



# Rethink Your Workspaces: It's Time to Get Personal

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PRYSM

# Your Speakers



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# What We'll Cover

- Current trends driving personalization & workplace engagement
- The maturity framework
- Challenges and opportunities to delivering personalized spaces
- Leveraging technology to scale
- Q&A



# Current Trends Driving Personalization & Engagement



# Work Is Changing

## Changing Business Models

Dynamic Resource Allocation		Consumable Services & Transactions
Big Data	Disparate Content & App Silos	Quicker Product Launches
Platform Economy	Shadow IT	

## Meeting New Demands

	Data Driven	Millennial Workforce
365	Real Time	Team Productivity
	0101010 0011011 0110101	
Knowledge Persistence	Project Coordination	Agile Teams

## Evolving Workspaces

Mobile	Touch	New Form Factors
Shrinking Real - estate	Customer Experience Centers	
Huddle Rooms	Group Spaces	Virtual Worker

Work is Becoming **More and More Collaborative**



# But... Something is Broken

An organization gives its employees:

1. Means to work ([Office](#) or [On The Go](#) or [WFH](#))
2. A PC ([Windows](#), [MacBook](#), [Chromebook](#))
3. A phone ([Android](#), [IOS](#))
4. An email identity ([Outlook](#))
5. Physical meeting spaces ([Screens](#), [Projectors](#))
6. An online meeting tool ([Skype](#), [WebEx](#))
7. An online messaging tool ([Jabber](#), [Slack](#))
8. Document editors ([Office 365](#))
9. A content repository ([SharePoint](#), [Box](#))
10. Trade tools ([Tableau](#), [AutoCAD](#))
11. Some pick their own tools ([Shadow IT](#))

