

HYBRID WORKING

**THE NEW WAY  
OF WORKING? ADD  
A LITTLE TOUCH  
TO YOUR  
HYBRID OFFICE**



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# PREFACE



Work is no longer confined by the walls of the office. Actually, that's been the case for some time now. Remote working, video conferencing – our working habits have changed dramatically. Particularly since the pandemic. While in the early days of the crisis we all suddenly had to work from home, we are now returning to the office almost as quickly. We say 'almost', as it's highly likely it'll end up with a middle ground between working in the office and working from home. That's because we've clearly missed it all: live scrumming, the joy in your colleagues' eyes when the team ticks off another KPI and the Friday afternoon drinks. Working from home every day? That's not here to stay. Everyone back in the office five days a week? Also a no-goer. It is clear: hybrid working is the future!

**'Social interaction remains a number one need.  
Also in the hybrid office.'**

Something that will not change in the new way of working is our need to collaborate. In small groups, with your own team, with colleagues from other departments or from different sites. Social interaction is and remains our number one need (and motivator). And that's precisely where the added value of an interactive touchscreen lies. Your hybrid working environment? That's where touch belongs!

In this whitepaper, we will tell you more about how an interactive touchscreen contributes to optimal collaboration and interaction in a hybrid working environment. We'll also provide you with a number of practical tips to keep in mind when purchasing your screen.

**Let's go hybrid! Are you transforming with us?**

# HYBRID WORKING – IT'S HERE TO STAY

HYBRID WORKING

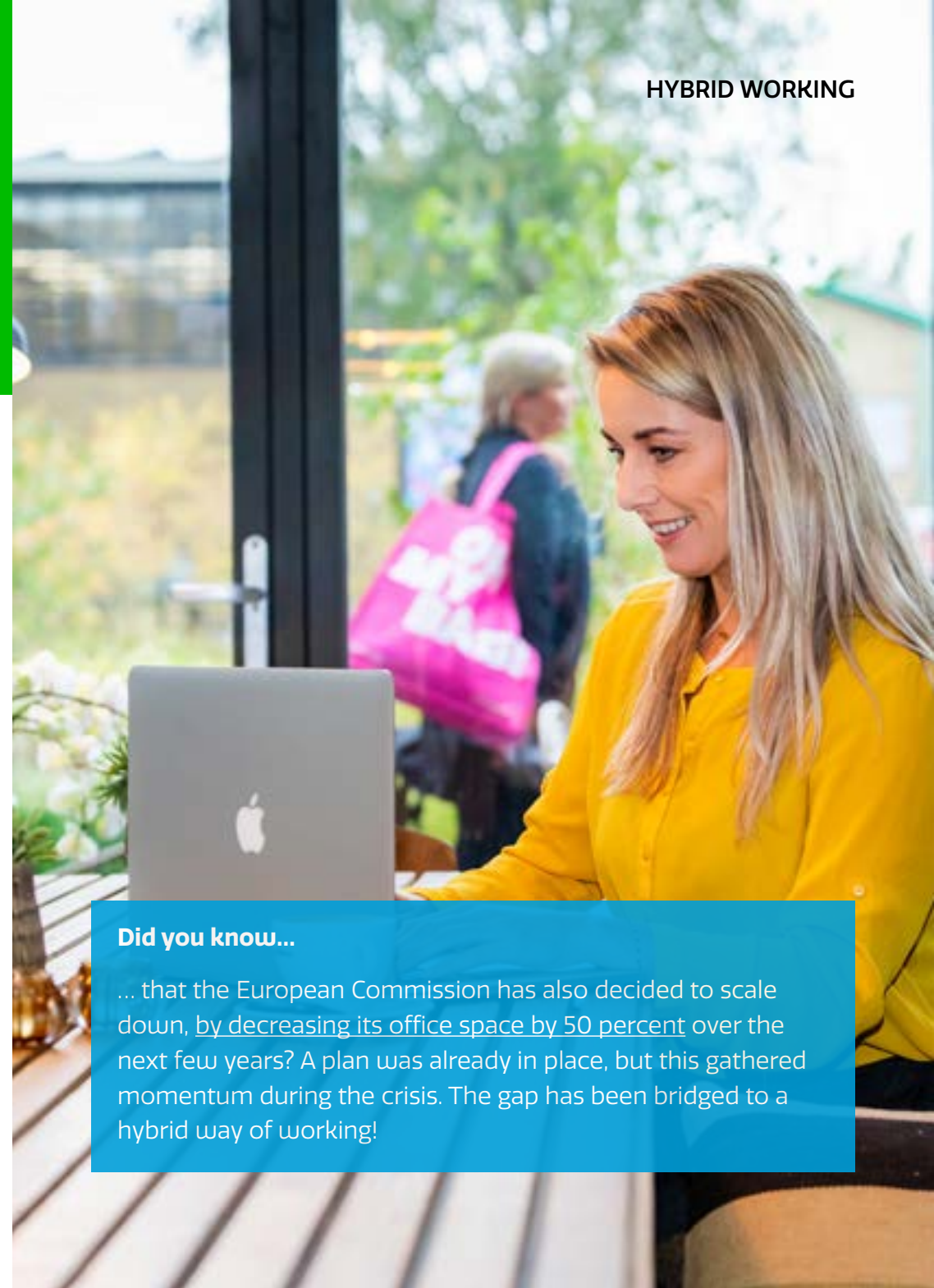
## Working from home or the office? The next step is middle ground

