the digital workspace in a flash

+

digital workspace

editorial

New or mobile workspaces, the mobile office, future workstations, office 2.0: the recent explosion in mobile work tools powered by new technology goes by many names.

Today, 63% of employees work from a mobile device at least once per week. About 40% use at least three different devices throughout the day. And over 16% telecommute. New mobility is chipping away at traditional place and time constraints, upsetting work habits. Businesses must adapt to this technological and cultural revolution.

This blogbook dedicated to the digital workspace (that's what we'll call it) aims to shed some light on these new uses, and determine what businesses can do to surf this new wave of mobility, while still optimizing user experience.

Happy reading,

Olivier Rubellin

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mobile workspace: once we communicated, now we work!

by Yann du Bot

The mobile workspace has made digital nomads fully operational regardless of where they find themselves because it puts their office at their fingertips! Of course, the right equipment is necessary, but business apps, collaboration tools and unified communications all help to create the "always on" office.

multi-device and digital ecosystems

The arrival of **tablets** must be highlighted, as these devices are the perfect companions to the usual PC + smartphone combo. This new triad is making a strong case in favor of "tablets for everyone." And people are listening!

These devices no longer occupy their own separate worlds. They now form a powerful whole made even stronger by the networks that connect them. Having an excellent CRM base for my customers isn't enough: now I also have to make sure all my devices can connect to it! Same goes for intranet sites and **collaboration platforms.**

Recent operating system evolutions work to create digital ecosystems that offer a consistent user experience from one device to the next, thus reducing "perpetual login" syndrome. One example of this is the Windows 8/Windows Phone 8 ecosystem and its aim to provide a "unified" user experience.

This **new convergence** first started a few years ago when devices began to synchronize contacts, email, personal calendars, etc. At the time, the rise of the Personal Information Manager (PIM) signaled the birth of the Cloud. Nowadays, this trend has gone much further through the expansion of business apps that notably help collect data directly in the field – cost estimates, reports, etc – and sync them directly to the company IS before reworking them.

The Cloud ushered in the era of "real time," which helped cut costs related to reprocessing data and reduce the risks tied to repeatedly collecting data. This has led to real gains in flexibility, time and costs.

"recent operating system evolutions work to create digital ecosystems that offer a consistent user experience from one device to the next, thus reducing "perpetual login" syndrome"

focus on

collaboration 2.0

For better or worse, traveling is no longer a good excuse! With the connected ecosystem, digital nomads can improve their productivity. In addition to instant messaging, options such as voice-over IP, conference calls and videoconferencing solutions have taken interaction to a new level. By offering high-speed uploads, 4G makes it possible to transfer large files. Thanks to reduced lag time, 4G also makes **videoconferencing** more powerful and effective than ever. .

These changes in the work environment are part of the impetus behind developing enterprise social networks, which provide highly useful platforms for internal collaboration. More and more, businesses are creating project-specific spaces through which team members can interact. Even better, project teams with an international dimension can now recruit the right specialists without worrying about their location or travel costs.

new uses for new mobility

These functionalities are evolving to become increasingly user-friendly because the success of the Mobile WorkSpace depends on user adoption, i.e. allure. In short, don't forget that the performance of virtual networks always depends on the performance of physical networks!

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the future workspace: the keyword is "adaptation"

by Olivier Rubellin

At the first roundtable on the transformation of the digital work environment, economist Nicolas Bouzou described some recent economic and technological changes in business. We then talked about the uses and challenges of the future **workstation.** Below is a summary of our discussion.

"you can hear the tree fall but not the forest grow"

Today's businesses are faced with the paradox of **"creative destruction."** Nicolas Bouzou noted that steamboat builders, blinded by their own interests, rioted when the first railroad projects began in 1842. They failed to recognize the revolutionary quality of this new mode of transport. We see the same thing happening with the digital transformation of business: "you can hear the tree fall but not the forest grow."

He then cited Schumpeter's principle, which states that **innovation** comes in waves, and added that new technologies enable multiple uses: "originally, the internet was created to protect the Pentagon's data, not to find a date on match.com."

