

working smart(er)

Work's no longer a place you go but **what you do.**



people

There will be **105.4M** mobile workers by 2020, accounting for **72.3%** of the total U.S. workforce.



Employees have **different work styles** such as the road warrior, flexible worker, desk worker, office worker, and connected manager.



2/3

of executives say employees are **equipped with the tools they need** to deal with distractions at work; **less than half of employees agree.**

Organizations cannot expect to succeed without **reflecting the mobile worker's mentality** and building capabilities that address all facets of mobility across B2C, B2E, B2B, and Internet of Things (IoT) use cases.

"By addressing diverse workstyles, companies are more likely to empower employees to be efficient in their tasks, engaged with their work and excited about the company." — **Oxford Economics.**



places

In open workspaces...

51% of road warriors
52% of office communicators
68% of desk knowledge workers
59% of flexible workers
69% of connected managers



...are negatively affected by ambient noise while working.



64%

of employees say that **blocking out noise and distractions** in the workplace increases their productivity

52% say it reduces errors in their work



48% say it allows them to focus on the task in front of them

Tearing down walls and collapsing time and distance should encourage spontaneous interactions, increase flexibility and foster a more engaged, satisfied and productive workforce.

"Audio experiences are increasingly being challenged, especially as traditional office environments expand to include workers in more remote and non-traditional, open-office environments that introduce more external noise factors." — **Rich Costello, senior research analyst, IDC.**



technology

Nearly **75%** of U.S. enterprises use or plan to use UC&C.

Characteristics of today's enterprise workplace include a **natural, adaptive, intuitive user experience**... determined by user roles and tasks, and the intersection of people, process and information.



Mobile



Cloud

IDC is seeing continuing **growth in UC&C solutions among customers across all business segments** driven largely by interest in cloud, mobility, and collaboration with context.

No one can dispute the positive impact a great audio experience has on effective communications and collaboration.
— **Rich Costello, senior research analyst, IDC.**

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