Hybrid working methods are becoming more and more common. Capgemini's report [Future of Work](#) wastes no time. 75 percent of the organisations that took part in the survey expect 30 percent of their employees to continue to work remotely on a regular basis. A quarter of the respondents even expect this to be 70 percent. Especially in consultative structures exceeding ten people, it increasingly happens that the office is only opted for when meetings have a specific purpose. And although the balance between working from home and office-based workers is slightly different in smaller companies, it's anticipated that the majority of employees will work remotely for one and a half days a week.

An additional advantage of hybrid working? It contributes to a sustainable future! As the need for travel and commuting decreases, CO2 emissions from business traffic are reduced.



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### Did you know...

... that the European Commission has also decided to scale down, by decreasing its office space by 50 percent over the next few years? A plan was already in place, but this gathered momentum during the crisis. The gap has been bridged to a hybrid way of working!



# HYBRID WORKING – IT'S HERE TO STAY

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## Hybrid mindset: adjust to your new work culture

Hybrid working runs smoothly, [provided you adapt your work culture accordingly](#). For example, by creating digital communities and focusing on trust and “deliver-where-you-are” agreements. Because this new way of working is not without its challenges. It is no surprise that more than half of remote workers feel burned out after a long period of working entirely from home. Staff are more likely to feel micro-managed, untrusted and they systematically describe a tangible decrease in happiness at work, productivity, and engagement. In short: if you are approaching remote working incorrectly, it will deliver the exact opposite of the desired results.

The hybrid mindset is mainly about working more intelligently. This is achieved by focusing on a new way of collaborating and interacting. For example, by optimising your meeting rooms for both physical and remote meetings.

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# TOUCH WORKS – ESPECIALLY IN A HYBRID WORKING ENVIRONMENT



## Go-getters in the starting blocks: make the transition and switch

At many companies and organisations, it is abundantly clear: hybrid working is here to stay. A hierarchical consultation structure is no longer a sustainable situation. But we understand that switching to a new company culture does not happen without its setbacks. Working (partly) from home for a longer period of time? Good idea. But you simply can't guarantee that same level of engagement amongst your colleagues and employees. In a previous white paper we looked at [flexible company structures in comparison to traditional structures](#). A faster result, working more efficiently – that's the motto. This is perfectly compatible with the hybrid ways of working that will become increasingly common.

**'Make the transition and switch: hybrid working is here to stay.'**

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## From a place for fleeting visits to an effective playground for scrum team members

Your office is the meeting place and your employees and colleagues pop in and out. And yes, that works. Whereas many office spaces are being vacated and scaled down, the remaining rooms are increasingly being equipped for purposeful meetings.

**'Meeting rooms will take centre stage in the new working environment – 57% believe that the meeting room will be the most frequently used space at the office'** Source: [Barco](#)

You and your team come to the office for a sprint or for an inspiring stand-up meeting. All of your colleagues then return to their personal workplaces, either at home, in another area within the building, or in the coffee shop around the corner. We know that social interaction and engagement increase when participants are not only physically present, but, where possible, are also challenged by the people around them. Touch allows you to do that impeccably and we would love to tell you more about that.



# TOUCH WORKS – ESPECIALLY IN A HYBRID WORKING ENVIRONMENT

## Why touch is a must for your hybrid working environment

A touchscreen is an essential tool in a hybrid office. Why? No more lost flipcharts: every idea and flash of inspiration can be followed up anywhere. This enables you to work in a team, always and everywhere. What a screen should offer to ensure an ideal situation? An all-in-one solution with functionalities such as interactive whiteboards, brainstorming options, the ability to share your screen and make room reservations. And not to forget: the ability to make video calls!