**Expects in return  
Productive Employees**

**BUT... realizes that it's not working!**

New products are not launching quickly

Losing market share to competition

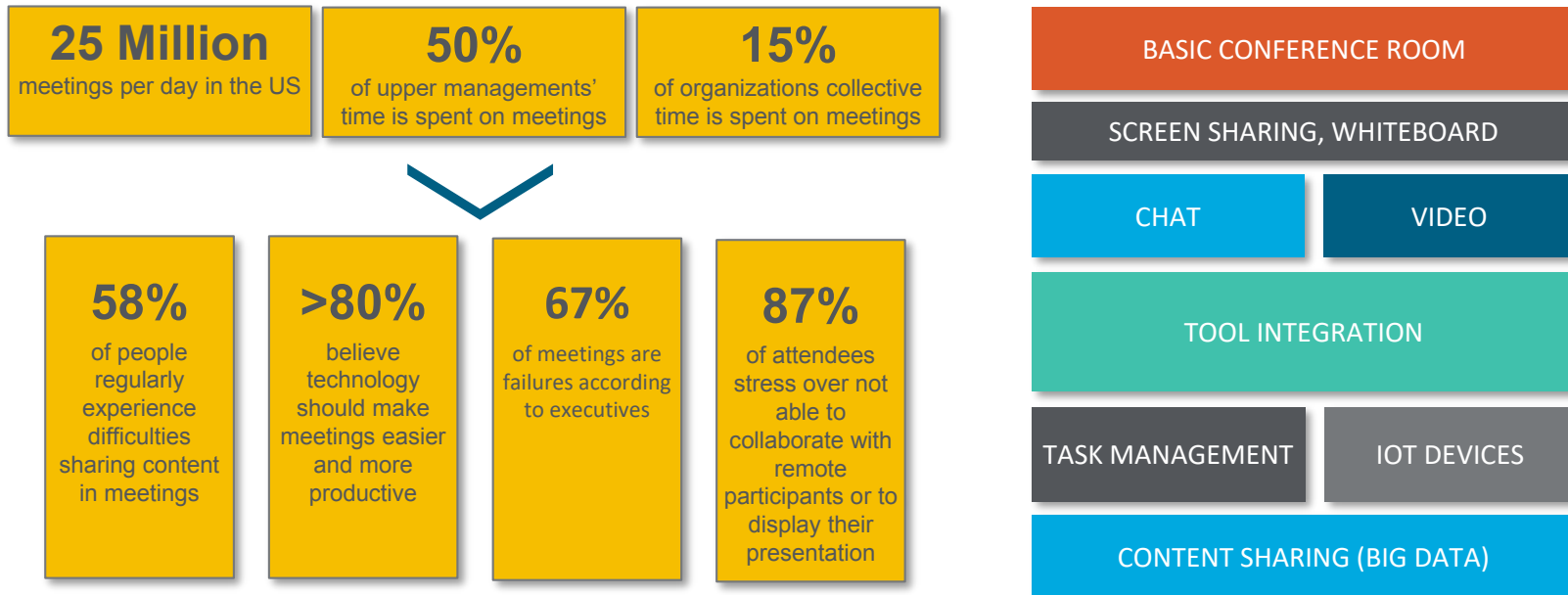
Employee engagement is down

Knowledge evaporation with employees leaving

Team engagement is at it's low

# The Complex World of Collaboration

Current landscape is troubling; a new approach is required





CULTURE



TECHNOLOGY



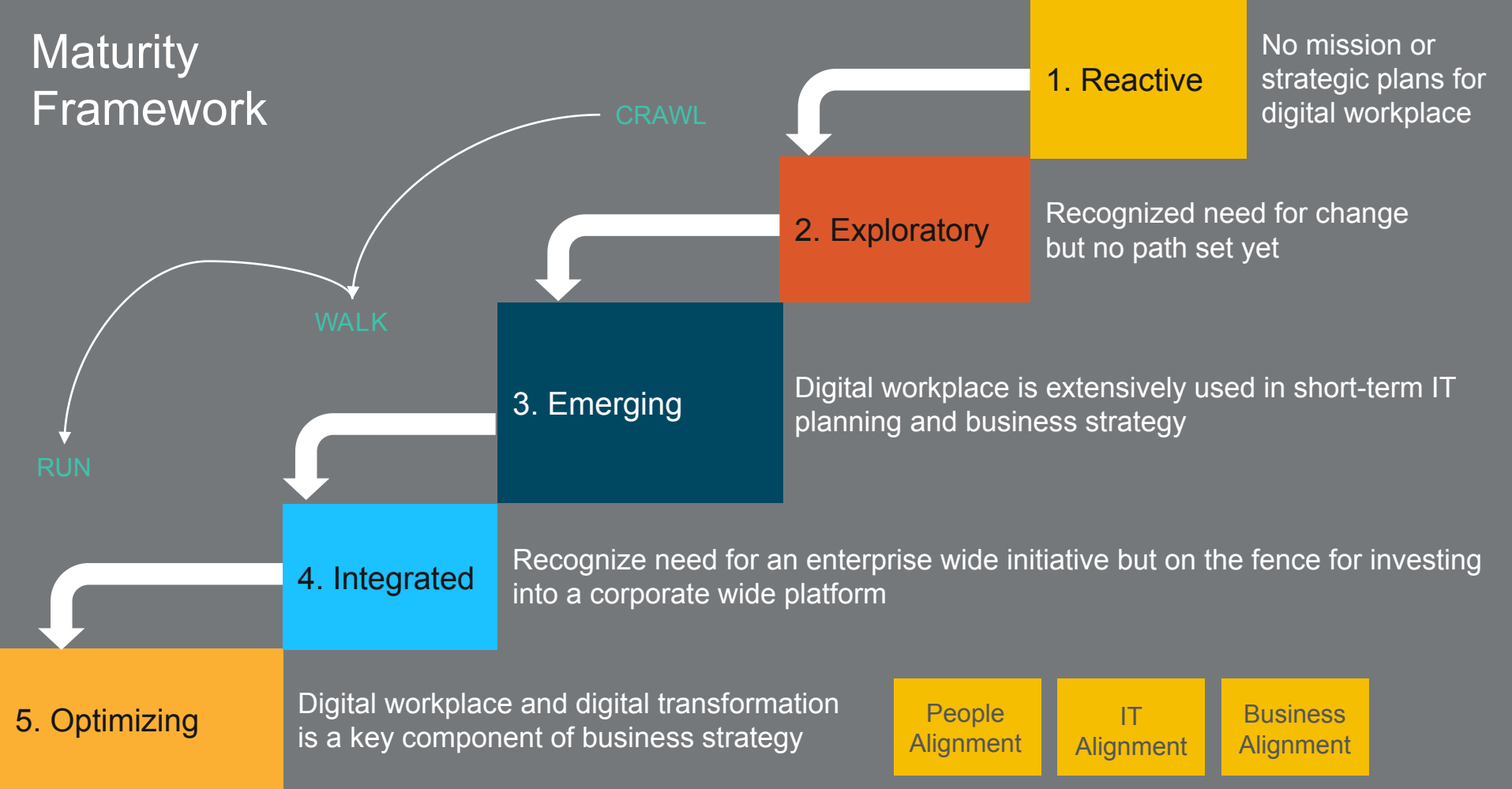
PHYSICAL SPACES





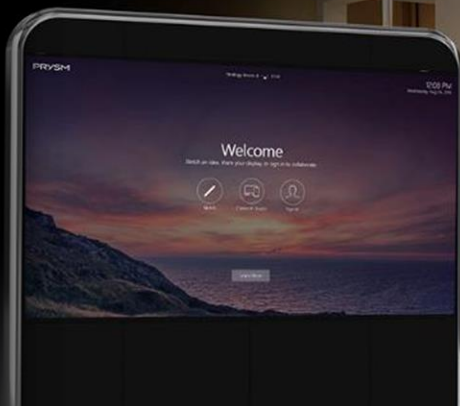
# The Maturity Framework

# Maturity Framework





# Challenges and Opportunities to Delivering Personalized Spaces



# Personalized Workspaces

Mike Entwistle  
27<sup>th</sup> September 2017





Digital workplace goals are hampered when physical spaces and technology don't support **workplace engagement**



