

Cisco Workplace Design

Business Offer Overview



Executive Summary

The nature of work is changing, becoming more digital, global, and mobile. Innovative organizations in every industry are building workplaces that reflect this: dynamic, collaborative environments where people are more productive, inspired, and satisfied in their work.

Unfortunately, many offices are still catching up. They're designed based on traditional assumptions that no longer apply: people spending most of their time at a desk, meetings that largely comprise the people physically in the room, and video conferencing that is available only to executives.

This problem manifests for organizations in concrete ways: lower productivity and innovation, diminished worker engagement, poorer return on technology investments, and expensive and underutilized office space.

For too many workers, the actual activities they're performing must be shoehorned into work environments that were not designed to support them. Many workers don't have access to the right mix of physical environments to concentrate, collaborate, and innovate as the situation demands. And the tools they do have are often complex to use and poorly adapted to the activities they're performing.

If you're going to compete for profits and talent in a fast-changing digital marketplace, it's time to rethink the workplace. The buildings in which we work can no longer be viewed simply as cost centers; they must be thoughtfully designed to empower the people using them. They need flexible and collaborative layouts to fuel innovation and productivity. And they must enable your employees to work wherever, whenever, and however they choose.

The [Cisco® Workforce Experience](#) portfolio provides a full spectrum of preintegrated solutions and services to empower people to be more engaged and productive—no matter how or where they work. It includes:

- **Cisco Workplace Management**, which makes it easy to implement reservable workspaces and integrate building control systems to optimize real estate investments and lower facilities costs

- **Cisco Workplace Design**, which helps you design physical workspaces that boost productivity and innovation
- **Cisco Workforce Productivity**, which provides end-to-end infrastructure and collaboration applications to keep people securely connected and productive in the office, at home, and on the road

This paper discusses the Cisco Workplace Design business offer, which combines specially packaged hardware, software, and services to transform physical environments in your workplace. With Cisco validated workspace templates and preintegrated technologies and services, you can:

- Accelerate the design and implementation of more effective work environments, while reducing risk and complexity
- Increase worker productivity and agility by aligning work environments with varied work styles
- Improve worker engagement and work-life balance by giving people greater flexibility in personal and collaborative work environments
- Reduce the need for travel by making video communications simpler and more widely accessible
- Lower real estate costs by making better use of available office space, and enabling people to work effectively outside the workplace
- Optimize capital and operational expenses (CapEx and OpEx) with easy-to-deploy, easy-to-support, preintegrated workspace technology

Digital Trends Reshaping the Workplace

Digital disruption is no longer just an analyst buzzword, it's a business reality. According to the Global Center for Digital Business Transformation, digital disruptors will displace four in 10 incumbent companies over the next 5 years. To thrive in this competitive environment, organizations need to rethink their workplaces so that real estate empowers workers and drives innovation, rather than being another cost.

Organizations have made significant investments in collaboration tools, web conferencing, video, and more. But these investments are too often deployed in physical work environments that hinder rather than complement them.

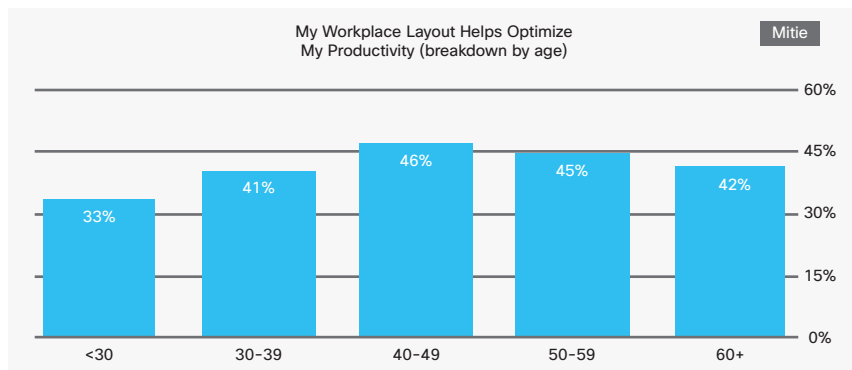
“Companies with digital business agility in their workforces were three times more likely to characterize their financial performance as ‘better than average’ over the past 5 years.”¹

– Global Center for Digital Business Transformation

Just step into a typical office space and see for yourself. How much time is wasted in meetings juggling cables, phones, and video systems before people can even get down to work? How many impromptu work discussions are bouncing between lobbies and break rooms because there’s no good place for a 10-minute huddle? How many cubicle occupants are cranking up the volume on their headphones just to gain an hour of quiet concentration?

