Kinly

Hybrid working: the importance of BYOD

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Executive Summary

The reality faced by enterprises across the world today is that hybrid working is the new normal and they must ensure they provide employees with the right technology, or risk damaging their business.

The majority of enterprises (63%) are encouraging a return to physical offices, at least for some of the time as Kinly's Trusted Connections report, 2024, reveals, yet 65% are yet to fully optimise their office spaces for effective hybrid. Studies reveal that while 98% of meetings involve at least one remote participant, less than 15% of meeting spaces are video enabled (Frost and Sullivan).

"There is a clear disconnect between what people expect in the office to enable effective hybrid working and what is being offered," Jake McCormick, Cisco and Teams Workplace Sales Specialist, explains, "which must be addressed if employees are to return to the office." More than half of employees feel the office isn't ready for hybrid or is only somewhat ready, Cisco's 2023 report From Mandate to Magnet suggests.

It is a dichotomy that presents a significant challenge for organisations, especially when budget pressures are factored in: 49% of AV professionals have had their budgets reduced in 2024, Trusted Connections shows, while 62% of AV professional say they are expected to do more with less in 2024.

Whatever the budget, buying the right technology is essential. 2023's edition of Trusted Connections revealed 'the great rollback', a tidal wave of enterprises of hybrid working technology which, 41% agreed, they had rushed to install when the Covid-19 pandemic struck. In 2024, 41% say this will need to be ripped out and replaced.

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>
> **Jake McCormick, Kinly**

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Trusted Connections 2024

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Frost and Sullivan

There is no one-size-fits-all panacea for enterprises, but adopting a Bring Your Own Device (BYOD) strategy is proving an effective and popular way to video-enable meeting spaces at scale and speed while minimising the investment required and maximising the potential ROI.

Put simply, BYOD enables employees to bring their own mobile device, typically their laptop, into a meeting space and host a hybrid meeting on their device, using the conferencing platform of their choice. With either a single USB-C cable or an HDMI and USB combo, the user is then able to connect to any AV provided in the space.

In response to the need to video-enable large numbers of smaller meeting spaces, used by small groups for informal and ad hoc meetings, a new product category has emerged in the form of the video or conferencing bar; a single device incorporating camera, mic and speakers, which is quick and easy to install.

The ability to collect data about device and room usage is now a reality, enabling organisations to not only optimise their meeting facilities and the equipment provided but make data-driven decisions about future investment, workspace design and even what office space is required in future.

As Chairman and CEO of Microsoft Satya Nadella reminds us (Microsoft Work Trends index, 09/22), the shift to a more flexible approach to work and the nature of workplace is an enormous undertaking. It requires we create a physical and digital workplace, that enables everyone to thrive one that is enabled and empowered by technology, but in shaped by a robust strategy for success.

In this guide, we consider how to harness Bring Your Own Device or BYOD to accelerate enterprise-wide video enablement of meeting spaces to enable effective hybrid collaboration and communication from the perspective of not only the AV technology leaders, but other key stakeholders.

People First Strategy

"Their employees are what will give organisations a competitive advantage in today's dynamic economic environment." So says Microsoft Chairman and CEO, Satya Nadella, in Microsoft's Report.

For many organisations, getting staff back into the office has been seen as desirable if not crucial to a return to peak efficiency and performance. But while a return to office might please the C-suite, who love the buzz of a busy office, it may come at a price; damage to the ability to attract and retain talent and a negative impact on employee experience in particular, as may the lack of the right tools and technology.

Employee impact is no longer only a Human Resources issue. Similarly, the technology provided to enable effective hybrid working is no longer only an issue for the IT department.

Employee Experience

Employee experience (EX) has come to the fore as a strategic business goal, the Frost & Sullivan report concludes: "Today, business leaders are equally focused on employees as they are on their customers," and when asked how they measure the success of their digital transformation strategy, businesses surveyed said employee retention ranked as their second most important priority after new customer acquisition and at par with improving customer satisfaction.

The Hybrid Worker End-User Survey 2023 from Futuresource Consulting claims just under half of employees are office-based (46%)39% are hybrid workers and 15% are either fully remote or fully flexible. Futuresource also found that of those working remotely at some level, 63% felt their employers would like them to spend more time in the office.

Valued flexibility

Multiple studies show the ability to work from home, at least sometimes, is widely valued. Futuresource reports 35% rate it as extremely important and 31% as somewhat important. It is considered "particularly important" by senior employees and those in the 36-45 age bracket.

Flexibility is the watchword: the legacy of the Pandemic is that autonomy over location and hours worked is highly valued by employees, regardless of age.

Multiple studies also show that loss of such flexibility prompts a search for a new job. The younger the employee, the more likely they are to see flexible working as the most important consideration when looking to change job, according to a report entitled 'Mind the Gap: How GenZ is disrupting the Workplace in 2024', which surveyed more than 4,400 people across 14 countries.

