after COVID-19



A study conducted by Gartner found that company leaders are largely in support of flexible working schedules. Source: Gartner Survey, 2020.

employee networks over time. These insights are valuable to not only monitor the productivity of employees, but to distinguish the employees that should return to the office together on a flexible basis.

Rise of the scrums

Teamwork has become one of the driving forces for the 'return to the office' as home environments can suit solo work and focused endeavour but fail to replace the energy and creativity of people working together in the same physical space. This shift will see the rise of the agile scrum model which requires more flexible workspaces where fluid teams can form and disband with ease.

Activity based workplaces provide spaces for Scrum teams - typically between 8 and 12 people - as well as the more traditional desk layouts where people can work side-by-side together. The scrum process relies on data and information. The ubiquitous Jira board produces the need for information radiators to help people prioritise and visualise the backlog. We predict a more exciting, digital, team workspace where technology is integrated with the physical environment and process to create well thought through, 'end-to-end' spaces.

How we will work at the desk

Desks will be one of a number of places within the workspace and will become less 'demarcated'. The technology that will define a desk is changing. Once dominated by the PC, desk phone and in tray, many migrated to laptops with docks, a monitor, keyboard, mouse and IP phone. Now, just the monitor is all that will be left.

Following the pandemic, we believe that keyboards and mice will become personal and stored in lockers overnight where space is shared. And 'hard' IP phones will give way to softphones. All that will be left on the desk will be a monitor. Samsung has developed the world's first 'do-it-all' smart screen which responds to the shift to hybrid work models. This facilitates working from home as its multi-purpose usage allows employees to easily switch between personal and professional functions.

The types of monitors used can either enhance or deplete levels of productivity. Ergonomic desk environments vary depending on job type, from creative professionals and financial traders to engineers and project teams.

Creative professionals

Employees in creative roles, such as graphic designers, video editors and game developers, have typically preferred to use dual screens so they can engage with multiple applications simultaneously. Some of the preferred display features involve anti-glare capabilities, adjustability for focal length, screen tilt, and display height that can improve user comfort and productivity for long working hours .

Curved screens also offer potential boosts to productivity and working efficiency. A 2016 study by scientists at Harvard Medical School found that

> "Users who perform tasks on curved screens monitors reported fewer issues with eye strain, blurred vision, and fatigue."

users who performed tasks on curved monitors reported fewer issues with eye strain, blurred vision, and fatigue . Furthermore, curved screens tend to produce less glare, and they minimise reflections which is beneficial to job roles requiring high attention to detail.

Financial Marketeers and Traders

Financial traders use large multiscreen environments to effectively display dynamic trading information as well as real-time news tickers. These features are significant, as they enable traders to easily identify risks in hyper-kinetic information.

Researchers found that people switching to multiple monitor configurations boost their productivity by 9% to 50% . Another study by the University of Utah found that participants using a single monitor were significantly less productive than users with dual monitors configured side-by-

Research findings suggest that the larger the window to the cloud - the monitor size - the more performance and productivity will be enhanced. Source: Samsung

side, which increased productivity by 29% . They found that the participants completed their tasks more quickly with multiple monitors and resulted in fewer errors, as they were not sacrificing valuable time switching between windows.

What is clear from the research findings is that the larger the window to the cloud - the monitor size - the more performance and productivity will be enhanced.

Truck and Forklift drivers

In 2020, the movement of goods between warehouses and fulfilment centres became a likely cause of virus transmission. A solution has been devised by Phantom Auto to reduce the number of people working in these environments by converting a potentially hazardous job into an office job. The technology involves attaching cameras, microphones, and other sensors to trucks and forklift vehicles that feed information to a remote operator in an office building . Utilising multi-screen environments is valuable in this type of role, as different screens would allow the driver to observe the vehicles' surrounding environment, creating the sense that they are physically there.

Getting the right desk experience

As we move towards a video-first approach to work and collaboration, every desk setup needs to reflect this with good quality camera and audio technology. Standard laptops are expected to have built-in webcams and integrated microphones, but the quality

The smart monitor combines Microsoft 365, streaming media services, mobile connectivity and remote PC capabilities. Source: Samsung

of both cannot be guaranteed. As a result, many employees opt for external cameras and headsets to improve the meeting experience.