In a recent survey by the facilities and property management firm Mitie, just 40 percent of employees said their workplace layout enhances their productivity. Among the growing generation of millennial workers alone, barely one-third feel truly productive in their existing workplace layout. (Figure 1.)

Figure 1. Workers Struggle to Be Productive in Their Workspaces



If organizations are going to fully unleash productivity, agility, and innovation in their workforces, they need to address the physical layout environment as well. Physical workplaces must evolve to address the following trends:

- **Changing working patterns:** Most businesses today have a quad-generational workforce—a mix of baby boomers, Gen-X, Gen-Y, and millennial workers—each with its own unique style of working. For example, millennials tend to like to work around people so cubicles aren’t ideal, whereas Gen X and baby boomer workers often prefer spaces with more privacy. The workplace must be adaptable to each of these styles of work.
- **Growing employee disengagement:** A worldwide Gallup survey indicated that disengaged employees—those simply showing up to collect a paycheck, or worse, actively spreading discontent—cost companies up to \$550 billion in lost productivity in the United States alone. Business leaders recognize this major workforce challenge—85 percent of executives responding to a 2015 Deloitte survey named employee engagement as a top priority for their organizations. If organizations are going to attract and retain talent with specialized skills in a fiercely competitive, global marketplace, they need to demonstrate that they can provide a great place to work.

“Increasing employee engagement is one of today’s most important workforce challenges. Companies today must learn how to use new workforce segments and technologies to improve the quality, meaning, and value of the work of their employees.”³

– Deloitte

- **Tension between real estate costs and employee experience:** Real estate is typically among the top operating expenses for most businesses. And yet, most organizations aren’t using their real estate very efficiently. Many businesses are now attempting to support more people in less space. But if workers have a poor work experience and are less productive, how much is truly saved? Instead of smaller cubicles, organizations need to make better use of their spaces.

That means optimizing workspaces for the activities that are performed in them. Only by finding that balance can organizations benefit from a real estate portfolio that costs less, but also helps people be more productive, collaborative, and inspired when they work.

- **High travel costs:** We all know that travel is expensive. Between airfare, hotels, car rentals, and meals, businesses spend about \$1.3 trillion per year on corporate travel. This doesn't include the costs of all the time workers lose, which saps productivity and diminishes quality of life for travelers. Sometimes travel is necessary, but for many organizations, about a quarter of all travel is internal—employees traveling to meet with other employees. Many businesses have invested in video conferencing to reduce the need for travel. But today, less than 7 percent of conference rooms are enabled for video. And even when it exists, the experience is often so poor—with multiple, non-integrated technologies, complex instructions and time-consuming support—that it's vastly underutilized.

If organizations are going to survive and thrive in a digital marketplace, they need to address all of these concerns. As a result, many organizations are moving away from traditional, cubicle-centric office layouts and embracing activity-based working environments. The goal: to create a variety of workspaces that better align to what employees are actually doing in the office.

In workplaces designed with activity- and team-based working principles, people can work wherever they can be most productive at a given time or for a given task. That can be:

- An open-plan neighborhood—either with permanent seating or temporary workspaces assigned when people enter the office
- A semi-enclosed workspace or audio privacy room
- A small huddle room, midsize conference room, or large training area
- A home office

In all cases, workers are empowered to choose the workspace most suitable to the activity. And they're equipped with the tools they need to collaborate effectively with anyone, anywhere.

“Less than half of employees report satisfaction with the workplace, but satisfied employees show 16 percent higher productivity and 18 percent higher intent to stay, and are 30 percent more likely to say they joined the organization at least in part due to the workplace. As a result, corporate real estate heads need to understand how to better fit the workplace to employee needs.”²

– CEB Real Estate Leadership Council

Many leaders in operations, corporate real estate, and HR recognize the power of activity- and team-based working. But how do you implement it? For many early innovators, the only option was a DIY approach—manually designing and building dozens or even hundreds of different workspaces.

