

EBOOK

Reimagining the Employee and Customer Connection



Make your hybrid transformation real

Hybrid work promised us the best of both worlds - the ease and comfort of working from anywhere on one hand and the connection and the energy of meeting people in the office on the other. But today, there are challenges preventing this promise from becoming a reality.

It takes minutes to just start a meeting and ensure the technology is working seamlessly. Even after that, there are connectivity issues, especially when meetings are happening across multiple platforms. Despite all the hassle, remote attendees still don't feel included in meetings. All of this is happening while there is a growing concern for maintaining cybersecurity.

Realizing the promise of hybrid work requires a fresh perspective—one that enables people to connect to one another and with the organization in more dynamic, inclusive, and engaging ways, while ensuring the security and ease of this connection. This is important, especially at a time when companies continue to optimize on their corporate real estate cost during this period of economic uncertainties.

It all starts with having the right technology. This eBook covers the key aspects you need to consider to make your hybrid transformation real while doing more with less technology investments. It also shares how **Diversified and Microsoft** can support you in navigating this transformation.

11 Minutes

It takes 11 minutes to just start a meeting.¹

43%

More than 43 percent of remote attendees said they don't feel included in meetings.²

67%

Increase in average attacks per company from 206 in 2020 to 270 in 2021³

"It's not only employee expectations that have fundamentally changed; customer expectations have, too. Curbside pickup once seemed novel, but now it's expected. Customers will want to enjoy both the conveniences they've grown used to and the in-person experiences they have missed—all within operational constraints. It won't be easy, but the opportunity for every business is to get this mix right."

Judson Althoff

Executive Vice President of Worldwide
Commercial Business at Microsoft Corporation

Reimagining The Employee And Customer Experience

As companies look for new ways to bring together human, social and knowledge capital in order to deliver a hybrid, virtual-first workplace, there are five key aspects to consider.



**Seamless
collaboration
across physical
and digital
spaces**



**Executive
connection with
distributed
stakeholders**



**Turning
meeting spaces
into internal
communication
places**



**Secured
productivity for
the hybrid
workforce**



**Resiliency &
cost
optimization
during
transformation**

Design Physical Collaboration Spaces For Remote Participants



Today, people want the same experience connecting with their clients and colleagues, whether they are remote or present in the same room.

From a meeting perspective, this means every individual should be seen and heard, regardless of physical location. To increase technology adoption, meeting rooms must be intuitive enough that the user can walk in and seamlessly start or join a meeting.

Unfortunately, most legacy meeting rooms today are designed for those physically sitting in the room, leaving remote participants feeling unengaged.

Add native device and enhanced collaboration capabilities to your meeting rooms

By standardizing on Microsoft Teams Rooms devices, you can empower people to join any meeting with one-touch join. Intelligent cameras and speakers, along with inclusive features such as live captions, live transcription, reactions, chat, etc. ensure every person is seen, heard and can participate from any location.

For enhanced collaboration, you can leverage the whiteboard capabilities of Microsoft Teams Rooms and Surface Hub to provide a shared digital canvas, fostering engagement and meaningful discussion.

Enhance executives' presence for distributed stakeholders

For organizations, maintaining open engagement and driving trust is key. With people increasingly operating remotely, leaders need to reevaluate how they engage with everyone - whether they are bringing employees together for town halls or events, delivering analysts briefings, making public announcements and speeches, or building executive thought leadership.

Elevate your broadcast experience

Leadership updates broadcast through a corporate studio can bring your ideas at an executive level to life, helping them connect and resonate with a global audience in a modern, digital and human way.

With **Diversified and Microsoft 365 Live Events**, engage with thousands of concurrent viewers with high quality streaming and drive in-person like engagement with features such as live Q&A and AI-powered captions and translation.



Amplify Your Workplace Communication In Hybrid Communication Places

With a hybrid workforce, collaboration spaces have become more than a place to meet. They are now the new avenue for social interaction, where you can tell your organization's story to both on-site and remote employees, as well as visitors.

