



# THE MODERN COMMUNICATION & COLLABORATION HANDBOOK



NEW RULES & TOOLS FOR THE  
**WORK-FROM-ANYWHERE** WORKFORCE

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# WORK IS NO LONGER A PLACE. IT'S WHAT YOU DO.

If 2020 taught us anything, it's that "work" isn't a place, it's what you do. It's no longer about sitting in the same office or cubicle every day. It's about having meaningful conversations with your colleagues, partners, and clients that inspire new ideas for innovation and growth.

While 2020 has undoubtedly posed numerous challenges for businesses worldwide, it also has presented us with a unique opportunity to challenge convention and completely rethink the way we communicate, collaborate, and get things done. Hybrid working is quickly taking shape as the **FUTURE OF THE WORKPLACE**. During a time when many employees are juggling work with homeschooling and caretaking, hybrid working gives everyone the power to work at any time, to stay connected from any location, and to collaborate and be productive when inspiration strikes.

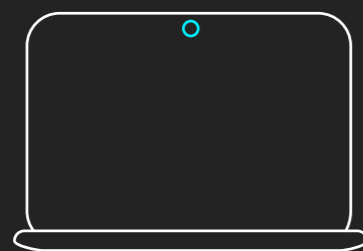
**THE PANDEMIC PRESENTS US WITH A UNIQUE OPPORTUNITY TO CHALLENGE CONVENTION AND COMPLETELY RETHINK THE WAY WE COMMUNICATE, COLLABORATE, AND GET THINGS DONE.**

# THE TROUBLE WITH TODAY'S REALITY. ■

Hybrid working offers employees a whole new level of flexibility—something that many members of the workforce have been seeking for years. But making hybrid working a reality takes careful thought, planning, and the right technology. It's up to IT to bring all these ingredients together to create a future-proof communication and collaboration strategy.

Cloud communication and collaboration platforms have made working from anywhere easier than ever, but the quality of audio and video in most computers and mobile phones hasn't kept up with the needs of modern businesses. Built-in laptop cameras and smartphone microphones are fine for chatting with friends, but poor video quality and background noise provide a sub-optimal experience when talking to a client, customer, patient, student, and the like.

Limitations ultimately create frustration for all parties, leading to hindered productivity, lost employee engagement, and a damaged business reputation. You need professional solutions to help you maximize your cloud communication experiences.



## BUILT-IN LAPTOP CAMERAS

often project images that are dark and grainy, making virtual collaboration feel awkward and impersonal.



## LAPTOP & SMARTPHONE MICROPHONES

pick up background noise, making conversations feel chaotic and unprofessional.

# HOW 2020 SHAPED KEY INDUSTRIES.

The healthcare, education sectors and central government agencies have transformed, and they are creating new realities for the way people connect, communicate, and collaborate. Technology is the driving force to help organizations and their workforces adapt.

## HEALTHCARE

Healthcare institutions have used telemedicine and video conferencing for years, but the pandemic has accelerated their adoption and reaffirmed their critical role moving forward.

01

**Practitioners and hospitals** are having telemedicine visits with patients in order to reduce office visits and hospital bed capacity.

02

**Psychologists and psychiatrists** are having phone and video calls to check in with patients and keep tabs on their mental health.

03

**Medical schools and teaching hospitals** are running remote classes on surgical techniques, bedside manner coaching, and more.

04

**Functional teams and executives** are performing more duties in virtual and remote spaces.

# EDUCATION

In-person learning is always preferred for teachers, parents, and students, but health and safety concerns are making hybrid learning the most viable approach. But the shift to hybrid has exposed technology gaps, environmental issues, and other difficulties that make learning and teaching from home challenging.

01

**Elementary and high schools** have had to pivot their class formats and teaching techniques. Teachers need to ensure students have access to reliable computers, learning software, and peripheral devices to provide a quality learning experience.

02

**Universities** have had to completely shut down campuses or limit the number of students permitted for in-person learning in order to minimize transmission rates. These realities have made immersive virtual learning models and easy access to course material both critical, heightening the importance of technology.

# CENTRAL GOVERNMENT AGENCIES

Many central government agencies were not prepared for the shift to teleworking. In the early spring of 2020, many IT leaders scrambled to implement short-term capabilities to get workers up and running.

01

**Central government agencies** have had to implement audio, video, and conferencing capabilities that eliminate distractions and support high-quality communication for workers as they hop between home spaces and offices.

02

**Agency IT leaders** are developing more long-term strategies to address concerns and ensure that central governments can maintain business continuity and productivity in light of other natural disasters.