But what does any of this have to do with the **new workstation,** you ask? Nicolas Bouzou concludes that the buzzword will be "adaptation." In this phase of hyper-creative destruction that is transforming the digital work environment, the businesses that survive will be those that adapt to their new surroundings. They must permanently innovate and test boundaries, at the risk of "having no plan and taking a few steps backward."

"how can you prohibit employees from using Facebook when you give them the tools to answer emails at 11 PM?"

Innovation is changing the very scope of **jobs.** Consultants can now use their smartphones to send their timesheets on the train, fill out their expense forms with a business app and have live discussions with customers via videoconferencing.

These new mobile tools blur the line between **professional and private life,** while also changing **space and time**: "how can you prohibit employees from using Facebook when you give them the tools to answer emails at 11 PM?"

New uses for future workstations are clearly emerging.
I'll only list three of them:

> • consumerization of IT and **BYOD** (Bring Your Own Device), considering that 80% of business employees use their own devices for work

> • the boom in **mobility**: 40% of employees work from outside the office at least once per day

> • voice, video, instant messaging, document sharing: these integrated collaboration tools are emerging to meet specific business needs

The future workstation will be dematerialized, and users will switch between several uses at any given time: accessing work resources through business apps at various points throughout the day, then switching to personal uses, all from any mobile device.

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the end of landlines: time to cut the cord!

by Pierre-Yves Parmentier

It's a matter of survival. At a certain point, you have to know when to cut the cord. That's what my mother told me a long time ago, though I'm not sure how well she managed on her end :-).

Cutting the cord is exactly what's going on today with **landlines**. Though it was already foretold years and years ago, all the conditions are now (almost) in place for fixed telephony to join the telegraph in the realm of memory. Next on the chopping block? Its office pal, the desktop PC!

telecommuting, coworking, smartphones and 4G: a death sentence for fixed telephony

The main reason for this is that the traditional office as a whole is on its way out. The classic desk/PC/landline triad is nothing more than an image from a bygone past: the real estate market has skyrocketed and commuting is a nightmare. As a result, telecommuting is becoming increasingly common as more and more coworking sites pop up. In France, 16.7% of workers now telecommute, while 7.9% of them use **coworking** spaces.

Another reason is that landlines, well, all they can do is make calls. Of course you can do a few other little things with a landline: you can keep a (limited) list of contacts, you can have a little mobility with cordless phones (but don't stray too far from the base), and even send text messages with select models or special services.

But that's nothing compared to the almost endless uses of a smartphone. When was the last time you used your landline to send a picture of your youngest to his grandma (what did I say about cutting the cord)? And in the same click sharedit on your favorite social networks? Though we seldom use our smartphones to make calls, we still communicate a lot more with them.

Finally, **4G** arrived and took the rest of the wind from the landline's sails. Unified communications services, whether targeted to the general public with Joyn or to business customers with Cisco Jabber or Lync Mobile, are now available on smartphones. Now it's a cinch to share images and comment them live during conference or video calls.

For several years, use of public switched telephone networks (PSTN) has consistently declined. Many operators, especially in the US, have announced their closure. On the other hand, mobile networks are constantly expanding. They now cover almost the entire globe and its population.

so why are landlines still around?

One reason may be their role in managing identity and availability. It's easier to call a home phone number instead of each family member's mobile phone when you just need to reach someone in a family and it doesn't matter who.

Same thing at work: I'd rather give out my work number and save my mobile number for my boss, friends and family (isn't that right, mom?).

In spite of all this, fixed-mobile convergence solutions are mature and available as most of the drawbacks to fixed-mobile switching, especially in terms of cost, have disappeared.

"Unified communications services, whether targeted to the general public with Joyn or to business customers with Cisco Jabber or Lync Mobile, are now available on smartphones."

good to know

Status indicators and the option of chatting before calling have helped streamline communications: don't you get tired of hearing your outgoing voicemail message?

Identity and security are also key issues for businesses. I mean, any passerby can make a call from your office phone.

Another reason is that the **PSTN network** is still used for some services such as fax and home security systems.

backup can be provided by gateways that use mobile networks.