A good desk experience also requires sufficient lighting to ensure work is carried out effectively. Good lighting also results in less eyestrain and is beneficial to those working at the desk for long periods of time. Given the number of hours a typical employee spends at their monitor a day, it is important that the desk lighting is not harming individual's health and wellbeing. Samsung has introduced an 'eye-saver' mode on several of its monitors which makes the light less harsh.

> "A large 'window to the cloud' will become the predominant feature of the most efficient desktops."

Getting the right desk experience also depends on the displays that are used. For instance, users can opt for a single, dual, or stacked monitor environment. These are typically chosen depending on the role of the user, as described above. Curved screens and smart screens are becoming a contender for the future monitor of choice.

As well as monitor, webcam, speaker and microphone, the positioning of the laptop can create an additional monitor or screen. The extended desktop provides an enhanced canvass for the increasing need for larger 'desktop real estate'. This is driven by both the move to digital documents so that designing and creating content, editing on screen, manipulating complex spreadsheets, comparing documents or data from different sources is enhanced by the size of the 'surface'. But as we migrate all our communications to the screen as well, driven by unified communications and collaboration (UCC) software, we need the ability to constantly monitor everything from email and IM to chat and social media.

Peripherals are also simplifying with the adoption of USB-C. Now one format can become the connectivity choice not just for display but for power as well

Curved screens offer a potential boost to productivity and working efficiency. Source: Samsung

and the other elements that make up the desktop real estate. Keyboard and mouse can be wired or wireless and form part of the 'personal area network' (PAN) that creates connectivity between these devices, usually through Bluetooth technology. This creates the network at the desk and forms the basis of productive workspace.

But with portable endpoints there will be a range of other 'work points', from kitchen tables to huddle rooms, small booths and solo workstations – the concept of a traditional demarcated desk of 1200 or 1400mm is slowly dying. Instead, we will have a range of activity-based settings for individual work in the office, catering for different needs and equipped with different technology. But the growth of the home as a setting will decrease the amount of work points needed in the office. Instead, we will see a rise in the spaces for meetings and group endeavour.

How we will work around the office

> "New end points and a 'wireless first' workspace will create the potential for a radically different and activity-based office, providing choice and diversity instead of one-size-fits-all".

With the forecast adoption of working from home post-pandemic, people will expect and need a different purpose when they come into an office. The research points to a hybrid approach, where people may be in the office for say 2 or 3 days a week and work from home or 'third places' for the remainder. The split will be based on job role, preferences, people's situation and the culture of the organisation. But what is clear is that solo working tasks will be the ones to shift to the home while the activities that need people to be together will be undertaken in the workplace.