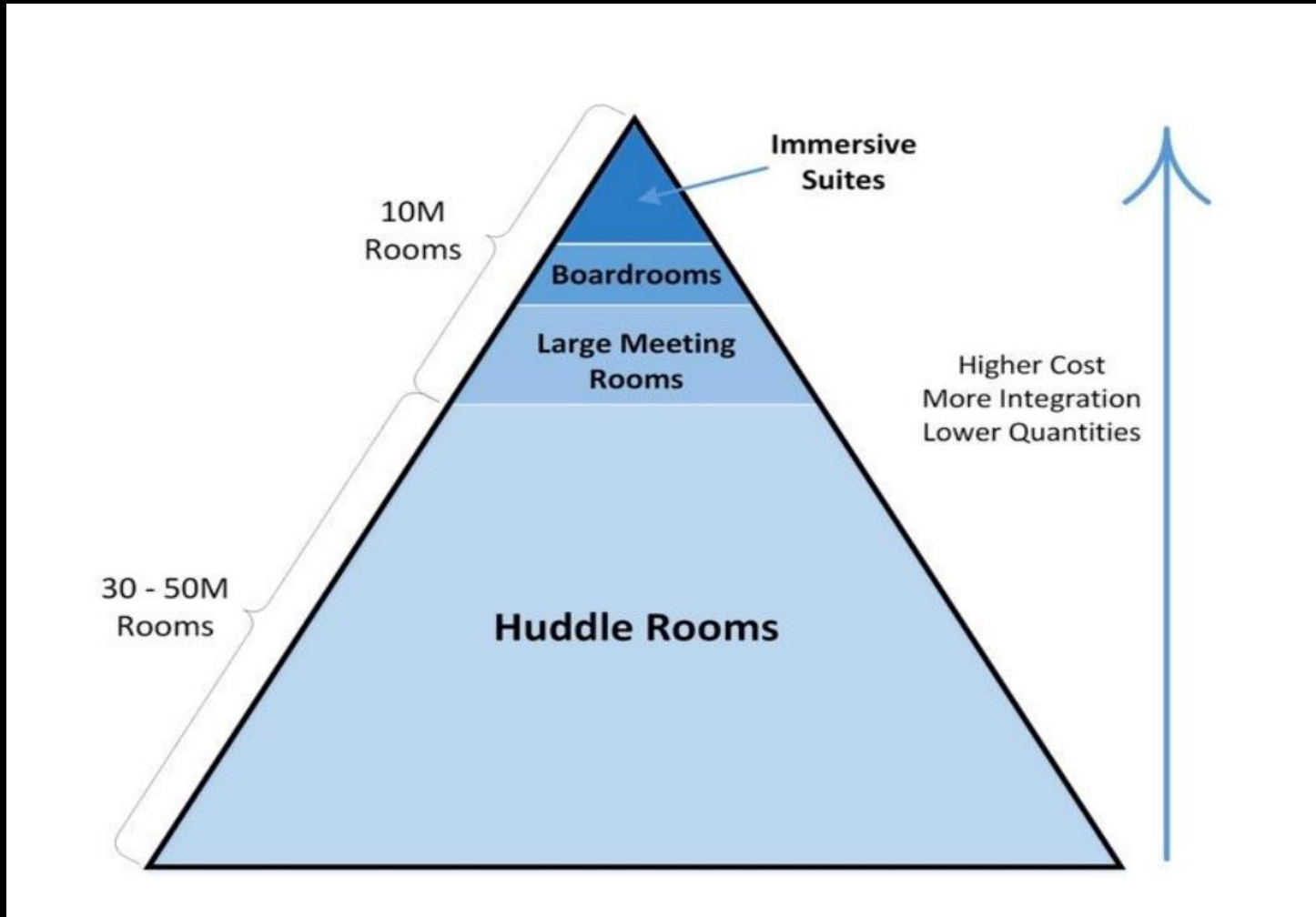
**Workplace engagement – efficient ..?**





**Workplace engagement – stimulating ..?**

## Wainhouse Research



## What Users Want

### Level 1

- Meeting rooms/spaces that just work – Every time!
- Easy to operate
- Robust and reliable

### Level 2

- More functionality...collaboration...interaction...

## Process involved...

- What do you need?
- What are you trying to do?
- Who owns the problem?
- Who has the budget?
- Who represents the End User ?
- Which part of the business is driving this -  
Property, Facilities, IT, AV, Special projects..

First challenge is to understand...

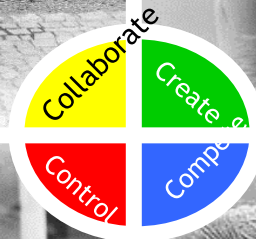
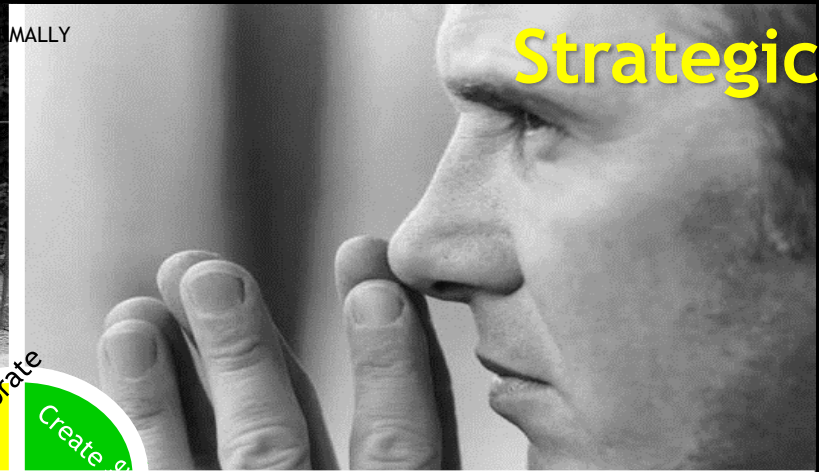
- Where is the business currently ?
- What is the Strategic Level of Competency ?
- Where next / Roadmap ?

