

A BUYER'S GUIDE TO SOFTWARE BUILT FOR THE FUTURE OF WORK

6 RECOMMENDATIONS TO INFORM YOUR COMPANY'S IT BUYING DECISIONS

A transformation to a more globally dispersed, flexible and remote workforce is happening—in some companies more rapidly than others.

Leaders in IT are challenged to support employees today while considering what's on the horizon. Identifying and implementing the right set of technology tools that work for the short and long term is crucial. Read on for some pearls of wisdom to help evaluate tools that will best support your organization now and in the future.

1 | Cloud-based solutions are business critical. Full stop.

The workforce will be moving out of the office in favor of flexible, remote work. They'll be working from home full-time, part-time or just anytime they want. More than one-third of employees will work remotely full-time in the next 10 years according to current predictions. So everything you think about deploying now must transcend physical locations in order to connect and support dispersed teams.

Cloud-based solutions are faster to deploy and offer secure access from anywhere without having to implement a complex infrastructure and network strategy. Depending on your company's requirements and the needs of remote team members, the end goal should be an integrated suite of tools to support remote collaboration, project management, performance evaluation and everything in between.

2 | Support flexible teams with mobile excellence.

The more dispersed your team, the more important it is to provide "always-on" technology to help everyone stay connected. According to Gartner, there will be more than 20 billion connected devices by 2020. Employees will expect to be able to use any and all of these devices to get their work done. So look for partners who are developing software not only for mobile-ready, but for mobile-EXCELLENCE.

What we consider "mobile-excellent" applications meet the following criteria: They're built with all devices and operating systems in mind, and they're designed to match the functionality of the device they'll be used on, but they're not a "lesser version" of the main application. The features and functionality of the mobile versions of an application should mirror the desktop, to make them user friendly.

3 | Collaboration unrestricted by time, location or device.

Great collaboration—whether it's sharing knowledge, developing new ideas or reporting outcomes—keeps businesses thriving. So how your employees will collaborate in the future should be a top priority. Remote teams have to communicate with each other in ways that compress time and space, so collaboration tools need to be easy to use from any device or location, yet robust enough to ensure that remote teams can stay connected without error.

The format of business communication will continue to trend towards short-form text and instant messaging. Deloitte expects business-related text messages to skyrocket in the years ahead, especially as text-savvy Gen Z enters the workforce. A collaboration tool for the future of work needs to support seamless exchanges of all types—from chat, to meeting, to audio – and maintain momentum from one form to the other.

4 | Support a round-the-clock global workflow.

Today's workforce has more opportunity than ever before to work with colleagues from around the world. As this trend continues, employees of the future will encounter new challenges with workflow and project management. Keeping timelines and workflows organized between teams that are working far apart will be a common pain point. The more traditional communication tools like meetings and emails aren't built to support workflows and production cycles that are globally active 24/7.

Consider deploying a global-friendly project management tool designed with ease of use and accessibility in mind. The devil is in the details – so user-tagging, timelines and organization features are key. These tools need to be accessed from anywhere at any time without heavy user restrictions or complex subscriptions. Users should be able to easily add licenses or other users as teams grow or outside vendors are brought in on projects.

5 | Get measurable employee performance and engagement analytics.

One of the key reasons that companies are embracing remote work is the measurable increases in productivity and reductions in costs. But the key word in that sentence is measurable! Remote teams have to be accountable for the work they're doing, despite being far from the office. Look for performance management tools built for employees that work from anywhere and have robust dashboards to measure performance across the whole organization.

Truly valuable engagement with employees can't happen over text alone, so look for solutions that enable video or support dynamic content. Set leadership up with a one-to-many communication tool like GoToWebinar, which supports Q&A and can be consumed on demand. The most important messages from executives can foster discussion and generate excitement even among dispersed employees.



GoToMeeting, a leader in Gartner's 2018 Magic Quadrant for Meeting Solutions, is part of a suite of cloud-based collaboration tools that support two million daily users across the globe. With #1 rated mobile app in the collaboration, GoToMeeting users can host and join online meetings, audio calls, or use business messaging from any device.

6 | Innovate with artificial intelligence.

Many of the technology tools needed to support remote work teams are being super-charged by artificial intelligence (AI), particularly machine learning. AI already is powering solutions for everything from project management to online meetings. Look to partner with companies who are embracing this innovation and already dipping their toe into AI.

A fast route many companies are taking is partnering with Amazon or Google through integrations. GoToMeeting, for example, integrates with Alexa to give you a hands-free way to review your calendar and schedule new meetings. Alexa has evolved rapidly from a smart speaker in your living room to a powerful digital assistant that can boost your productivity.

But the companies you really want to start partnering with are those developing their own AI and cognitive technologies to streamline productivity and solve business problems. With GoToMeeting's Smart Meeting Assistant, the content of a meeting can be captured, shared and reviewed well beyond the meeting itself. Collaboration that was once a scheduling nightmare or a note-taking headache is now as simple as sharing a link.

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