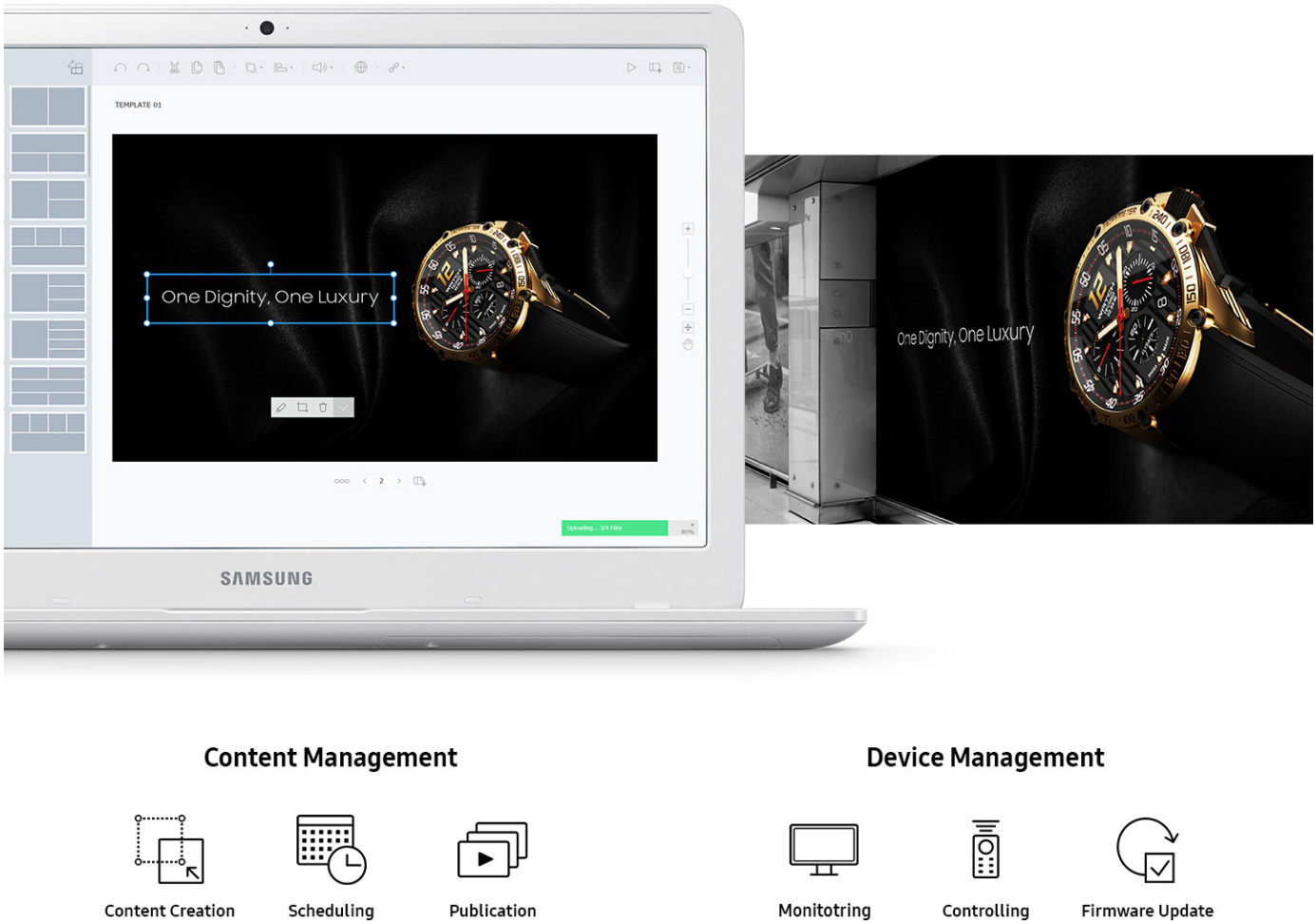
Over the past decade, workplace collaboration has become more important than ever. With research suggesting that activity-based working boosts productivity, morale, and business outcomes, organisations are beginning to question the traditional office plan and instead embrace more specialist spaces, including informal and collaborative spaces. Workplace collaboration techniques come in many different forms, whether it is working informally with colleagues in ad-hoc spaces or collaborating virtually using online conferencing tools.

Informal Collaboration

Informal, collaborative working environments are more human-centric, adaptable and inspiring. Types of informal collaborative spaces include huddle rooms, café-style tables and soft seating for those who prefer to work in a more comfortable and casual atmosphere. They are often anchored by food and drink. Overall, offering employees the ability to choose when and where they work can result in higher productivity and improved work quality. A study carried out by Clutch found that over half of all workers (53%) value the flexibility to work in different spaces, signalling a trend towards working more flexibly in the workplace in the future .

There are also many advantages to adopting web-based collaborative working styles, one of which includes the improvement of workplace efficiency and employee performance. Research by McKinsey found that improving internal collaboration through social tools could help raise productivity by as much as 25% . Collaborative tools like Slack and Microsoft Teams deliver benefits in the form of clarity, keeping employees more informed and empowered. Improved access to team members means that they can better serve clients too, with greater access to knowledge and support.

Another advantage of a rise in informal collaboration is the greater access to a



The Wall range can feature a content management system, MagicINFO, that allows users to customise and schedule dynamic content. Source: Samsung

broader range of employees. With cloud systems, you can embed professionals into your team from around the world, without asking them to relocate. This makes it easier for businesses to attract and retain valuable talent through flexibility. Geographic spread will be one of the consequences of the pandemic.

