

Planning for Your Next Phase of Work

Whether you're returning to the office, going fully remote, or giving your team the flexibility to choose, Zoom can keep you safe and connected.



As a sense of normalcy begins to return after a year of extreme changes, decisions now need to be made about what the next phase of work will look like for your teams and your company. Will you be fully returning to the office? Will you leave the office behind and embrace a fully remote workplace? Or will you offer your employees the choice to work where they want, building a hybrid workplace with both fully remote and in-office options?

Whatever choice you make, Zoom's video-first unified communication platform offers the features and functionality your team needs to stay safe, connected, and productive. This ebook covers three options for what your next phase of work could look like, as well as the specific tools and features of Zoom that can make them possible. What you choose for your next phase of work hinges on a number of factors unique to your business, your strategy, and your people. This document will merely help shine some light on the options available to you and get you thinking about what's possible, especially with Zoom!

About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is a publicly-traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

Section One

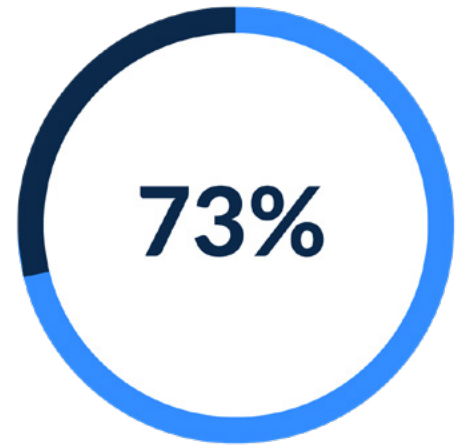
Full Return to the Office

Planning for the health and safety of your team as you return to your physical workplace.

Full Return to the Office

This time last year, everyone was asking themselves the same question: “when can we get back to normal?” But over the past few weeks and months, many business are realizing that their sense of “normal” will likely never return just as it was. Even as organizations begin to return to the offices they left last year, they’re facing new and unanticipated challenges. While employees are eager to return to the office, they’re also nervous about their health and safety.

A [study conducted by Envoy](#) surveyed 1000 full and part time employees in the US; the results showed that 73% of respondents were worried about returning to the office. Companies are taking these concerns seriously, and for good reason: the study also found that over half of people would consider leaving their job if their employer didn’t prioritize their safety. Getting the best work from your people now requires additional focus to ensure the health and safety of all those present in the office.



Percent of workers concerned about returning to the office.

For those surveyed, the top three concerns about the physical workspace were concern over others coming to work sick, an overcrowded workplace, and proper ventilation. While Zoom has traditionally been focused on virtual collaboration, we’re rapidly expanding our product portfolio to help businesses like yours tackle these challenges and get back to work safely.

Top Concerns about the Physical Workplace



Not knowing if someone sick comes into the workplace



Too many people in the workplace at once



Lack of proper ventilation

Returning to the Office Checklist

Ensuring the health and safety of your employees while they're in the office is more important than ever before and you need the right tools to help you manage resources and minimize contact wherever possible. Zoom makes this easy with our video-first unified communications platform. With some exciting new features, and others you've known and loved for years, Zoom can get your team back in the office quickly and safely.