03

**Central government organizations** must continue to balance providing employees with seamless communication and collaboration experiences, and secure access to critical information. That means all meetings, collaborative spaces, and information shared in these spaces remain secure.

# POWERING THE 'NEXT NORMAL'

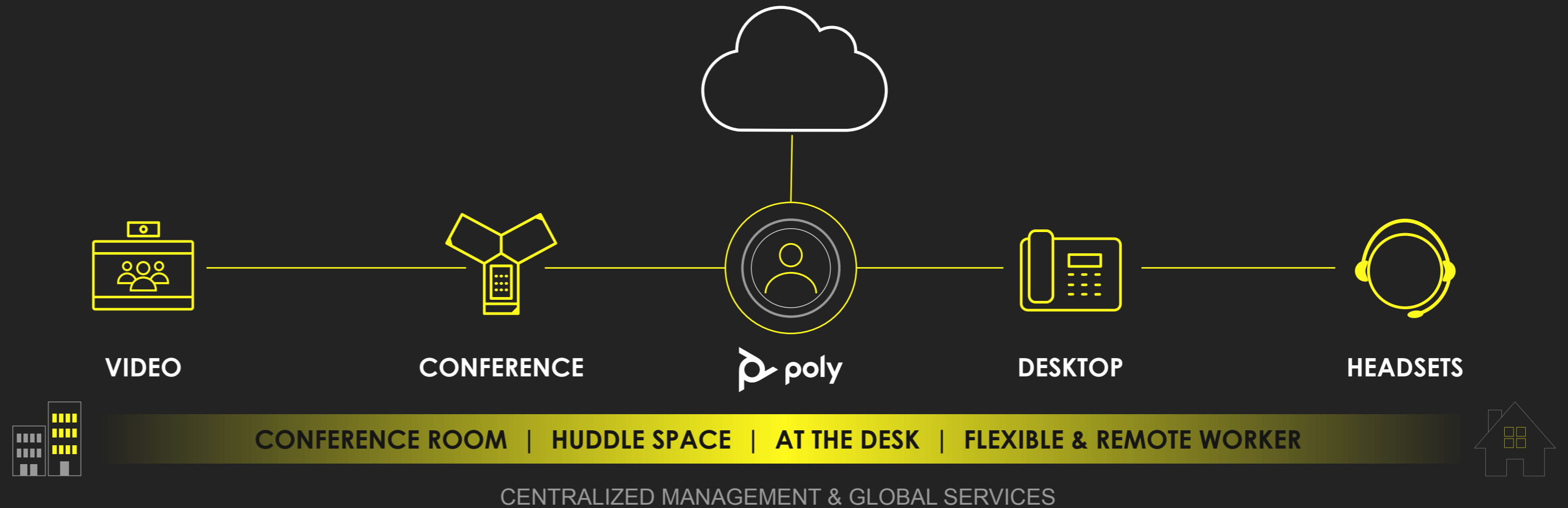
To create a hybrid work environment that meets employees' needs and supports collaboration and productivity, you don't just need the right technology. You need a strategic partner that provides solutions, services, and guidance tailored to the realities of your industry and the needs of your business.

Poly can set you up for success. We offer solutions for every workstyle and workspace, including headsets, video devices, desk and conference phones, management software, and global services and support.



As distance and remote working continues for many organizations, the need for a wide variety of UCC integrated devices will remain a top priority. No other vendor comes close to Poly's deep portfolio of devices for home, office, and everywhere in between.

**ALAA SAYED** - [Industry Director, Frost and Sullivan](#)



End to end portfolio, centralized management & global services for every workstyle & space in multi-vendor environments

# KEY CONSIDERATIONS BY WORKSTYLE AND WORKSPACE.

No one works the same way. Different departments, job functions, environments, and individuals all have unique needs and requirements. Similarly, the needs of an office desk are wildly different than those of a conference room or home office.

When it comes to hardware, each workstyle and workspace should be considered carefully.



## FOR WORKSTYLES

A whopping 91% of your workforce can be classified into seven different work personas based on where they spend most of their day, how many devices they use to communicate, and the specific challenges they face while working. Providing the right equipment for these workstyles is critical to driving productive and immersive experiences.

## FOR WORKSPACES

Consider both the experience of those in the space and everyone else on the call. A small huddle space will have different audio and video needs from a home office. Moreover, a desk in a private office may not require the noise-limiting technology you'd find in a higher-density environment like a customer support floor.