Digital Signage

Digital signage displays can enhance the traditional office experience, allowing businesses to deliver content that can be customised to engage, inform, and entertain employees. In recent years, digital signage displays have become much more advanced, offering full HD to 8K UHD resolution capabilities. Combined with a content management system (CMS) digital signage can provide experience, a wow factor, infographics or imagery to leave a lasting impression on new talent, customers, and employees.

The Flip 2 is well-suited to corporations that want to adopt new digital technologies that can enable better meeting experiences. Source: Samsung

An example of this is Samsung's microLED Wall line-up, which aims to deliver a revolutionary viewing experience for people with its super-sized bespoke display. Displays like the Wall can be used in large meeting rooms or boardrooms to host 'larger-than-life' video conferences, revolutionising the viewing experience with bold colours and pure clarity. With the growth of remote work, these technologies can provide a 'window' into another location, breaking barriers and accelerating the 'death of distance'.

Utilising signage displays also allows important messages to be delivered at the right time to the right visitors, employees, and other audiences, streamlining communication. Digital displays can also act as kiosks to simplify check-in services and help visitors navigate the premises to their desired locations through interactive maps and location aware wayfinding. This also reduces the need for human contact and the sharing of physical information – both problematic during times of health crises.

Creating productive meeting room experiences in the office

Meetings are the foundation of today's business world, but they can also be one of the most challenging and unsatisfactory experiences. Between finding the rightsized room with a sufficient seating capacity, connecting into technology to share content or video conference, and ensuring acoustic excellence so that everyone's voice is heard (both those present and remote), it is easy for innovative ideas to be lost in an unsatisfactory experience. The increased need for hybrid meetings post-pandemic will require new thinking and approach.

One of the key requitements is to achieve digital equality between those who are present and those who are remote. While video and PowerPoint can be used easily, the flip chart or white board used to capture an idea, a sketch or concept is harder to replicate remotely. New digital surfaces will be needed in future meeting spaces.

Samsung's Flip 2 reflects the core function of a flipchart but creates a digital canvass that has the ability to support multi-user engagement, ensuring that all voices are heard, and ideas captured during a meeting. Up to 10 different participants can introduce content or annotate directly on the range at the same time. In doing so, each user can collaborate effectively with viewer friendly UHD resolution, and ideas can be shared effectively in one place. The technology allows people with their end points to connect and in effect extend their desktop to create a collaborative surface.

The technology can either be attached to a wall in landscape or portrait mode or used on a moveable stand to be wheeled into the space on demand. The growth of hybrid working will necessitate an increased use of digital whiteboarding technology so that remote participants don't feel like second class citizens.

With a wireless endpoint, the Flip 2 can become a wireless extension with Miracast embedded to mirror the screen - in effect becoming an autonomous endpoint itself. But the Flip can also be used with no end point as a digital flip chart with content then sent by email.

Away from the office

The home experience and new 'third spaces'

Although home working has been a gradual trend over recent years, the immediate and en masse shift has exposed the benefits, as well as some challenges, to a far wider range of the population than ever before. Ultimately, this will lead to significant change in people's work habits and, as more people become comfortable with remote working, they will expect to be able to do so more often.

Recent major studies from companies such as Leesman and Gartner have suggested that home working is successful for the most part, but there are still key tasks that require an office environment. These tasks include meeting visitors and clients, informal collaboration and utilising specialised technology and spaces.

> '72% of employees have access to everything they need to be successful working at home' - Global Workplace Analytics, 2020

One of the biggest challenges has been the technological constraints for employees, as they expect to have the same technology at home as they do at the office to be productive and effectively fulfil the requirements of their roles. Therefore, employers must make sure that employees have the resources needed to be successful in either the office or at home.

Employees will now expect to be provided with certain tools to conduct their work across different locations. These expectations include:

A WebCam - If employees are expected to attend virtual meetings, they should have high quality cameras or webcam. Seeing your colleagues and clients on-screen is more important than ever, reducing 'distance' and creating a more personal and engaging experience. But lighting and field of view will be critical as well as control - anti flicker settings, colour intensity, white balance and contrast are just some of the functions that high end cameras provide - essential for those pitching or presenting remotely.