An ad-hoc DIY approach can introduce significant complexity, lack of repeatability, and slow adoption of collaboration technologies. Outfitting a meeting room with video collaboration, for example, traditionally requires design, procurement, and implementation of many different technologies and vendors—flat-panel displays, whiteboards and smartboards, cameras, teleconferencing products, speakers, and more. Just deploying and configuring each meeting room or workspace can take weeks, and supporting it is complicated and expensive. Even worse, the final product often delivers a complex, awkward user experience. So workers don't adopt it, and the benefits are never fully realized.

Introducing Cisco Workplace Design

Cisco makes it simple to transform physical workplaces with the Cisco Workplace Design business offer. This offer brings together a set of prepackaged designs, technologies, and services that you can use to implement modern, collaborative workspaces.

Create environments optimized for every type of activity, whether people are in a meeting or training session, a private workspace, or at home. Validated, repeatable workspace templates—with fully-integrated, easy-to-use technology, backed by expert design and support services—help you implement them faster, with less complexity and risk.

Bring people, spaces, and technology together in workspaces aligned to real-world work activities. Unlock the cost savings and collaboration benefits of video, and empower your workforce to be more productive, engaged, and agile.

“Enabling employees to perform their jobs effectively begins with supporting the individual, focused work that represents the core of their days, but it doesn’t end there. Layering in alternative spaces and opportunities that support all work modes, from collaboration to learning and socializing, enables the connections that drive success in today’s knowledge economy. Across industries, balanced workplaces—those prioritizing both focus and collaboration—score higher on measures of satisfaction, innovation, effectiveness, and performance.”⁴

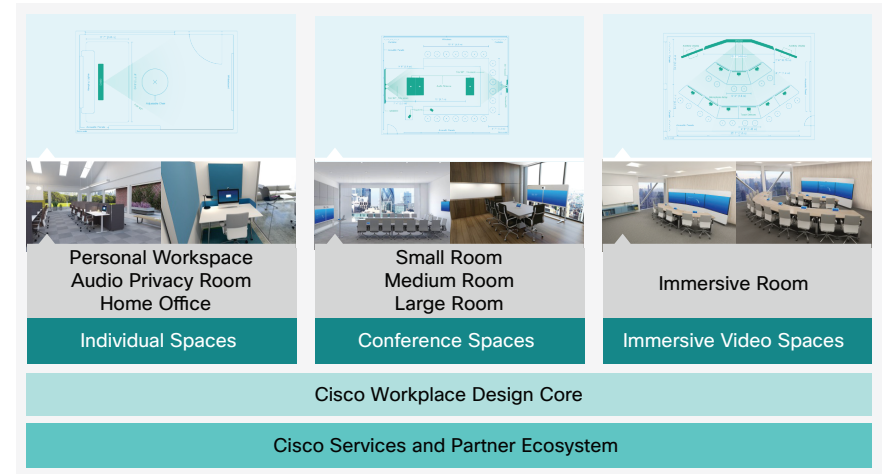
– Gensler

Inside Cisco Workplace Design

Cisco Workplace Design combines the Cisco hardware, software, and services you need to build out a wide range of workspaces (Figure 2), including:

- **Individual Spaces**, including open environments, private or semiprivate “concentration” suites, executive offices, or environments for home-based workers
- **Conference Spaces** and collaborative environments aligned to groups of different sizes and activities
- **Immersive Video Spaces** for training, briefing, “town halls,” and other activities that encompass large numbers of people on- and offsite

Figure 2. Cisco Workplace Design



These are just a few examples. Visit <http://projectworkplace.cisco.com> to see the full range of Workplace Design templates available.

At the core of every workspace are Cisco security and collaboration technologies to enable secure, multiparty video services. You can add modules to support the different workspace templates, based on the specific needs of the people and activities in that environment. It’s all designed and integrated specifically for that space, and the type of activity that happens there.

These prepackaged solutions include all of the technology each work environment requires—video and collaboration endpoints, management software, secure desktop environment for teleworkers, and more. Instead of having to juggle multiple technologies and vendors, everything is preintegrated and validated specifically for that space, and the type of activity that happens there. It’s all backed by Cisco Services and our partner ecosystem, including comprehensive, one-call support for the entire solution. It’s easy to define and implement a variety of workspaces, with all of the corresponding integrated technology, to deliver an uncompromised user experience and fuel new levels of productivity and collaboration. And you can eliminate the costs and headaches of DIY integration and support.