# AT THE DESK.

POLY WORKPLACE SOLUTIONS  
[LEARN MORE](#)

Your employees may be working at home full time or spending more time socially distanced in the office. Make it simple for them to communicate professionally, no matter where they work.



## VOYAGER FOCUS UC

Stereo Bluetooth Headset



## VOYAGER FOCUS 2

Stereo Bluetooth Headset



## BLACKWIRE 8225

Premium Corded UC Headset



## BLACKWIRE 5200

Stereo Bluetooth Headset Series



## VOYAGER 6200 UC

Bluetooth Neckband Headset



## VOYAGER 5200

Bluetooth Wireless Headset



## CCX 400

Entry-Level Phone with Touchscreen



## STUDIO P5

HD Video Conferencing Camera



## POLY SYNC 20

USB/Bluetooth Smart Speakerphone

# ON-THE-GO.

POLY WORKPLACE SOLUTIONS  
[LEARN MORE](#)

Your employees are multitasking more than ever. To juggle home and work tasks flawlessly, they need mobile solutions with unmatched noise cancellation and the highest audio quality possible. That way, they can get things done no matter where business takes them.



## VOYAGER 8200 UC

Bluetooth Stereo Headset



## VOYAGER 5200 OFFICE AND UC SERIES

Mono Bluetooth Headset System



## VOYAGER 6200 UC

Bluetooth Neckband Headset



## CALISTO 5300

Personal Bluetooth Speakerphone



## POLY SYNC 20

USB/Bluetooth Smart Speakerphone



# CONFERENCE ROOM.

POLY WORKPLACE SOLUTIONS  
[LEARN MORE](#)

If you've reopened or plan to reopen offices, you need to ensure conference rooms are equipped with the best technology. Create a secure, seamless way for in-office teams to connect with their remote peers.