A Softphone - The familiarity of Skype and more recently WhatsApp and other web-based communication tools play to people's expectation that they can now communicate and collaborate using a software. The launch of Teams by Microsoft and the ubiquity of Zoom have replaced the need for an IP terminal and driven all interaction to monitor-based software platforms.

Sharing tools - For remote workers, utilising cloud sharing tools and adopting a paperless strategy in the workplace drives equal and ubiquitous access to materials and information. The integration of file storage solutions with

collaboration platforms also provides an expectation of digital document storage and not analogue print out. The rise of acceptance of digital signatures has also accelerated the death of paper.

An ergonomic mount for a monitor or laptop - Many office environments have monitor mounts that are attached to desks to ensure an ergonomic workstation. Employees working from home may want to maintain this setup, especially for those utilising multiple monitors.

Monitors and multiscreen environments - With the rise of remote working, dual screens or large curved screens are increasingly valuable, as users can utilise the first screen for video conferencing purposes and the second screen to lookup important files and share information - or split screens and picture in picture software to allow multi-tasking and choice of views.

Organisations have the responsibility to meet employee expectations, as far as reasonably practicable in both office and remote working environments. As noted under the Health and Safety at Work Act (1974), employers have an obligation to ensure employees are working safely and in ways that do not jeopardise their health. And so employers are scrambling to understand their responsibilities and liabilities as people pivot to home working and flexible work situations.

The third-space experience

The Covid-19 pandemic has accelerated the demand for new spaces in between the home and the office. As companies contemplate a radical reduction in real estate, with many predicting between 30 and 50% fewer square feet needed, there will be new requirements for 'spaces in-between', from co-work lounges to specialist micro-hubs.

This new way of working provides a decentralised workforce with a plethora of different work environments, from local satellite office to facilitate small collaborative projects and independent work to a central office which symbolises the company culture and purpose.

Good third spaces have traditionally prided themselves on a hospitality model, but now they may need to become more specialised and offer more than just great coffee and worker experience; they need to provide digitally enabled spaces and tools, specialised environments and a sense of community. For example, third spaces could include tech-enabled meeting rooms to allow employees to drop in and have virtual meetings with remote employees using high quality VC equipment and collaboration tools. A third space can also act as an intermediary space as employees start to normalise their flexible working patterns.

A vision for the future: the next normal

As companies are focused on finding and retaining talent, employers must be agile in their approach to work in an era of physical and digital disruption. Research by McKinsey suggests that almost one-third of senior leaders believe that finding top talent is their biggest challenge. Similarly, 82% of companies believe they are not recruiting highly talented people. For those that do, only 7% think they can retain them . Therefore, we need to find alternative ways to attract and retain the best talent. With the job market becoming increasingly competitive over time, using technology is a vital means of attracting and retaining the best talent.

DeX enables the user to just carry a smart phone that can 'dock' and provide full functionality. Source: Samsung

It is clear that, in an increasingly peripatetic world, the office will provide a sense of solidity - when people come in, they will expect to be productive. And so, the technologies provisioned need to be first class. People will expect the best experience - the best monitor, web cam and surrounding space, effective environments in which to collaborate and work with people in a hybrid way, the best amenities and the ability to choose where to work and who to work with.

These are five key emerging technologies that are set to disrupt the workplace over the next few years:

1. Smart Monitors as 'ubiquitous windows' to the world

As the smart monitor becomes, in effect, just a gateway to the cloud, two other innovations look set to challenge the user experience. Samsung's DeX allows the mobile phone to act as a gateway - by connecting the phone via DeX it provides the authentication to connect the user to their cloud environment, with access to all their applications and documents as well as collaboration tools.

But new smart monitors will also have a Microsoft 365 button to provide direct access to cloud, bypassing the need for an end point altogether. The emergence of an operating system embedded into a monitor will allow an immediate experience and productivity tool. The monitor as 'ubiquitous window' is a key disruptor for the workplace.