35% of Gen Z employees ranked the flexibility of their working location as their top consideration when switching jobs. It was also a top consideration for 31% of Millennials, 28%of Gen Xers and just over a quarter of Baby Boomers.

Remove the flexibility from the organisation's culture and coercing employees into unwanted patterns of work has been shown to have a negative impact on employees, and a level of disengagement often termed quiet quitting.

A 2023 study by Flare HR of 3,000 Australian employees across multiple verticals, demonstrates employee loyalty is increasingly based on the ability to work flexibly, with 45% of works surveyed saying remote and flexible work the main driver of loyalty.

Strike the right balance

The views of thought leaders repeatedly cite the need to focus on what their people actually want and need.

"A shift to a more flexible approach to work is an enormous undertaking for every leader and every organisation," acknowledges Jared Spataro, Corporate Vice President for Microsoft 365: "To help people thrive in a more flexible work world we need to rethink the entire employee experience—from creating culture to attracting and retaining talent and building listening systems. Every organisation needs a plan and policies that put us on the path to extreme flexibility and help us build digital empathy into every aspect of our culture."

The tools provided to employees are critical to that culture.

A major cause of workplace stress is "not having the materials and equipment you need to do your job effectively," advises CEO of research organisation Gallup, John Clifton.

This is not a problem that "can be solved with a yoga mat," he claims. "It requires action from management." The perception that organisations are investing in areas other than what employees need to get the job done can actually exacerbate stress, Clifton advises.

The stats from Gallup's State of the Global Workplace report, (the world's largest ongoing study of employee experience) reinforce this, with 41% of employees reporting experiencing "a lot of stress."

Cost of living, feeling emotionally drained, overworked and unsatisfied with their compensation are commonly experienced pressures, The Flare study shows.

Stress levels vary in tandem with how well organisations are run, with 60% more stress in companies with bad management practices, reminding us of the Three 'Ps' of business: People, Process and Performance.

In times of worsening business outlook, there is a real risk, the Flare study concluded that employees disengage, impacting productivity when business needs it most.

IT decision-makers are highly aware of their organisations' needs, perhaps more so than their colleagues in other areas of the business.

85% of IT decision-makers recognise that attracting the best talent is a key driver for their investments in communications and collaboration solutions (Frost and Sullivan).

84% of IT decision-makers believe improving employee engagement and satisfaction is a priority. 74% said reducing employee turnover was an important business goal.

This step-change in priorities means businesses want to create better experiences for all employees, whether they are working from home or in the office.
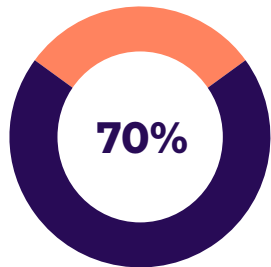
70% say AV investments will be essential to recruitment in 2024*
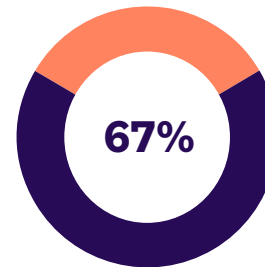
67% say AV investments will be essential to staff retention in 2024*

*Trusted Connections 2024

Money Matters

Investment in communications and collaboration in 2023, saw budgets increase, according to Frost & Sullivan, with spending on AV kit and investment the building of additional meeting spaces.

Kinly's Trusted Connections reports the need also for investment in replacement hybrid working technology; in 2023, 23% said they were uninstalling AV technology introduced during Covid-19 pandemic. This has risen to 41% in 2024.

The sheer speed of rollout required resulted in necessary but not ideal choice of technology, and poorly designed and overly complex technology stacks and workflow.

Last year, 39% reported needing more time to get the technology right, with the focus on simplified, streamlined and secure systems for hybrid meeting rooms and communications workflows.

This year, 57% say poor hybrid workflows are damaging staff productivity and a further 58% say outdated AV technology is damaging remote productivity.

The Frost and Sullivan report also showed consolidation of communications and collaboration tools to be considered important by 83% of IT decision-makers to simplify the user experience, consolidate management, and achieve cost savings.

49%

of AV professionals have had their AV budgets reduced in 2024

Trusted Connections 2024

62%

say they are expected to do more with less in 2024

Trusted Connections 2024

BYOD cost benefits

Taking a BYOD approach has been shown to have benefits. A Cisco study entitled 'BYOD: A Global Perspective' puts numbers on the benefits, which given the study dates from 2012 are likely to be somewhat conservative today.

The Cisco report revealed 83% companies enabled their employees to use their own devices for work purposes. 69% of IT decision-makers considered this to be a positive development for their company.

On average, the report concluded, BYOD serves the company more and helps employees become more productive although the value to the company is greater if BYOD is implemented more strategically.

