

THE NEXT NORMAL: ADAPT AND TRANSITION WITH TOOLS THAT KEEP TEAMS CONNECTED

FOR MANY ORGANIZATIONS, REMOTE WORKING USED TO BE AN EXCEPTION

Since the pandemic, remote work has become more accepted, with organizations rethinking the way they will conduct business in the future. To enable face-to-face teamwork at a distance, offices and home workspaces must be prepared. The next normal means that more than ever before, the right tools are needed to maintain employee safety and a feeling of connectivity.



TODAY'S NEXT NORMAL LANDSCAPE

Analysts are predicting the return to work will require many adjustments that will last well into 2021¹.

Adjustment will be needed for employees either returning to the office or that will continue to work from home (WFH). Since the pandemic we have seen many changes in the way we work, resulting in:

3X
increase in employees WFH²

Zoom is now connecting around
265,000 businesses
world-wide⁴

64%
of US employees now WFH⁵

2.7 billion
Microsoft Teams meeting minutes held
per day – that's a 200% increase from
900 million on March 16th³

40% of companies
now offering WFH options, an 18%
jump in the last three months⁴

TRANSITIONING STRATEGIES

Organizations are now preparing for their next normal. Strategies will vary, and may include a majority of employees returning to the office, continued remote work, or a hybrid mix of the two.

STRATEGY ONE: WORK FROM HOME



25%
PRODUCTIVITY INCREASE
reported by remote workers vs
onsite colleagues⁶

74%
OF BUSINESSES PLAN to move some of their
previously on-site workforce to permanently
remote positions post-pandemic⁷

STRATEGY TWO: RETURN TO OFFICE



74%
OF LOGITECH'S CUSTOMERS say
the "open office" is still relevant when
considering the next normal¹⁵

20%
OF EMPLOYEES have been told that
WFH will cease and they'll return to the
office as soon as possible¹⁴

STRATEGY THREE: THE HYBRID APPROACH



44%
OF LOGITECH'S CUSTOMERS plan a
split ratio of office and remote working¹⁵

Organizations with remote work
options have the **HIGHEST EMPLOYEE
ENGAGEMENT** vs those with no remote
options, or those with a 100% remote
workforce¹⁶



A NEW VIDEO-FIRST CULTURE

No matter which approach businesses are looking to take, adapting to the next normal has resulted in a huge increase in video collaboration. Video collaboration tools have become the de facto standard for enabling colleagues to connect with each other and with customers, regardless of where and how they are working.

- **1,000%** increase in Microsoft Teams video calls in the month of March 2020 alone⁸
- **60%+** day-over-day growth for Google Meet with daily usage 25X higher than January 2020⁹
- **354%** YoY growth for Zoom customer numbers¹⁰
- **60%** YoY sales increase in Logitech video collaboration products during 2020¹¹

TOOLS THAT ENABLE COLLABORATION AND CONNECTIVITY

Businesses across all industries are recognizing video as the key to driving engagement, productivity, and efficiency.

#1
Having the right tech is the
number one essential for
enabling working from home¹⁴

78% of employees **favor**
video conferencing over audio¹⁴

40% of companies say
video conferencing has made their
employees **more engaged**¹²

1/3
Over a third of Logitech's customers
need **more video-enabled rooms** to
support remote employee collaboration
from the office¹⁵

9/10
The need for video collaboration is
scored **nine out of ten in terms of**
importance by Logitech's customers¹⁵

9/10
Nearly 9 in 10 remote employees
say video helps them feel **more**
connected¹³

TRANSITION TO YOUR NEXT NORMAL WITH LOGITECH VIDEO COLLABORATION

Nobody can predict when in-person interaction will make a full return. That's why it's critical to keep employees connected and engaged, whether at home, in the office, or working remotely in other locations.

Logitech can support your organization's journey to the next normal with video experiences that make everyone feel as if they're in the same room, even when apart. Logitech video collaboration solutions are easy to setup, manage, and use – and can help you transition more easily to the next normal.



CONTACT OUR SALES TEAM FOR SUPPORT AND GUIDANCE WITH YOUR NEXT NORMAL PLAN



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