Health & Safety

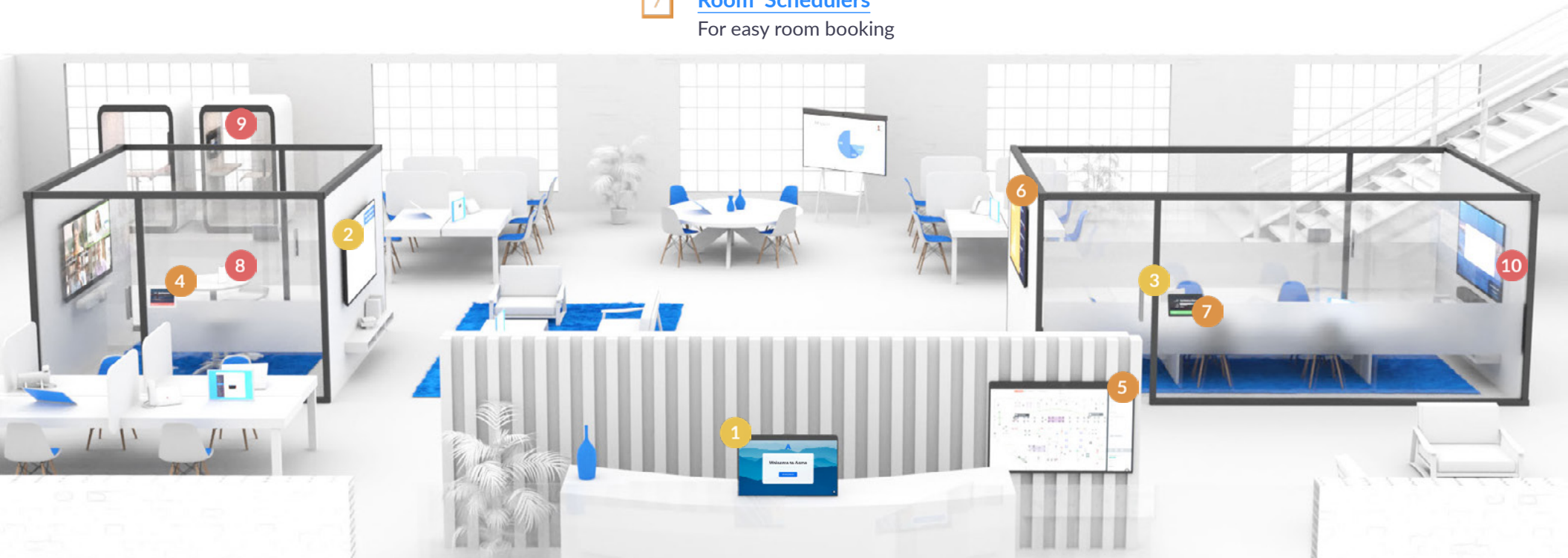
- [1 Virtual Receptionist](#)
For contactless visits
- [2 E911 Platform](#)
For emergency response
- [3 Environmental Data](#)
To monitor conditions

Resource Management

- [4 In-Room People Counting](#)
For policy monitoring
- [5 Hot Desk Availability](#)
For resource sharing
- [6 Digital Signage](#)
For important updates
- [7 Room Schedulers](#)
For easy room booking

Hands-Free Communication

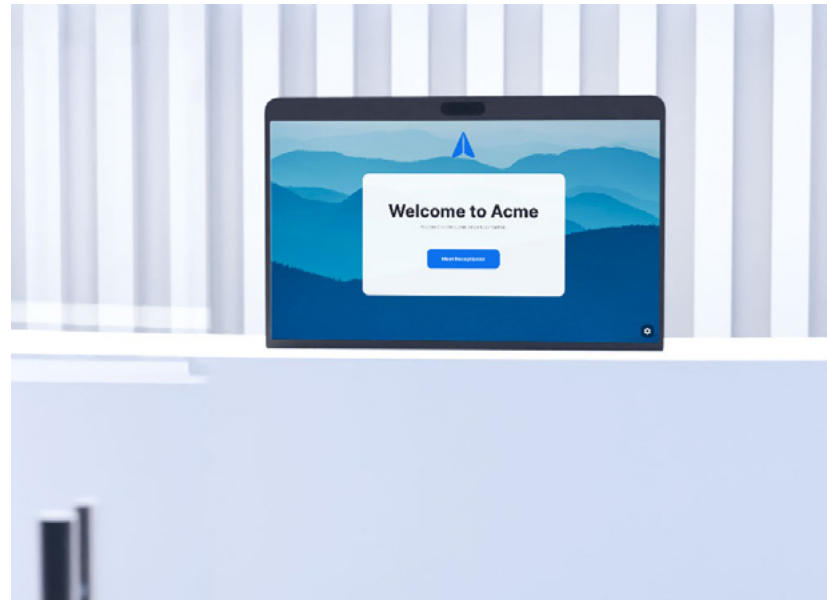
- [8 Companion Mode](#)
For mobile room control
- [9 Wireless Pairing](#)
With dedicated devices
- [10 Voice Control](#)
In conference rooms