With Cisco Workplace Design, you can:

- **Boost productivity and collaboration:** In Cisco Workplace Design environments, meetings become more video centric, making them more efficient and speeding decision making. All of the technologies people need—video and web conferencing, personal call lists, access to business applications—are integrated and intuitive. So people don't end up spending more time managing technology than having the meeting.

“Employees reported a 67 percent increase in the amount of work requiring collaboration from 2009 to 2012. The workplace needs to have more and a greater variety of meeting space, or companies risk hours of lost productivity as employees search for the right space to collaborate.”²

— CEB Real Estate Leadership Council

- **Accelerate office design and build:** Today, facilities managers, corporate real estate leaders, and designers who want to build more effective workplace environments have to design each room separately, based on its specific dimensions and use. Cisco Workplace Design validated templates let you design and deploy activity-based workspaces faster, with less risk and complexity. With workspace blueprints to choose from across multiple categories, you can easily create environments optimized for any task or number of users. Choose from a small number of basic room types: individual space, conference space, or immersive video space. You can use the same templates repeatedly, and flex them up or down depending on the activity and group that will use the space. With all of the technology in those workspaces pretested and validated for room size and activity, you can deliver a simpler, more intuitive user experience with a lot less complexity.
- **Increase employee engagement:** Cisco Workplace Design helps you provide a better work experience by offering people more collaborative and flexible work environments.

However an employee works in the office—using “touch-down” unallocated workspaces, shared spaces, or activity- and team-based spaces—they can have an environment to suit exactly what they need, with intuitive, easy-to-use technology. This helps people work more effectively, but also shows them that you understand and value what they're doing—all of which improves employee satisfaction. But Cisco Workplace Design isn't limited to the traditional workplace. You can use the same templates to easily outfit workers with fully connected home offices, using Cisco Virtual Office or Meraki® solutions to help promote a better work-life balance.

“Employers who offer choice in when and where to work have workers who are 12 percent more satisfied with their jobs and report higher effectiveness scores across all work modes. Their employees are more likely to see their workplaces as balanced, more likely to rank their companies as innovative, more likely to be satisfied with their jobs, and are higher performing.”⁴

— Gensler

- **Reduce travel costs:** For years, organizations have tried to achieve this with collaboration technologies, but in most workplaces, things haven't changed much. People still travel, and corporate collaboration technology—especially video—is underutilized. The reason? The user experience is typically awkward and complex. Workplace Design combines Cisco award-winning collaboration endpoints with end-to-end security. You can fully embrace innovations, such as hot-desking and home-based working, without compromising security or employee productivity. You can expand video to more places, reduce the need for travel, and do it in a way that workers can actually use. All of which has a huge impact on the bottom line. By using video to reduce nonessential travel, Cisco solutions save \$250 million per year.

- **Lower real estate costs:** When you have collaboration-enabled workspaces that are perfectly suited to the way people work, you can use available office space more effectively. You can shift from underutilized permanent seating to new workplace models, such as reservable workspaces, much more easily. So more people can work productively in the same or less space. By emphasizing flexible workspaces and collaboration, Cisco was able to reduce its real estate rental and operating costs by 37 percent, reduce construction costs for new facilities by 42 percent, and cut furniture costs in half.
- **Optimize CapEx and OpEx:** Current workplace technology, especially in meeting rooms, is often characterized by standalone systems with multiple complex endpoints that rarely work together in a simple, intuitive way. With Cisco Workplace Design, video and collaboration technology is designed and validated for exactly where and how it will be used, then delivered and supported as a single solution. This means it's much less complex, faster and less expensive to install, and easier to use and support.

These benefits extend across all stakeholders in the organization:

- For **workers**, Cisco Workplace Design offers a better environment and user experience to make work more engaging and productive.
- For **corporate real estate and operations leaders**, it brings lower costs, faster innovation, and simpler, repeatable workspace designs.
- For **IT**, it means lower hardware installation costs, lower ongoing support costs, and fewer complaints and trouble tickets.
- And for **HR**, Cisco Workplace Design enables more flexibility and choice for employees to work how they choose, which improves satisfaction and engagement—and ultimately, competitiveness.

Cisco Workplace Design in Action

Cisco Workplace Design templates are available across three broad activity-based work areas: individual or “concentrate” spaces, meeting spaces (from small huddle or brainstorm environments to larger conference rooms), and immersive video spaces. Let’s take a closer look at each.

Individual Spaces

Even though modern businesses are becoming more collaborative, spaces for individual work and quiet concentration are still critical for workers.