Determine what spaces you need and  
what you need from each space





## Meeting Types





● STRATEGIC  
Presentation  
Tactical  
Social

A NEED TO GENERATE IDEAS THROUGH  
BRAIN STORMING OR DISCUSSIONS



Ideally, no interruptions

Artifacts

Highly creative

Often an enclosed space

Typically informal

Typically scheduled

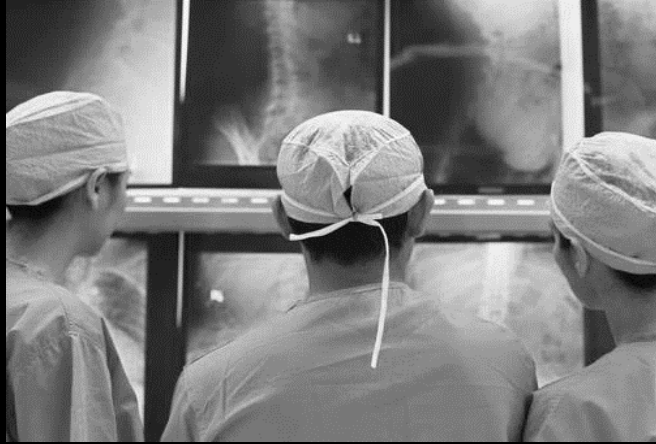
Dynamic interaction

Working on development

Comfortable

External view





Strategic  
 **PRESENTATION**  
 Tactical  
 Social

A NEED FOR ONE OR TWO PEOPLE TO  
 SPEAK PUBLICLY OR TO IMPART  
 KNOWLEDGE TO OTHERS



Can be interrupted

Typically formal

Few artifacts

Typically scheduled

Usually non-creative

One way conversation

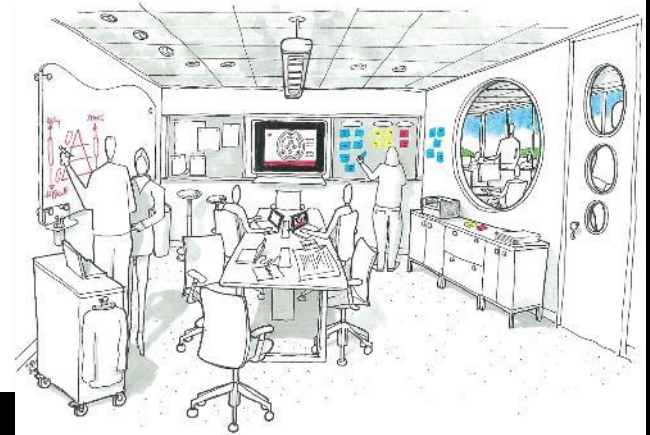
Open or enclosed space

Deliver a message



Strategic  
Presentation  
● TACTICAL  
Social

A NEED TO PERFORM SPECIFIC TASKS  
IN EITHER PHYSICAL ISOLATION OR  
WITH OTHERS



No interruptions

Task intensive

Some artifacts

Typically scheduled

Usually creative

Group discussions

Enclosed space

Working towards a solution





Strategic  
Presentation  
Tactical  
SOCIAL



A NEED TO HAVE FACE-TO-FACE  
CONVERSATIONS INFORMALLY



Can be interrupted

Informal

Few artifacts

Typically un-scheduled

Usually non-creative

Two way conversation

Open/semi enclosed space

Information sharing

## What can integrated technology deliver - Business Outcomes

- Faster decision making
- Capture new ideas
- Develop new product / solution designs
- Encourage new ideas / promote innovative thinking – a continuous process
- Initiate and develop engaging workflows – always available (through the cloud)
- Expand the power of remote connected teams – using live workflow
- Updating management more effectively – monitor, measure and report