Virtual Receptionist

Welcome guests safely and allow your front desk staff to work from anywhere with Zoom's virtual receptionist. Office visitors can simply tap the "meet receptionist" button and instantly be connected with your front desk staff over Zoom.

Once engaged, your front desk staff can greet and assist office visitors from anywhere, safely delivering a great first impression to every office visitor. [See it in action.](#)



Digital Signage and Hot Desking

With more employees looking to split their work week between home and being in office, hot-desking with Zoom Rooms Scheduling Displays can help employees reserve their spaces in advance and provide visibility of available resources.

Use Digital Signage to show resource availability (e.g. [SpacelQ](#)) or information such as the cleaning schedule of hot desks.

Voice Commands for Zoom Rooms

With Voice Commands integrated directly into iOS Zoom Rooms controllers, you can start a meeting in a Zoom Room with voice commands. Upon entering a meeting room, attendees can start a meeting by simply saying "Hello Zoom, start meeting," eliminating the need for touching communal Zoom Rooms controllers.

Alexa for Businesses is also available on [Zoom Rooms Appliances](#) later this year, providing additional abilities, like "Alexa, find me an available meeting room."



E911 Digital Signage Integration

With fewer coworkers in the office to help in times of need, marshaling the right resources is more challenging than ever.

Zoom Phone Nomadic E911 (U.S. and Canada) provides the ability to dynamically track the location of users as they move around your campus to ensure their location is up to date in the event of an emergency. When an emergency number is dialed, Zoom will notify your internal safety team and use digital signage to direct first responders.

[Watch a 1 Minute Demo](#)

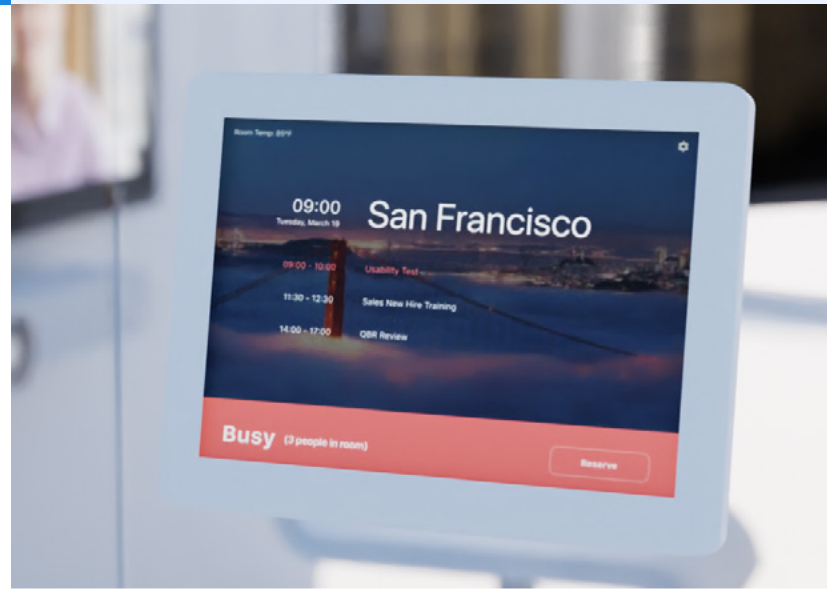


Pairing with Zoom for Home Devices

Devices like the [DTEN ME](#) can now automatically sync to a users calendar, status, meeting settings, and phone across devices for an integrated video-first unified communications experience. This makes it easier than ever for your team to share resources like equipped huddle rooms or telephone/calling booths.