2. Virtual assistants

NLP-powered virtual assistants are becoming common

place in the home and will soon enter the workplace. We will see them incorporated into meeting rooms where they people can use voice to start a meeting, order refreshments or control the environment. More advanced assistants can automatically transcribe, summarise, organise, and recall meeting notes and action items. Researchers predict that these features will become smarter over time, and forecasts suggest that about 25% of digital workers will hire virtual assistants by the year 2021 . Other research also suggests that virtual assistants are three times cheaper than hiring a traditional full-time employee, highlighting its cost effectiveness.

3. Virtual and augmented reality

Virtual reality in the workplace is an exciting prospect, especially as headsets are becoming increasingly user-friendly and effective due to advancements in sensory and eye-tracking techniques. With VR headsets already emerging in the office, the coronavirus pandemic has accelerated their adoption. Vendors are experimenting with tech that will allow companies to create more immersive experiences for meetings with team members. Some suppliers are advancing physical presence with virtual avatars, allowing attendees to observe facial expressions and hand gestures, making users feel more engaged.

4. Kinetic energy sensors

Another technology that is enhancing environments is the use of kinetic sensors and switches. The future hints at a universal adoption of this harvesting technology in chairs, on ceilings and beyond. If the sensors detect no activity in a meeting room, the occupancy status can be updated on a display monitor to notify availability and to avoid empty spaces. Staff members will have access to this status directly from their mobile phones in a company app, reducing downtime. The data collected on the presence and movement in meeting rooms, for example, can also be gathered to understand space utilisation over time.

5. The consolidation of workplace data

Data will become the 'new oil' in the workplace and we predict that a data lake will be created to allow real time dynamic information to be used in the management of the workplace. Eventually, deep learning and artificial intelligence will provide the insights, suggestions and nudges needed for a digital workplace.

Research suggests that two-thirds of companies rely on a combination of cloud-based and on-premise data resources . This system is not efficient, as data is spread across siloes and this prevents companies from making data-led decisions that could bring significant value to their business. Allowing a more fluid access to data across facilities management and employees ensures that the workplace becomes a more transparent working environment for everyone.

Conclusion

New technology has allowed the user to remain productive during the pandemic and has changed the way we think about work and the workplace. No longer is the office the predominant location for work as distributed and remote work approaches are implemented.

The role of the office will change, to be one driven by purpose - a reason to go in that is dictated by the activity being undertaken, the colleagues needed to work with, and the specialist environments and equipment needed to be effective.

Away from the office, people will need a productive workspace at home and the ability to work 'on the pause'. These trends point to new enabling technologies that will transform how, where and when work takes place.

The key ingredients of this new normal are the cloud, portable endpoints that are always on, the 'window to your world' through a monitor that drives not just content but all communications and collaboration, and the peripherals that complete the end user technology ecosystem. Together they drive a new vision for work and place.

With choice, mobility and flexibility, people will be driven to an office based on purpose - specific activities that will usually require specialist spaces enabled by discrete technology. Here the activities of collaboration and interaction will drive use cases, and new digital interfaces and surfaces will need to be implemented to achieve digital equality between those who are present and those that stay remote.

The challenges to define this new landscape should not be underestimated. But a digital workplace strategy that embraces the ideas contained in this report will be essential for organisations becoming fit for the future in a post-pandemic landscape that celebrates diversity and presents a more human-centred approach to work. We are defining the 'new normal'.

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http://news.samsung.com

About UnWork

UnWork is a management consultancy and research house focused on the new world of work. It sits at the collision between people, place and technology and helps define the opportunities for innovation.

It consults to companies in the process of change, helping to catalyse innovation and develop the ideas and concepts for the introduction of alternative ways of working, backed by robust data sets and an evidence-based approach that includes business case and cost-benefit analysis.

It has unsurpassed global knowledge of key trends and case studies of all the leading global workplace innovation projects and provides 'opportunities for innovation' consultancy with a focus on supporting culture change, diversity and talent attraction, digital workplace strategies and wellbeing.

UnWork has a team of passionate and talented individuals with backgrounds in mathematics, economics, behavioural science, architecture, anthropology and organisational design; it provides a refreshing approach for those embracing the new world of work.

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