“Analysis of Gensler’s Workplace Performance Index (WPI) database uncovers that the effectiveness of space for focus is a key driver of the effectiveness of other work modes and workplace performance as a whole.

- Fifty-three percent of employees are disturbed by others when trying to focus.
- Forty-two percent use makeshift solutions to block out distractions in the workplace.

Survey results show focus as a key effectiveness driver—those who can focus are more satisfied, higher performing, and see their companies as more innovative.”⁴

—Gensler

Cisco Workplace Design includes repeatable templates for a wide range of personal workspaces, including more traditional spaces (such as enclosed or semi-enclosed cubicles), audio privacy rooms, and executive offices (Figures 3 and 4). But the solution also includes templates for nontraditional environments and activities. This includes hot-desking temporary spaces, teleworkers, and secure and fully connected home offices.

Each template includes preintegrated, validated video and collaboration technology to optimize focus and simplicity for workers. They include best-in-class high-definition (HD) video and voice services, and simple-to-use touchscreen experiences.

Figure 3. Personal Workspace—Unallocated or Traditional



Figure 4. Personal Workspace—Home Office



Conference Spaces

Cisco Workplace Design includes templates for a broad range of meeting spaces, aligned with all sizes and types of collaborative activities. These can range from:

- Small huddle or brainstorm spaces designed for one to three people to have instantaneous, or unplanned, meetings or collaboration sessions (Figure 5)
- Midsize conference spaces (Figure 6) intended for advance-scheduled meetings of larger groups
- Larger meeting and presentation spaces for up to 20 people
- Large training spaces for dozens of people

In addition to customizing for size, you can also select templates customized by activity. For example, meeting rooms can include single or dual large-screen HD displays to support both sharing digital content and collaborating with people offsite or around the world.

Figure 5. Conference—Huddle or Brainstorm Workspace



Figure 6. Conference—Mid-Size Meeting Space



Immersive Video Spaces

These rooms can support immersive Cisco TelePresence® video and collaboration spaces (Figure 7). These rooms bring rich, life-sized experiences with remote people, as well as multiple digital content sources, on up to three 70-inch displays. They include flexible options for whiteboards, and support the ability for participants to stand up and move about the room while meeting and collaborating.

Figure 7. Immersive Video Space



Unleashing Superior Experiences

So what does all this mean for users? Consider two common scenarios: joining a video conference and resolving an issue on a call. These illustrate the very different experiences organizations have when using complex standalone technologies versus prepackaged and integrated Cisco Workplace Design solutions.

Joining a Video Conference

In many workplaces today, just joining a video conference is a complex process. After entering a meeting room, users must do the following:

1. Start-up their PC.
2. Locate the remote control for the display, switch it on, and ensure it's on the correct A/V channel.
3. Locate the USB lead for the webcam if they plan to present something, and plug it in to the PC.
4. Start up their conferencing application and join in the conference.
5. During the conference, multiple users may have to huddle around the PC speakers and microphone to speak and participate. Or, if they want to use the room's IP phone, they need to look up the audio bridge number and dial, enter the meeting ID, and record their introduction.

The process is complex, and typically takes about 5 minutes from the time users enter the room—assuming there are no issues.

In a Cisco Workplace Design meeting room, the process is a lot simpler. Scheduled meetings are listed on the room's touch panel controller, and users simply press the Join button next to their meeting.

Endpoints in the room are equipped with [Cisco Intelligent Proximity](#) so that users are automatically connected with every other endpoint in the room. They can immediately begin using voice and video, sharing a presentation, and more, without turning anything on or reading a step-by-step manual. Estimated time from entering the room to starting work: about 20 seconds.

Resolving an Issue on a Call

Problems with meeting and conferencing technology are all too common in most workplaces, but resolving them is often time-consuming and complex. Today, users perform basic diagnostics, and then call the IT help desk. From there, IT must determine the root cause to pass the ticket to the appropriate third party:

- Is it a display issue? Is the device still under warranty? If not, who will go and buy or negotiate the replacement? Where does that budget come from?
- Is it an audio conference issue? Is the conference phone plugged in and working?
- Is it a USB camera issue? Is this a hardware issue or an issue with the USB drivers on the user's PC?
- Is it a PC issue? An application issue? A network performance issue?
- How do you identify which? And who fixes it?