In-Room People Counting

We're enhancing Scheduling Displays to show in-room people counting to help attendees keep to social distancing requirements. The Zoom Rooms camera will constantly monitor people in a room, displaying the count on the rooms scheduling display. Rooms will also report on room occupancy over time in the Zoom Rooms dashboard, making it easier to track and enforce any occupancy policies or limits.



Zoom Rooms Scheduling Displays

Zoom Rooms customers can deploy an unlimited number of scheduling displays that can make it easy to book meeting spaces throughout the office. Integrated directly in your organizations calendar application, scheduling displays show real-time booking information and availability throughout the office. They can be used for large conference rooms, huddle rooms, and even desks or other shared resources.



Companion mode for Zoom Rooms

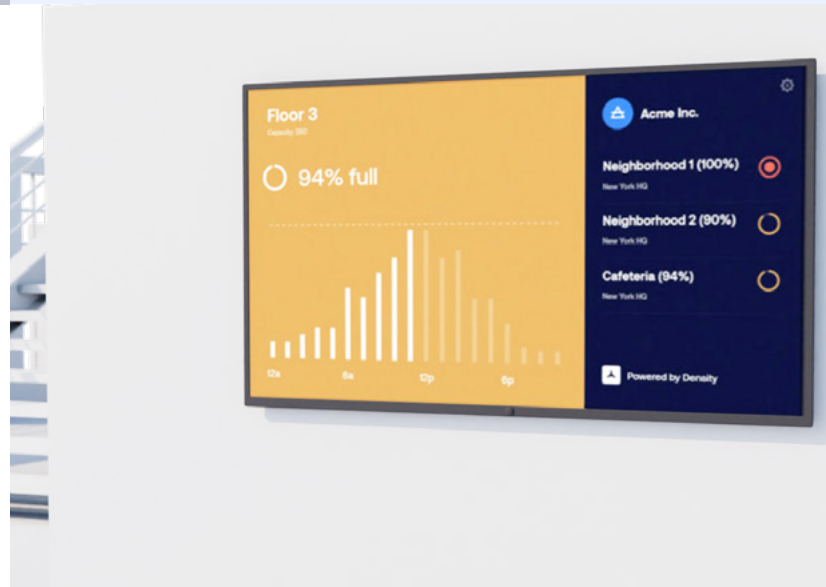
In-room meeting attendees can now pair their personal devices to the Zoom Room with the Zoom Room Controller mobile application. Once paired, an attendee can manage the room controls from their own device. No need to touch communal controllers to start or control meeting rooms, everything can now be controlled from the attendee's own device.



Digital Signage and Space Utilization

Zoom Rooms customers can deploy an unlimited number of digital signs to display important information and announcements throughout the office.

Leveraging secure, cloud-based occupancy dashboards from organizations like [Density.io](#), Zoom Rooms Admins can display building capacity limits and human occupancy alerts throughout your office space.



Enhanced Dashboard Reporting

The Zoom Rooms dashboard can now help monitor and report on room occupancy, giving you a clearer picture of how resources are being utilized and if employees are following policies.

Supported hardware, such as Neat devices, can also monitor things like air quality, to ensure a safe and healthy environment.



Buttonless Bluetooth Phones and Softphone

Zoom Phone makes it easy to pair deskphones to specific users in flexible work environments and new bluetooth-enabled, buttonless models allow for easy cleaning and minimal hands-on usage.



Zoom Rooms Smart Gallery

When your workforce is split between home and the office, meeting with a conference room full of people can be overwhelming and impersonal when you're working from home.

With Zoom Rooms Smart Gallery, launching later this year, Zoom will automatically sense the participants in the room, and create a separate camera feed for each participant, making the meeting feel more like the Zoom Meetings you know and love.