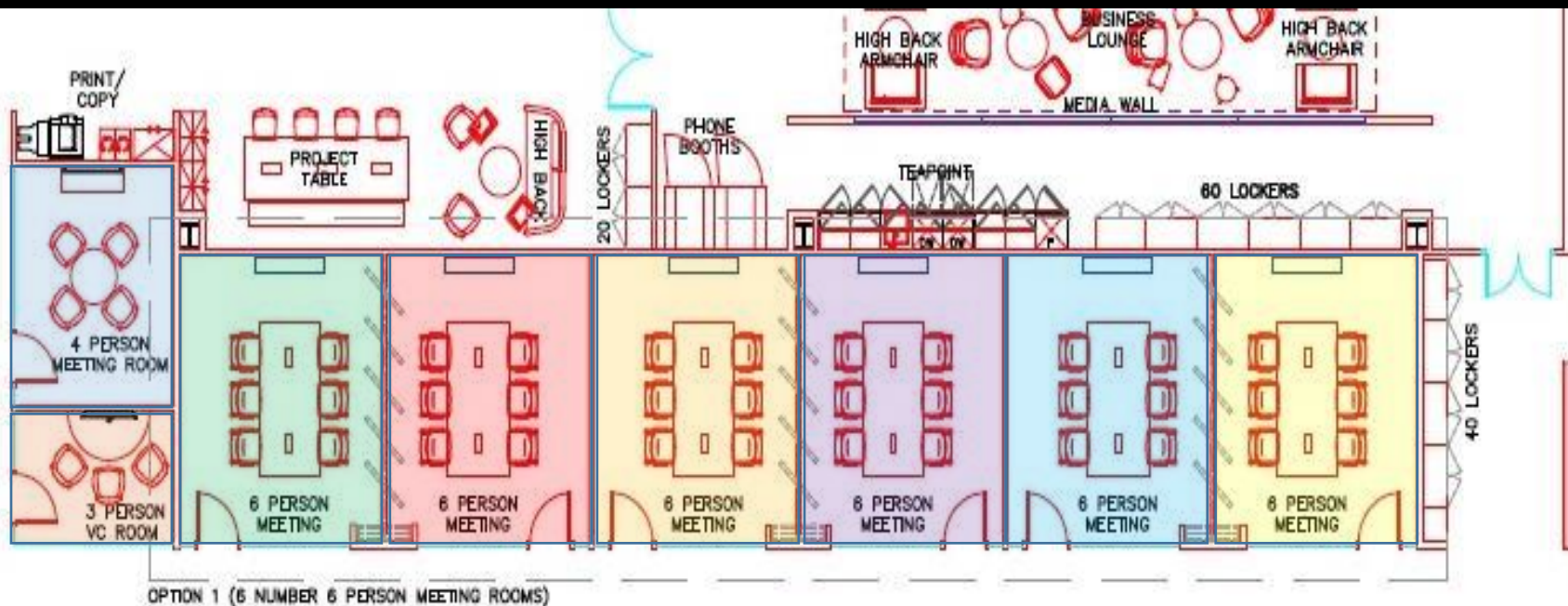
## Designing the right Environments

- Space Planning – from an informed perspective
- Flexible Meeting Spaces
- Specialist Areas designed to meet specific business needs – EBS, CEC, IR, IL, Hive, Ace....etc
- A drive towards multi-purpose environments

## Creative Space Planning Design

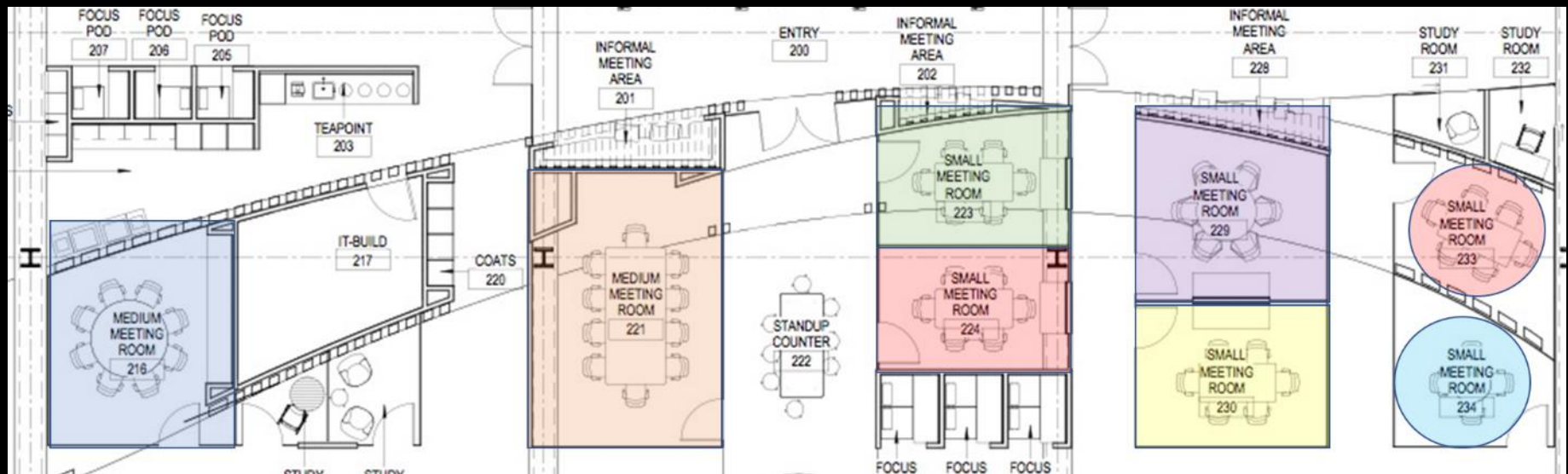
- Thinking Beyond a Single or Standard Space
- ‘Cookie Cutter’ design can be part of the problem
- Time to seriously challenge the ‘accepted norms’