**POLY STUDIO X50**

All-in-One Video Bar



**G7500**

Video Conferencing System



**EAGLEEYE DIRECTOR II**

High-Performance HD Video Camera



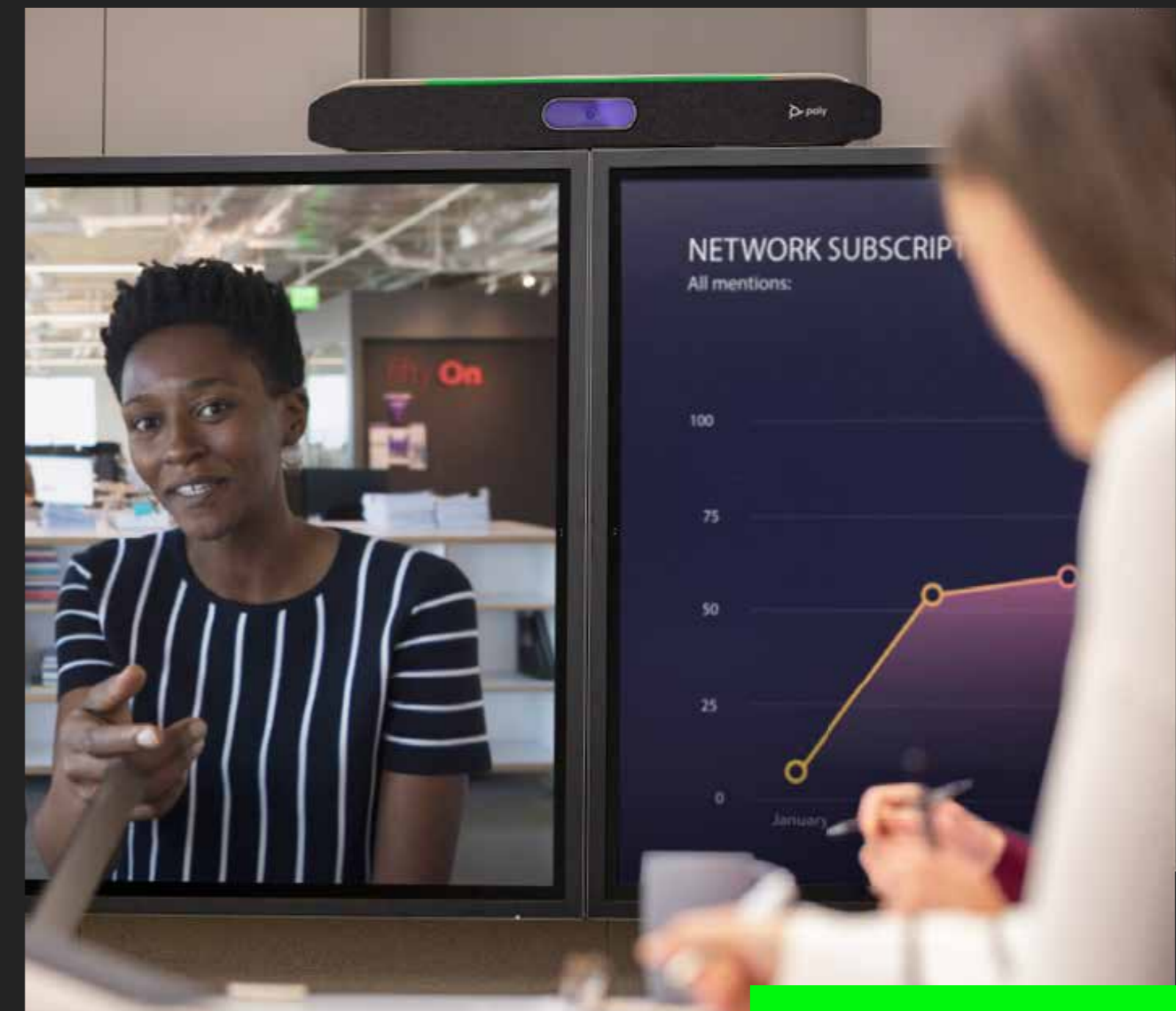
**G40-T**

Room System for Microsoft Teams



**TRIO C60**

Smart Conference Phone



# HUDDLE SPACE.

POLY WORKPLACE SOLUTIONS  
[LEARN MORE](#)

From impromptu brainstorming sessions to weekly check-ins with remote team members, help employees have big conversations in smaller (but socially distanced) spaces.



## POLY STUDIO X30

All-in-One Video Bar



## POLY STUDIO X50

All-in-One Video Bar



## POLY STUDIO

Premium USB Video Bar



## TRIO 8300

Smart Conference Phone



# CALL CENTER.

POLY WORKPLACE SOLUTIONS  
[LEARN MORE](#)

Your call center is a crucial touch point for engaging and serving your customers, especially if you're relying more on digital selling channels. Provide crystal-clear communication to create high-quality interactions, even if your service reps are working at home.



## VOYAGER FOCUS UC

Stereo Bluetooth Headset



## BLACKWIRE 8225

Premium Corded UC Headset



## BLACKWIRE 5200

Stereo Bluetooth Headset Series



## VOYAGER 6200 UC

Bluetooth Neckband Headset



## CCX 400

Entry-Level Phone with Touchscreen



## STUDIO P5

HD Video Conferencing Camera



AT A GLANCE:

# SEE THE POLY DIFFERENCE.

# 90%

**OF FORTUNE 500  
COMPANIES**

rely on Poly products and services to power their communication and collaboration. Here's why:

**01**

**YOUR HEADSET, VIDEO, AND PHONE NEEDS. ALL IN ONE PLACE.** With Poly's extensive portfolio, you can find headset, video, and phone solutions for every workspace and workstyle. Find the right devices for needs while avoiding the hassle of juggling multiple contracts, services, hardware, and support.

**02**

**INTEGRATED WITH YOUR PREFERRED PLATFORM.** Get wide-ranging interoperability with all platforms, along with deep integration into leading platforms Microsoft Teams and Zoom. Optimize your existing investments and avoid unwieldy rip-and-replace projects should you change providers.

**03**

**QUALITY THAT'S SECOND TO NONE.** Our HD cameras and audio devices work great and feel natural. This makes team meetings productive while improving the quality of client communications.

**04**

**FUTURE-PROOF COMMUNICATION.** Strong relationships with the leaders in collaboration and communication means our technology is always prepared to respond to the next workforce trend. We continuously innovate and expand upon our solutions so you can stay on the cutting edge of communication technology.

**05**

**LOCAL SUPPORT. AROUND THE WORLD.** No matter where you and your remote employees work, you'll be backed by Poly experts and Preferred Channel Partners in your home market, language, and time zone.

# MAKE HYBRID WORKING A REALITY.

There's no better time to develop your hybrid work strategy. Giving your employees best-in-class solutions and support to work anywhere at any time isn't just good for them—it's good for your business.

CallTower and Poly can help you bring your vision to life, allowing teams to connect, collaborate, and perform at their best. A winning combination of innovative technology, consultative services, and a constant eye to the future, we can help you create a hybrid work strategy that meets the needs of today—but is always ready for tomorrow.

Whether your employees are in the office, on the go, at home, or doing a combination of all three, together, we'll create an environment that helps them succeed.

**LET'S GET STARTED**

**SCHEDULE A CONSULTATION TODAY**