The report identifies two BYOD approaches, Basic and Comprehensive. Basic is typically reactive, being introduced to respond to demand rather than as a proactive strategy. Comprehensive is more strategic, with consideration as to how to provision devices, provide IT support and develop supporting policies.

The Cisco report found that even with a Basic BYOD model, companies enjoyed savings and employee productivity gains. On average BYOD users saved 37 minutes a week, thanks to using their own device. By country this ranged from a low of just four minutes a week per user in Germany, up to a high of 81 minutes per use per week in the US. The report calculated the average value generated annually per user to be $350.

With Comprehensive BYOD, the report calculated companies can gain an additional $1,300 annually per mobile user. "Without exception," the Cisco report claims, the typical company in each country surveyed (US, UK, Germany, Brazil, China and India) could achieve "strong financial gains".

Higher productivity gains were identified in the developed markets (US, UK and Germany) with BYOD enabling mobile users to innovate how they work. In emerging markets (Brazil, China and India) the biggest gains the report found, came from reducing drags on productivity, such as distraction and downtime, and increasing their availability (i.e. ability to work outside of standard office hours and locations).
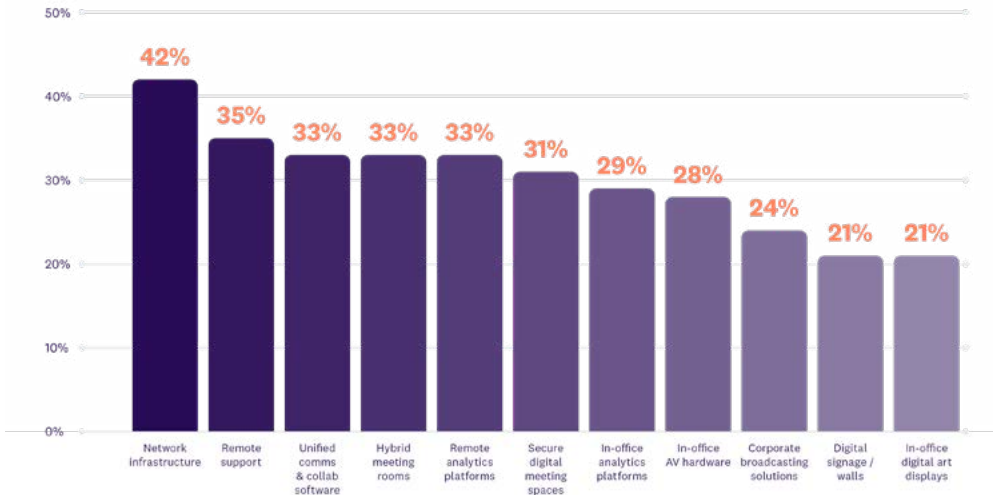
AV investments in 2024
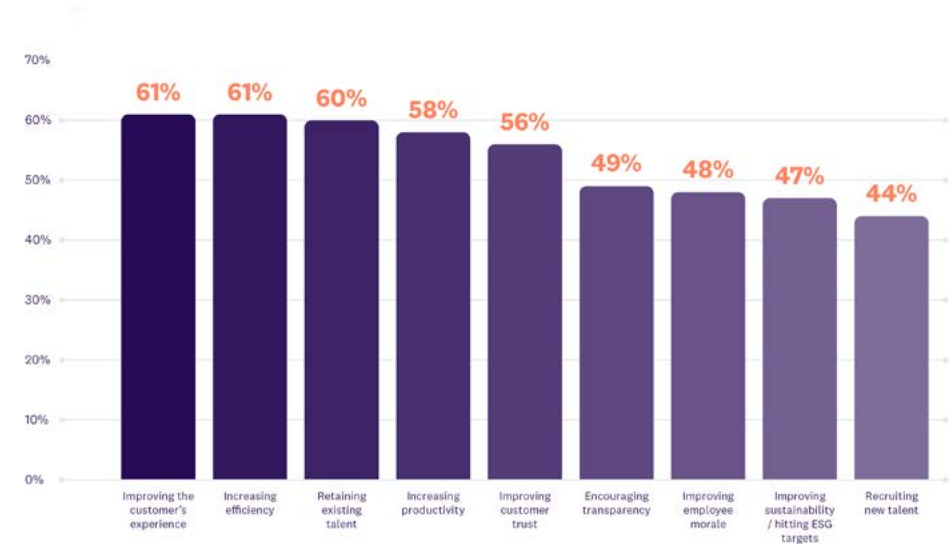
AV priorities for 2024

Mohammed Khalifa, Microsoft Alliance Manager for EMEA at HP Poly Focus shares his views on the best way to plan your BYOD deployment, and it starts not with the technology, but on the needs of your people.