Section Two

Fully Remote Workplace

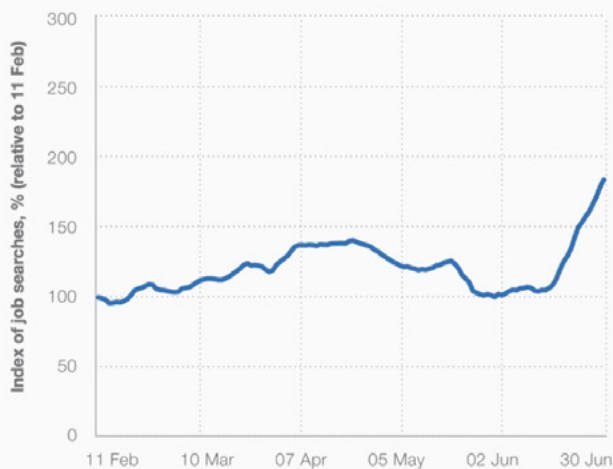
Keeping your team connected and together, even when they're apart.

Fully Remote Workplace

Remote work is not a new concept, but over the past year it's taken a massive leap forward, from a conceptual strategy to the day-to-day reality of most information workers. The past year has been an incredible experiment in remote work, and that experiment has yielded some very real and surprising benefits to companies that have embraced it.

Productivity has long been the top concern of many companies as they considered flexible working options. Over the past year, many companies have found the flexible working options actually *improved* their team's productivity. [One Gartner study](#) showed that when employees are given the flexibility to choose when and where they work, the percentage of top performers rose by 19 points to 55%. That means a *majority* of the employees at remote companies are top performers!

A. Changes to job-seeking behaviour, February-June 2020



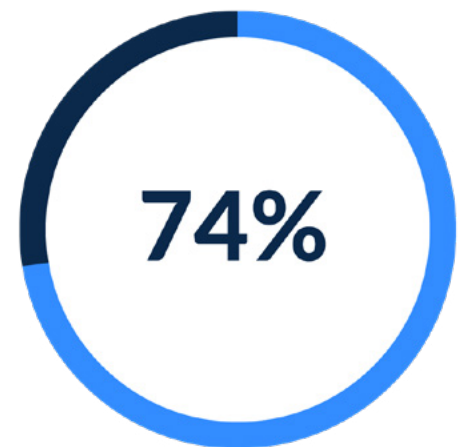
Source: LinkedIn Economic Graph

B. Changes to job-posting behaviour, February-June 2020



Worker desire for flexibility in where and when they work is mirrored in hiring trends. According to Karin Kimbrough, Chief Economist at LinkedIn, "We're seeing a huge increase in demand for remote work on our platform, one that will have a significant long-term impact on the labor market. Globally, we're seeing four times the number of jobs that offer remote work since March."

For these reasons and more, the remote work trend is not going anywhere soon. According to a [Gartner study](#), seventy-four percent of surveyed companies plan to institute some form of remote work for their employees on a permanent basis. But successful remote work requires the right communication and collaboration tools, and Zoom offers a complete communication platform for your remote team.



Percent of businesses planning on implementing some form of remote work long-term.

Fully Remote Workplace Checklist

Keeping your employees connected, giving them new ways to collaborate, and facilitating the interactions that build and maintain company culture are all crucial elements of a successful, productive remote workplace. Your communication platform is the hub that makes all of this possible. Use the checklist below to gauge your readiness to deploy a fully remote workplace.