Convert your meeting displays into digital signage

When meeting space displays are not in use, they can be used as digital signage to deliver dynamics video or newsfeeds to make your employees and visitors more welcome, engaged, and better informed.

5 ways to use digital signage in your meeting spaces



Highlight employee contributions and celebrate milestones



Keep everyone up-to-date on company's mission and vision



Create a great welcome experience for your visitors with a welcome video



Provide important information such as work schedules, KPI's, traffic information, etc.



Share new company initiatives and campaigns



400%

Digital Signage captures 400% more views than traditional signage.⁴

Sources: 4.Intel

Unlock Secured Productivity For The Distributed Workforce

A more remote, digitally connected workforce exposed the security & compliance operating models of most businesses. The security and IT teams responded by applying even more restrictions and layering one product over the other, eventually hampering the end user productivity and making the IT environment even more complex and difficult to manage than before.

It is critical to empathize with users by enhancing equity and productivity and creating immersive and personalized experiences while balancing security and compliance.

Achieve both - hybrid work experience and compliance

With **Diversified and Microsoft**, get the peace of mind that comes with strong enterprise security, including capabilities to protect sensitive information and prevent insider risks.

Some of the controls we apply:



Set-up private channels for confidential and sensitive content



Mitigate insider risks through business information barriers



Archive communication and content in immutable form



Audit and report activities, communications, and business events



Prevent unauthorized data exfiltration



Ensure compliance with global standards and financial services regulations

Seamless collaboration across physical and digital spaces

Executive connection with distributed stakeholders

Turning meeting spaces into internal communication places

Secured productivity for the hybrid workforce

Resiliency & cost optimization during transformation

Do More With Less

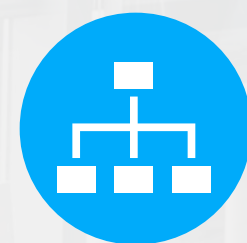
As organizations navigate economic uncertainties, it's increasingly important to maximize limited resources. They must achieve more agility, more resilience and more innovation with less cost and complexity.

Eliminate redundancy and simplify management

Working with multiple technologies and vendors can increase costs and redundancy as well as result in disjointed systems and integration issues. **Diversified and Microsoft provide you with the best of breed and best of suite solutions for all your hybrid workplace needs.**



Consolidate a complex licensing structure



Benefit from seamless, native deployment



Cut consulting, deployment, and integration costs and time



Reduce device management and optimize IT administration



Improve IT efficiencies for new devices, apps, and infrastructure

Make Your Hybrid Transformation Real With Diversified

When experiences go right, there is a different energy. There's connectivity. Whether virtual or physical, at work or at play, the best businesses and brands know every experience they create is a chance to build meaningful connections. But, too often, they don't know where to start.

That's where we come in. We advise, create, and deliver experiences that are engaging and immersive, thoughtful and personalized, secure and reliable. We create connections that make a difference so our clients can make the most of every opportunity to exceed expectations and stand out from the competition.

 20,000+ meeting rooms deployed
5,000+ rooms delivered annually

 70+ countries delivered with
predictable, reliable outcomes

 Issue resolution as discovered

 Risk mitigation

 Innovation

 Harmonized pricing
& user experience





We Design And Create Connections



That Make The Difference

Actionable Steps To Get Started Today

Our portfolio of solutions is designed to support a modern hybrid workplace—enabling you to drive stronger collaboration, connection, and experience.

Select the right starting point that meets your business and technology goals:

Hybrid Meeting Workshop

Envision the possibilities with Microsoft Teams Rooms and outline a plan to drive seamless transformation and adoption.

[Know more >](#)

Modernize Communications Workshop

Get a modular engagement to experience the vision for Microsoft Teams Phone and advanced communication scenarios.

[Know more >](#)

Corporate Broadcast Studio Workshop

Understand the art-of-the-possible with your broadcast studio and get an action plan to achieve your vision.

[Know more >](#)

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