

FROST & SULLIVAN

Powering clients to a future shaped by growth



NEW WAYS OF WORK

Future of Modern Workplace

Telstra

Businesses today are no more those traditional setups that had conventional methods of functioning with no or very little exposure to technology. Most of the companies globally are embracing digitization and the key reason for this has been ever-increasing competition and demand for enhanced experience by both internal and external stakeholders of the organization.

The shift from being a traditional enterprise to a tech-driven organization is evident among businesses and will continue to this trend as new technologies will try and replace the old ones. Functions and departments within the organization are opening up to the adoption of

new technologies that enable them to work smarter. Processes and procedures related to sales activities, operations, employee functioning, and customer servicing are undergoing rapid digitization.

Among these ongoing transformations, the need for workplace revival for facilitating the flexible working of employees is increasing. Businesses that struggled initially to facilitate work-from-home to their employees are now looking to completely revamp their workplace policies and adopt newer technologies that can fuel their workplace transformation processes.

New Employee Workstyles - Driving Workplace Transformation Initiatives

In recent times, the workplace and work styles of employees have undergone substantial changes. The employees who mostly have worked through offices in their entire career span had to adapt to work from home. Businesses were forced to embrace a few makeshift arrangements to facilitate remote working to ensure customer service continuity.

As per Frost & Sullivan recent study, some of the key trends that are being observed with respect to workplace and workstyles include:

60%

of the global workforce continue to work from home.

77%

employees said their productivity has increased due to flexible work culture.

64%

employees prefer anytime, anywhere work flexibilities.

48%

of the global workforce want "flexible" workstyle to continue even after normalcy.

As businesses are slowly inching towards normalcy, businesses are keen to call back their employees to offices. Several companies have started announcing a 3-day work from home policy to facilitate a flexible work style for their employees. Amidst these developments, employees who are willing to embrace a hybrid work culture have their apprehensions with respect to a mix of in-office and work-from-home setup.

Some of the common questions/reservations that employees are have about hybrid work model include:

- Will I continue to have a flexible workstyle going forward?
- Do I need to manage multiple applications/solutions while collaborating with my colleagues?
- Is my work environment secure enough? (When in office or at home)
- Will I get a consistent work experience while working from office or at home?

Businesses will Face Challenges in their Modern Workplace Transformation Journey

Several organizations globally are in the process of adapting to changing workplace scenarios by re-thinking and re-building their IT strategies, standardizing collaboration solutions across an organization, and re-designing their workflows to suit changing work processes. However, there are several other challenges that businesses will face while dealing with existing processes and IT infrastructure.

As per Frost and Sullivan findings:



Key Focus Areas for CIOs to Build Future Proof Modern Workplace

As the demand for a flexible work style continues to grow among employees, businesses are re-building their workplace strategies. The revisiting of HR policies, in-office infrastructure revamp, and overall IT infrastructure rebuilding has been the key areas of discussions among the decision-makers across organizations.

Some of the key areas that CIOs need to necessarily focus on when building a workplace of the future includes

Automation

- Workplace Automation (Zero contact access)
- One-click Joining
- Automated recording & storage

Effective Collaboration

- Single unified platform for all collaboration needs

Security Factors

- Employee Authentication
- End-point Security
- Network Security
- End-to-end Encryption

Employee will be at the "Center of Focus" in any Workplace decisions of the future



Office Space

- Revamping conferencing rooms
- VC enabled conferencing rooms
- Zero contact meetings
- AI & voice enabled systems

Overall Employee Experience

- Reducing "employee fatigue" to improve productivity
- Consistent and seamless work experience (both from home or in office)

By concentrating on these parameters, businesses would be able to make substantial headway into their workplace modernization journey.

What Workplace Modernization can do to Businesses?

Businesses that have initiated the workplace modernization processes stand to benefit in the longer run. Right technology investments along with flexible work policies can help companies to withstand any test of times of the future.

Some of the common benefits that businesses will witness through workplace modernization include

Higher Productivity	Cost Optimization	Less Attrition	Technology Leap
			
Enabling organizations to bring down their real-estate costs, utility costs and other recurring operations costs involved in running day-to-day business	With anytime anywhere work capabilities , employees will be able to deliver consistent output with improved quality that is key to business success	Modern workplace enables minimize "work related fatigue" and promote work-life balance thereby helping organizations to retain talent	Investments in future oriented technologies like Cloud, AI, Analytics and Automation would enable business to have a sustained long term growth

Key Considerations while Implementing Modern Workplace

Before deciding on the future roadmap that businesses should traverse to build a true hybrid work-enabled modern workplace, companies need to necessarily answer a few key questions that will help them to build an effective modern workplace strategy.

Some of these key considerations would be:

- **Workforce Demographics:** How scattered or concentrated my workforce is?
- **Business Workflow:** Is there a need for complete re-vamp of business work?
- **Time Frame:** Time frame to build a true modern workplace of the future
- **Existing Collaboration Setup:** Maturity of current collaboration setup of organization
- **Existing IT Setup:** Will the current IT setup support modern workplace?
- **Employee Mindset:** Are employees willing to embrace modern workplace?
- **Costs Involved:** Overall costs involved in building a workplace of the future
- **Long Term Strategy:** Long term goals with respect to modern workplace

Telstra's approach to Modern Work:

Today more and more businesses are pivoting to new ways of work and Telstra is at the forefront of this change. Our consultative approach backed by World Class technology and unmatched industry partnerships ensures, irrespective of the scale and nature of the business – we help organizations transform legacy work systems into modern, scalable, and employee efficient ways.

Our approach to Modern Work is based on 5 key pillars:

Employee Experience:

The day-to-day experience is heavily influenced by technology, and the technology you use within your organization can help attract and retain talent. Employee experience covers areas such as corporate communication, growth and development, knowledge sharing and communities, and overall employee wellbeing.

Connected Workforce:

A truly integrated workplace productivity service covers several vital components, and organizations now need to consider technology that not only provides the ability to work from any place at any time, but also the ability to communicate, collaborate and connect beyond the traditional boundaries with colleagues, partners and customers alike.

Business Automation:

Every business will need to invest in automation to remain competitive, but some are unaware of its full potential. There are obvious cost savings by automating manual tasks, but also measurable increases in creativity and worker satisfaction. Automation has the chance to free employees to allow them to concentrate on higher-value tasks.

Hybrid Office:

The pandemic has accelerated the use of modern working methods, so what does that mean to the future of the physical office? Organizations will consider downsizing or purposing spaces, reducing hot desks, and increasing collaboration areas, all while embedding technology into the office environment. Designing a human-centered environment that is not only functional but enjoyable place to be.

Workplace Security:

Staff expects a frictionless corporate digital journey, regardless of the device they use, and as cloud and remote working become the norm, traditional network security boundaries disappear. Identity protection becomes critical, and data needs to be protected regardless of where it resides.

To know more about how Telstra is enabling organizations transition to new ways of work, write into: Singapore.marketing@team.telstra.com

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