Collaboration

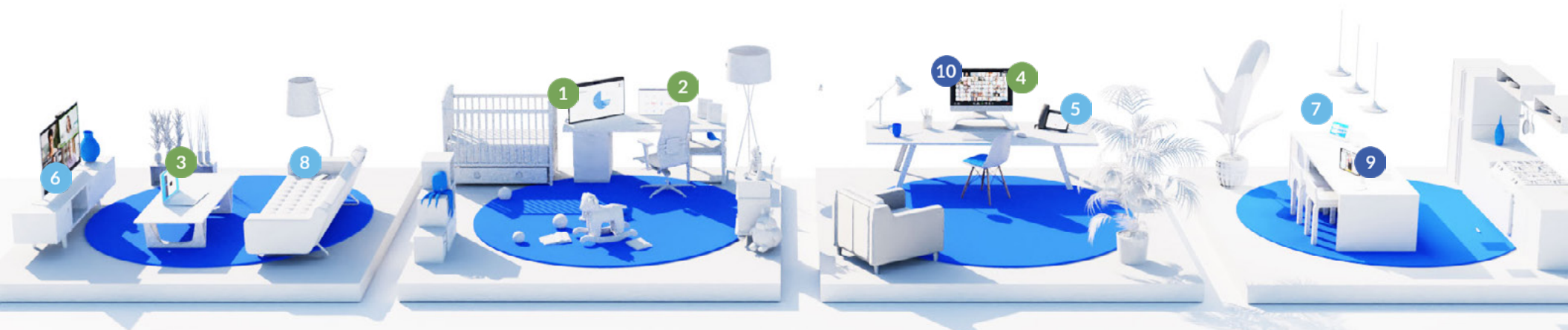
- [1 Persistent Whiteboarding](#)
For easy collaboration
- [2 Zoom Apps](#)
Work on one place
- [3 Messaging](#)
Real-time connection
- [4 Noise Suppression](#)
Fewer disruptions

Communication

- [5 Soft/Hard Phone](#)
Easy remote use and setup
- [6 Zoom for Home](#)
The best Zoom experience
- [7 Zoom on Smart Devices](#)
More ways to connect
- [8 Mobile App](#)
Always connected

Culture

- [9 OnZoom](#)
For company events
- [10 Large Meetings](#)
Up to 1000 participants



OnZoom for Company Culture

When your employees are working remotely, maintaining company culture can be a challenge.

OnZoom provides an event platform that is perfect for offering culture-building classes to your employees, from yoga to cooking classes.

Sharing experiences is where culture is created and maintained, and OnZoom makes it easy to attend a wide range of events or host your own.



Persistent Whiteboarding

Collaborate like you're in-person, even when you're not. Zoom's persistent whiteboards are perfect for collaborative brainstorms, ideation, and iteration. Contribute to whiteboards from your desktop application, mobile application, or Zoom for touch devices. Whiteboards can easily be saved to Zoom Chat for further editing or collaboration.



Zoom for Home

Zoom for Home devices bring exceptional meeting experiences right into your home office or living room. Easy setup and management mean you can spend more time face-to-face with your team, even when everyone is at home. Devices like the **DTEN OnTV**, pictured here, can even turn your existing TV into a Zoom Room, allowing you to join meetings with a single touch.



Zoom Chat

Make collaboration easier between teams and external participants with enterprise chat and instant video meetings. Zoom Chat allows you to communicate in real-time across your entire organization. With 1:1 chat and group chats, you can keep your teams up to date and connected from minute to minute. Zoom Chat provides the tools to help every organization leverage the power of messaging communication to enhance team collaboration.



Zoom for Smart Devices

Zoom now runs on more devices, including the Google Nest Hub Max, Amazon's Echo Show, and the Facebook Portal. Your teams can leverage the smart devices already in their home for even more ways to meet and stay connected.

Background Noise Suppression

The sites and sounds of a remote workplace are far less predictable than a standard office. Thankfully, Zoom's background noise suppression will eliminate all background noise such as dogs barking or your partner's phone call, creating a distraction-free meeting experience that's perfect for important meetings and presentations or online education.



Zoom Apps and App Marketplace

Bring the tools you use every day into the Zoom Application with [Zoom Apps](#), and [Zoom's App Marketplace](#). Zoom can fit seamlessly into the workflows and tools your team already uses to get work done, eliminating time consuming context switching and improving the efficiency and effectiveness of your team.



Zoom Mobile App

Rated Best App of the Year in the Apple App Store, the Zoom Mobile App allows you to stay connected wherever you are. Whether you're using Zoom Chat to stay in-touch with your team or taking a video meeting on the go, the Zoom Mobile App ensure you never miss a thing.