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# TEAMWORK? YOUR NEW FAVOURITE COLLEAGUE IS A TOUCHSCREEN



## No analogous clutter, but equally no hassle with tech

So why choose touch? Simple. Teamwork works better (and even faster) if the interaction is optimal. No problems with crashing systems, lost post-it notes and projects that do not synchronise well. A robust, digital infrastructure underpins hybrid working. And your touchscreen is the central, digital point in your workspace, allowing you to really focus on those results in the short time that you have. And whether you use Jira, Miro, Trello or another tool, these teamwork applications support touch. That's for a good reason – for stand-up meetings and scrums, touch has significant added value!

**'Whether you use Jira, Miro, Trello or another tool; these teamwork applications support touch.'**

### A touchscreen in a hybrid working environment. Why?

- ✓ A touchscreen increases interaction during meetings.
- ✓ A touchscreen brings teams together, wherever you work.
- ✓ Purposeful meetings? No problem. Your touchscreen is the focal point in your meeting room, for both small and large teams.
- ✓ A touchscreen works seamlessly with collaboration tools such as Jira, Miro and Trello.
- ✓ Touchscreens are also suitable for video conferencing through Teams, Zoom, Webex, Pexip, Google Meet, or whichever video-conferencing system you may have.
- ✓ All-in-one yet scalable? Definitely!
- ✓ Touch simply makes meetings more effective, more meaningful and fun!

# TOUCH ALL THE WAY – WHAT TO THINK ABOUT

HYBRID WORKING



## Hybrid working requires different types of workspaces – your touchscreen is always compatible

Hybrid working is already seen as "[the great next disruption](#)". Touchscreens with a user-friendly user interface and in line with what you and your colleagues need, allow you to create a perfectly scalable, hybrid working environment.

Beforehand, you should carefully consider which applications are used in your company and what is required in each room. A wireless screen sharing option is more important in a presentation room than in a brainstorm room, whilst a training room has to be able to support software for training purposes. A good touchscreen is flexible and suitable for every room. Why? Because with hybrid working as a starting point, we assume that interactive working will ultimately transcend the meeting room. Touch belongs wherever work is carried out; from the reception to the huddle space and from the boardroom to the training rooms.

**'A good touchscreen is flexible  
and suitable for every room.'**

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## You choose touch. And a secure working environment

Every so often, you want to return to the office. We get that. We also understand that afterwards, you want to write up your notes at home or whilst on the go. With touch, you choose for interaction, dynamism, and engagement. And yes, we are on the same page when it comes to the importance of security. The touchscreen plays a key role in the meeting room and is accessible to everyone in the company. It must therefore meet your security needs 100 percent. If you choose a touchscreen without operating system, this will ensure optimal security. No software updates are required. No data storage is lost unnecessarily. And no apps can be installed that can cause data breaches or allow unauthorised access. If you choose a touchscreen with operating system, please note that you can turn off or lock data, video/USB ports and menu settings. Privacy and security? Always by design.

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# TOUCH ALL THE WAY - WHAT TO THINK ABOUT



## Work reinvented: touch scales up or down with you

Hybrid working will revolutionise our working environment. Meeting one another “live” for a meeting? Of course, you want to continue to do that. Face-to-face meetings make your workday more meaningful and fun ([and it's also better for your brain](#)). Yet more and more people are working partly from home and partly from the office. Your workdays will look different and touch fits in perfectly with the next step, precisely because you can follow-up your scrum sessions and meetings at home. Plus, your touchscreen is scalable and always flexible. Because you will, of course, choose what you need at this point in time, but if your needs change or if your company grows, your touchscreen can grow with you. Without you having to buy a new one. This way you are ready for the future of hybrid working.

### Things to consider when buying a touchscreen.

Here are the most important points in a nutshell:

- ✓ **Usability:** how easily can you and your colleagues operate the touchscreen?
- ✓ **Interactivity:** how does the screen work with other devices and applications already in use at your company?
- ✓ **Flexibility:** what do you need in different rooms and what exactly does the touchscreen offer? For example, whiteboarding, wireless screen sharing or video conferencing.
- ✓ **Security and data security:** how does the touchscreen safeguard data and how can you hold meetings safely?
- ✓ **Future-proofness and scalability:** technological developments are moving fast, will these keep you going for a while?

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## Hi, we are CTOUCH

CTOUCH helps organisations create a modern workplace in which people can collaborate more efficiently. We stimulate interactivity, productivity and involvement during meetings, workshops and anywhere else too, for that matter. How? By implementing the endless possibilities of touchscreens for inspiration, for sharing knowledge, for so many things! That way, we provide you with support for any environment in which you would like to be or which requires more collaboration. We'll take care of that, and you'll be surprised at what we manage to achieve. Guaranteed!

Feel free to reach out to us via:

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[www.ctouch.eu](http://www.ctouch.eu)



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