# Typical Meeting Room Floor Plan Design – July 2017

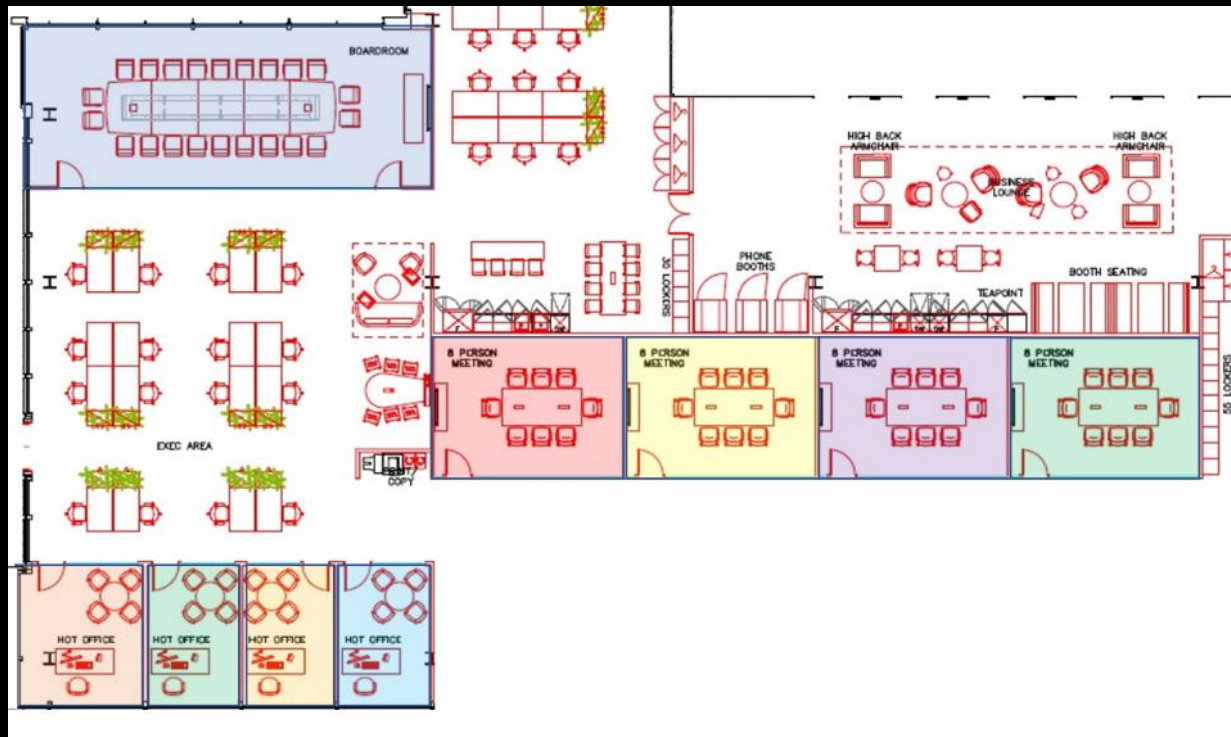


## Creative solutions Step 1

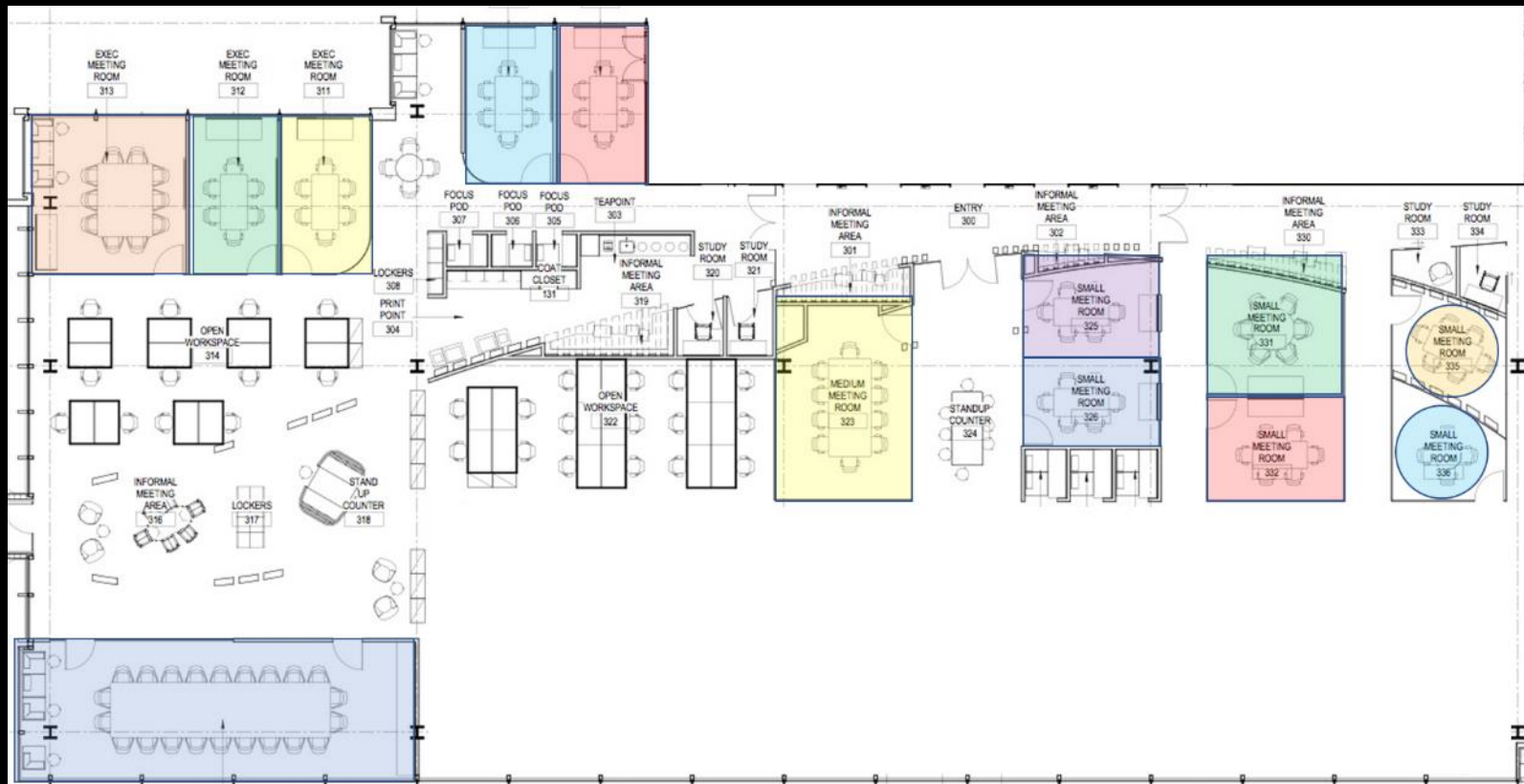
Get the environment right !