Large Meetings and Town Halls

Zoom scales seamlessly to accommodate all your meeting needs. Whether it's a one-on-one or a town hall with the entire company, Zoom works perfectly every time. Zoom webinars can accommodate even more participants, making Zoom the perfect choice for even your largest events.



Section Three

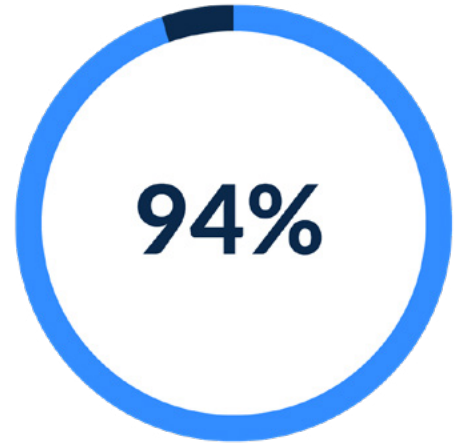
The Hybrid Workplace

Giving your people the freedom and tools they need to work the way they want.

The Hybrid Workplace

As companies plan for their next phase of work, many will likely implement both a remote and physical workplace, or what we're calling a hybrid workplace. A hybrid workplace provides employees the ability to choose day-to-day where they would like to work. Some employees can work remote full time while others will be in a physical office bright and early each day. But both groups have the flexibility to change their working location based on their schedules, projects, or needs of the day.

Allowing employees to tailor their workplace to their needs can have a dramatic impact on productivity, and employees seem to know it. That same [study conducted by Envoy](#) that surveyed 1000 full and part time employees in the US found that a whopping ninety-four percent would like to still be in the office at least once a week. Physical and remote workplaces both have their place, and a hybrid workplace allows your team to choose the environment that best suites their needs and work.



Percent of workers that would like to be in an office at least once per week.

The hybrid workplace is not without it's challenges. The top three concerns about the hybrid workplace are concern over others coming to work sick, not being able to see friends and teammates as often, and missing out on birthdays, activities, and other events that can build and maintain culture. Just as Zoom helped facilitate fully remote workplaces and full physical workplaces, the Zoom platform is essential to productive hybrid workplaces.

Top Concerns about the Hybrid Workplace



Not knowing if someone sick comes into the workplace



Not seeing friends and teammates as often



Missing out on birthdays, activities, and other events.

Hybrid Workplace Checklist

The hybrid workplace blends the advantages and challenges of both the physical office space and the remote workplace. This makes your communication platform more important than ever, and Zoom has the tools and features to provide the flexibility your team wants, with the safety and accessibility they need to stay connected no matter where they work. Use the checklist below to gauge your readiness to deploy a hybrid workplace.

Collaboration

- 1** [Persistent Whiteboarding](#)
For easy collaboration
- 2** [Zoom Apps](#)
Work on one place
- 3** [Messaging](#)
Real-time connection
- 4** [Noise Suppression](#)
Fewer disruptions

Communication

- 5** [Smart Gallery](#)
More personal meetings
- 6** [Zoom for Home](#)
The best Zoom experience
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Health & Safety

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- 11** [Environmental Data](#)
To monitor conditions

Resource Management

- 12** [In-Room People Counting](#)
For policy monitoring
- 13** [Hot Desk Availability](#)
For resource sharing
- 14** [Digital Signage](#)
For important updates
- 15** [Room Schedulers](#)
For easy room booking



As we mentioned in the introduction to this ebook, what you choose for your next phase of work hinges on a number of factors unique to your business, your strategy, and your people. This choice should be carefully considered to find the solution that best fits your situation and business.

With Zoom's video-first unified communication platform, you're able to keep your people safe, keep them connected, and keep them productive no matter what your next phase of work looks like. We'd love to speak to you about your workplace, the challenges and opportunities you're facing, and how Zoom can partner with you to come back from last year stronger than ever.

[Contact Sales](#)

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