Planning For BYOD: How to put people before technology

BYOD is the ideal way to video-enable a large number of small meeting spaces, especially those used for informal and ad hoc meetings. Just walk in with your laptop and connect it to the room's AV with a couple of cables HDMI and USB, or increasingly just one, USB-C, and start a meeting using the cloud collaboration platform of your choice. It is quick and simple.

But there is no one-size fits all answer to hybrid meeting spaces. Hybrid will looks difference in every organisation.

The needs of different organisations vary as do the needs of people in the business, depending on their role. When planning a BYOD deployment, start with an analysis of types of user and their respective needs at HP Poly we call Personas.

We have defined a range of Personas, each with common needs. Remote workers have different needs to office-based. A road warrior for example travels a lot, which affects the types of meetings they have. When you take time to understand this you can better match the technology to the role.

While the advantage of BYOD is the user's ability to work with their preferred platform and tools, BYOD is now part of the Microsoft Teams story which brings more of the Teams benefits: the same look and feel for users

Another of the key benefits is for IT managers, who are better able to manage the devices in the BYOD space. With a Pro licence, data is brought in the management portal, identifying shared devices, adding them to inventory, and enabling data to be shared from the device, although how much data is device dependent.

In brief: benefits of BYOD conferencing

- Save money on meeting room hardware
- Cost-efficient way to video-enable spaces at scale and speed
- Reduced need for training
- User familiarity with own devices drives user adoption
- User free to use preferred conferencing platform
- Freedom to customise their VC settings
- Ideal for informal and ad hoc meetings
- Ideal for guests
- Can connect to room AV for superior experience
- Reduced meeting AV tech friction
- Fewer support tickets
- Fewer devices for tech teams to manage
- Enhanced productivity and efficiency
- Generate usage analytics to inform future investment

Next steps: from BYOD to data-driven decision-making

The majority of employees (75% according to Gallup) value the flexibility hybrid working gives them: remote working because it enables a better work-life balance and in-office, because they value getting together with colleagues in-person to collaborate with others (71%) and ideate and brainstorm (53%) the Cisco report, From Mandate to Magnet tells us.

"Hybrid working is the reality. C-Suite want people back in the office, so the office must provide the support for hybrid the organisation's people needs," Kinly's Jake McCormick reminds us.

It is not just a tech issue. IT and Facilities must work together to create a seamless physical and digital workplace. Budgets are under pressure, and no-one wants to make expensive mistakes.

The answer for many will to adopt a BYOD meetings strategy especially for smaller meeting spaces and those suited to ad hoc or informal meetings, as McCormick explains:

BYOD takes advantage of every user's familiarity with their own device and potentially their preferred conferencing platform and minimises the spend per space in the first instance, while maximising the ROI.

71%
employees value being able to collaborate in-person in the office

Cisco

38%
of enterprises now collect some form of occupancy data

Trusted Connections 2024

The AV in the space can be upgraded as needs are better understood for example by adding a controller and PC and if appropriate, the meeting space can become a native Microsoft Teams or Zoom Room.

In-office insights enable decision-making to be informed by the actual usage of employees in specific spaces.

Kinly's Trusted Connection report shows 38% of enterprises now collect some form of occupancy data, examining how and when employees are working, while 64% of enterprises have installed IoT tech into their offices to better understand employee working habits, while 29% have also invested in in-office analytics platforms to manage this data.

A third 32% have even started collecting human wellbeing data e.g. tiredness tracking with 37% having plans to collect this data in future.

If an enterprise strikes right balance, it can enable the design of engaging and sustainable workspaces.

Kinly BYOD whitepaper sources

- Investment Priorities for the Workplace and Video Conferencing, Frost & Sullivan

- Hybrid Worker End-User Survey 2023, Futuresource Consulting

- Trusted Connections 2024, Kinly

- Gallup, State of the Global Workplace, the voice of the world's employees

- BYOD: A Global Perspective, the Cisco® Internet Business Solutions Group (IBSG)

- Microsoft Work Trend Index (09.22)

- Mind The Gap: How GenZ Is disrupting the workplace, Jabra

- Employee Benefits Index (Australia) 2023, Flare HR

- Mandate to Magnet: Office Design for Great Hybrid Working, Cisco

Why Kinly?

We bring people and technology together for better productivity wherever their work happens,
because great things happen when people work together.

1 EXPERIENCED
Dedicated expertise in designing,
engineering and integrating complex
AV collaboration solutions
and services.

2 PROVEN
Globally recognised businesses rely
on Kinly to deliver secure and
flexible meeting experiences,
every time.

3 INDEPENDENT
We partner with the world's leading
vendors to deliver the best choice of
solutions for public and private
sector businesses.

4 SCALE
Kinly is an end-to-end provider of
workspace transformation services
with a continually expanding
international footprint.

Working together. Everywhere

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