## Executive Suite – Floor Plan – July 2017

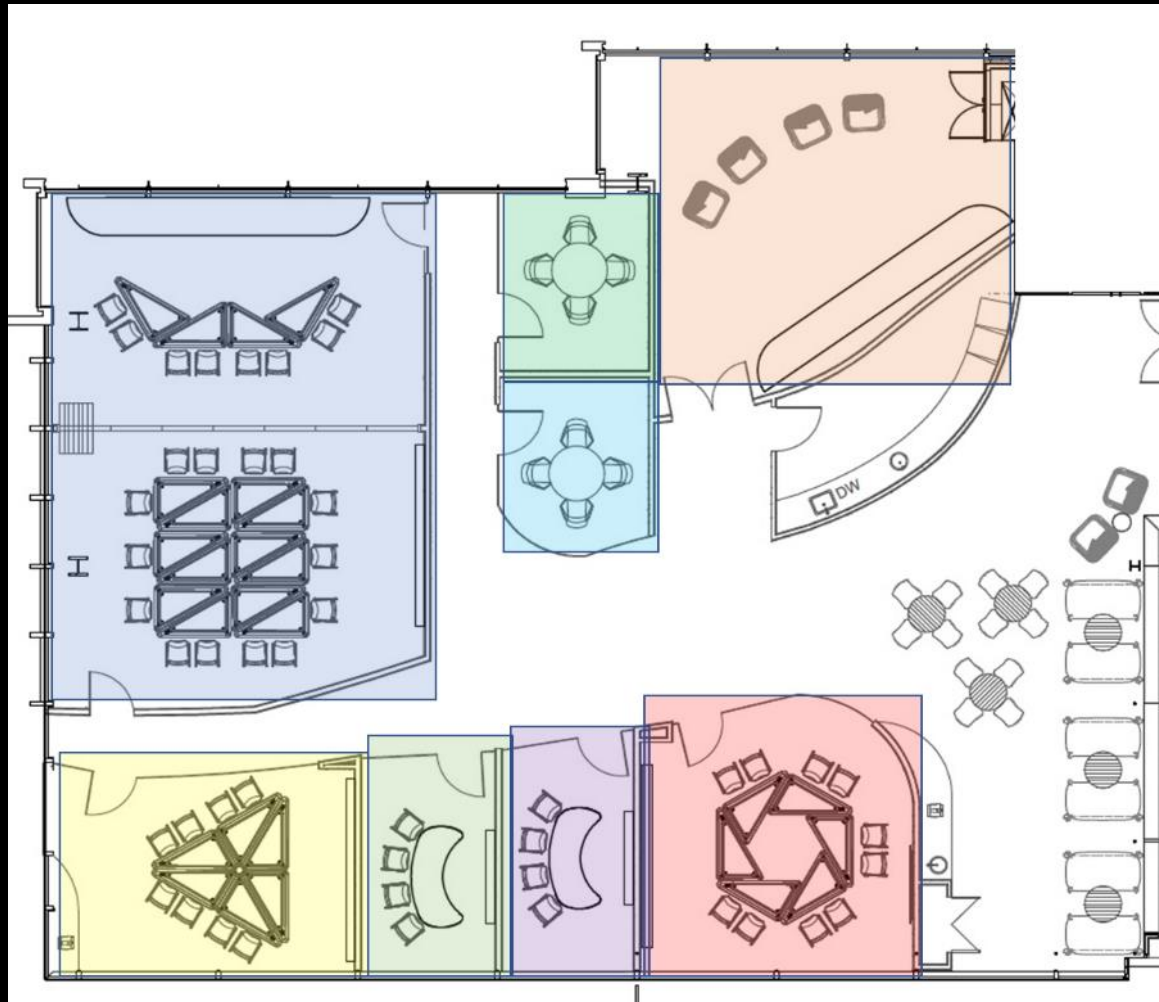


## Executive suite re-modelled





# Integrated and Flexible Furniture Solutions



# Flexible spaces



## Recent Live Examples

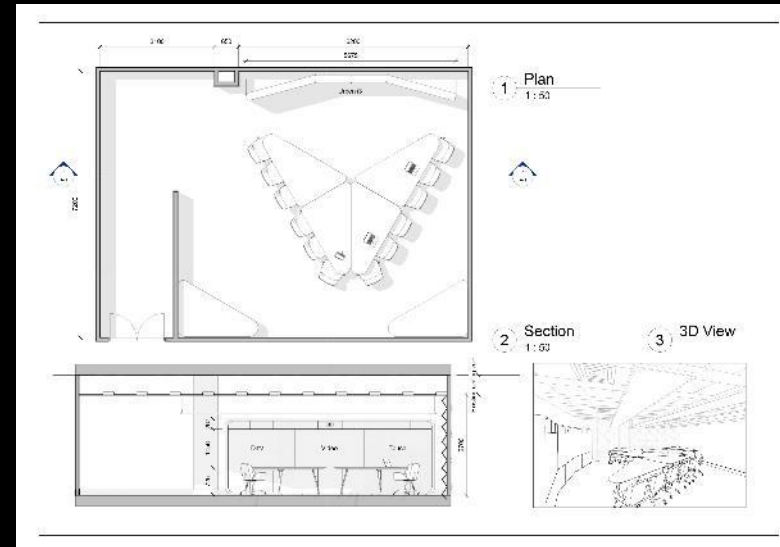
# Going Beyond Telepresence

## Telepresence – connecting the teams.



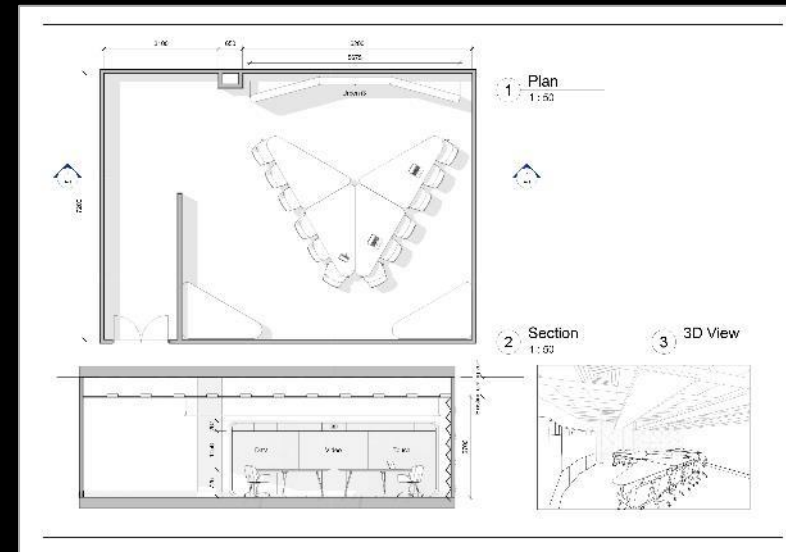


# Datapresence – the new frontier!





# Datapresence – designed for flexibility



The Future and Beyond

multi-purpose room solutions

Physical Spaces + Technology + Workplace  
Engagement

# Integrating Data Into Every Custom Space



‘Data is the New Oil’





## Standardised Scalable Systems





## Flexible Designs



# Compelling Business Proposition

Access to data – easily and efficiently  
Faster processing, more creativity

Sharing content and Interaction

Locally and Globally

## Multi Functional Media Walls



## Multi purpose collaborative environments





## Executive Briefing Centres



## Hi Res Lobby Displays



## Innovation Labs



## Multi – Functional Media Walls





## Ideation Rooms



## Interactive Walls



## Summary - Key Business Objectives

- Flexible technology solution design
- Standard engineering platforms - easily supported
- Scalable – for small and large groups – globally
- Fully Optimised Room solutions – data at the heart!
- **Accessible Workflow...** its all about the data !

# Leveraging Technology to Scale



PRYSM<sup>®</sup>

BORDERLESS  
ROOM  
SOLUTIONS



Experience Centers



Huddle Rooms



Boardrooms



Custom

Engage across any device, anywhere