With Cisco Workplace Design, meeting room technologies are part of one integrated package, covered by the same warranty and supported by the same Cisco ecosystem partner. If there's a problem, IT can pass the entire ticket to the partner. And if an endpoint is faulty, the entire unit is replaced under the services contract.

Cisco Services

Transforming the workplace can be a significant undertaking, and you shouldn't have to go it alone. That's why every Cisco Workplace Design business offer solution comes packaged with end-to-end services.

Cisco Advanced Services experts work with you from the earliest stages of your transformation project. Cisco can help you make the right design decisions to deploy the room and technology configurations that best align with your vision, people, and needs. That includes walking you through requirements, helping you validate your architecture, and working with you to transparently integrate each module with your existing infrastructure in a way that's aligned with your business transformation roadmap.

When the time comes to implement workspaces, you'll work with Cisco and an ecosystem of Cisco Certified Partners. Cisco Advanced Services can support installations from endpoints to infrastructure to consulting roadmaps. And expert Cisco partners can help you implement your solution faster, with less risk, and provide ongoing support for the solution. So if something goes wrong, there's just one number to call.

The end-result: comprehensive support through every step of your workplace transformation journey, from initial planning and design, through implementation and training, to ongoing support and managed services. Together, Cisco and our partners help make sure you realize maximum value from your Cisco investment.

Why Cisco

Cisco is changing the way people work, live, play, and learn. Cisco provides the industry's best and most comprehensive platform for building a digital business, including architectures, solutions, and services to provide connectivity, security, automation, and insight across your entire value chain.

Cisco is the only partner with an integrated portfolio across the entire technology realm (network, data center, cloud, security, collaboration, Internet of Things, analytics, and service provider). Combined with industry partners, Cisco can help you enable all the capabilities you need to compete and thrive in a digital world in a way that's simple to implement and use. No matter where you are in your digital journey, Cisco can help you transform the workplace and create a better experience for your workforce.

Cisco provides:

- **Simplified deployment and operations:** Cisco industry-leading solutions for communications, collaboration, wireless networking, security, and more are part of comprehensive architectures, designed to work together to deliver value. Other vendors have to cobble together complex multivendor technologies to deliver a solution. Cisco provides pretested and proven architectures for collaboration, networks, data centers, and more. Cut through the complexity by implementing these capabilities as prepackaged and validated solutions. And reduce the risk of your workplace transformation initiatives with unified support for the entire solution.

- **End-to-end services:** Cisco Advanced Services and the ecosystem of Cisco partners draw on extensive expertise to help you transform your workplace more quickly and with less risk. From initial concept discussions to full implementation and every step in between, Cisco provides a single point of responsibility to help make sure you realize the results you expect.
- **Investment protection:** Workplace transformation involves many technologies: unified communications, collaboration tools, video, Wi-Fi networking and analytics, integration with building management systems, and more. The Cisco Workplace Design business offer, part of the [Cisco Workforce Experience](#) portfolio, brings everything together with prevalidated architectures, so you can add new capabilities by building on the Cisco investments you already have in place.
- **Easy, flexible payment and consumption options:** Cisco offers assistance through Cisco Capital® financing, so you can finance workplace transformation projects through operational budget rather than capital investments. Workplace Design is available in prepackaged modules that combine hardware, software, and services to simplify ordering and is available in multiple consumption models.
- **A broad partner ecosystem:** Cisco has built an ecosystem of skilled partners with recognized expertise in workplace transformation. This ecosystem includes respected leaders in design, strategy consulting, IT services, and real estate to make sure that you have the best resources available for your workplace transformation.
- **Exceptional innovation:** Cisco has a large and growing portfolio of innovative workplace transformation solutions, extending across connected workspaces, collaboration, mobility, security, and more. Cisco is the only partner with the breadth and depth to deliver end-to-end solutions. And Cisco has a long-term vision of the future of the workplace, with the global presence and track record to help you achieve it.

For More Information

To learn more, visit <http://cisco.com/go/workforceexperience>.

¹ Global Center for Digital Business Transformation, an IMD and Cisco initiative, "Workforce Transformation in the Digital Vortex: Reimagining work for Digital Business Agility," February 2016.

² Gallup, "State of the Global Workplace," October 2013.

³ Deloitte, "Global Human Capital Trends 2016," 2016.

⁴ Gensler, "2013 U.S. Workplace Survey," 2013.