# The Collaboration Journey

Repeat Every Day

## PRE-MTG

Office, Home, On The Go



Email



Messaging

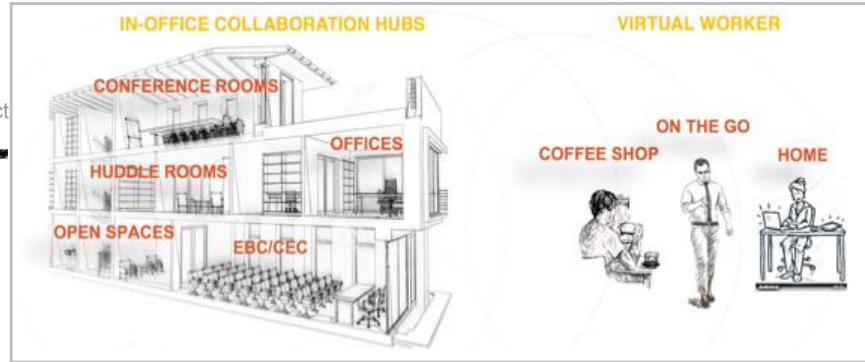


Phone



## MEETING to COLLABORATE

Virtual, Physical, Hybrid



## POST-MTG

Office, Home, On The Go



Email



Messaging



Phone

To Create



Documents



Products



Plans



Campaigns



# A New Way of Work: Prysm Digital Workplace Platform



Unifies content and applications into engaging, cloud-based workspaces that help global teams collaborate on any screen—from anywhere.



# Create personalized collaboration experiences from virtually any device, anywhere





PRYSM

Empowering Line of  
Business Teams to  
Create Rich Content  
and Collaboration  
Experiences

### Digital Transformation Teams



### Customer Engagement Teams



### Product, Research, and Design Engagement Teams



TARGETS 2016-USA		
Category	2016	2017
Revenue (Mn. \$)	8.0	9.0-10.0
Profit (Mn. \$)	0.0	0.0
EBITDA (Mn. \$)	0.0	0.0-0.5
EBITDA Margin (%)	0.0	0.0
EBITDA (Mn. \$)	0.0	0.0
EBITDA Margin (%)	0.0	0.0
EBITDA (Mn. \$)	0.0	0.0
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EBITDA (Mn. \$)	0.0	0.0
EBITDA Margin (%)	0.0	0.0



# Key Takeaways

1. Be realistic about your organization's workplace personalization and collaboration maturity
2. Understand what your users need to do in each workspace, and the associated goals
3. Bring in workplace SIs and design resources **early** in the process to maximize investments
4. Find technology that can enhance & scale your physical workspace and culture initiatives

# Contact Us



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