The last reason: I like my landline, I don't have to charge it, I don't have to turn on a computer just to make a call, and the sound quality is better. All this was true before the days of mobile HD voice, wireless charging, charging docks, etc. But I'll get to all that in my next post: my smartphone replaced my office phone.

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the new workspace: can work and freedom go together?

by Juliette Didon

It's not a question for philosophy class, but a real issue facing business today. Just yesterday, my office was pretty easy to understand: a PC, a network cable, a landline and a mobile phone. Then things started to change: first came open plan offices, and then, all four walls seemed to disappear altogether. Talk about vertifo!

My **workstation** is not simply my PC anymore. It's also and above all my mobile or any other device in my reach, like the family tablet.

response times are now as important as quality

Today, everything is speeding up. Responsiveness is now just as important as quality when it comes to work. To help us keep pace with these demands, **new tools** have emerged to make our daily lives easier. The revolution is already underway. My work performance am no longer dependent on the tools my company gives me. I can now work in any situation, wherever I can and whenever I want. I'm totally free. But what does this mean in concrete terms?

• I spend two hours a day in **public transit.** I use this time to read my email, and organize and clean up my inbox. When I get to my office, I'm ready to work right away. I find out which projects are urgent and then I prioritize my work for the day

• a sudden business trip pops up when I'm supposed to be at an important meeting? No problem, I can still travel light because I no longer need my PC to keep working. My **tablet** enables me take part in the online meeting organized by my team

• with instant messaging and status indicators, I have the best tools available for handling urgent situations. I can reach everyone I need to, send or receive information almost instantaneously, all without bothering anyone with a phone call. Even better, I also reduce the number of emails I send and receive. Everyone's happy!

• when **telecommuting,** all my tools are at my fingertips, from my contacts to apps to documents

"today, 63% of employees work from outside the office at least once a week. What's more, 40% of employees use at least three devices throughout the day. Over 16% telecommute"

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40% of employees use at least three devices throughout the day

I'm not an isolated case. Today, 63% of employees work from outside the office at least once a week. What's more, 40% of employees use at least three devices throughout the day. Over 16% telecommute.

Having all your data in the Cloud and synced on all your devices gives you an intense feeling of freedom and peace of mind.

learning new ways of working is everyone's responsibility

To get the most out of these new tools, you have to stay attentive:

• permanent internet access is an absolute essential for this new freedom. Thanks to 4G, Wi-Fi hotspots are available around the world and fiber-optic is emerging in our cities. Internet access is thus becoming a commodity.
• the line between **professional life** and **private life** is becoming blurred. Now everyone has to find his or her own way to balance work and personal life.

To sum up, learning to make the most of these new technologies is a real challenge for businesses. Support from management and operational teams is crucial employees to learn how to properly use these tools and to keep this new freedom from turning into a gilded cage. Learning new ways of working is everyone's responsibility.

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the authors

Yann
du Bot

I'm a millennial who originally studied literature but switched my focus to new technology before finishing my studies. Curious by nature, I like to get a front row view of the tech trends shaping our daily lives, while trying to understand both the opportunities and the challenges they carry in tow.

view Yann du Bot author page, bio, and blog posts

Olivier
Rubellin

Hello! I'm a community manager for Orange Business Services, where I manage social media and produce audiovisual and multimedia content. I'm always on the lookout for innovative and compelling content and I'm not afraid to veer off the beaten path.

As a fan of brand content, street art and electro, I would love to chat with you on Twitter (@ olivierrub)!

view Olivier Rubellin author page, bio, and blog posts

Pierre-Yves Parmentier

Almost 20 years ago, I worked on the first collaborative projects in France. I've participated in the rise of business communication tools. I'm currently a marketing product manager in the Unified Communications and Collaboration Services department at Orange Business Services.

Curious about everything and passionate about innovation, I try to unravel customer expectations, decode broad social trends and explore new technology to create the solutions of the future.

view Pierre-Yves Parmentier author page, bio, and blog posts

Juliette Didon

I'm an operational marketing manager for the Unified Communications and Collaboration Services department at Orange Business Services. Once a digital content maven, I now focus on collaboration tools. I always look to interpret new uses and promote new technologies that improve daily life and bring people together.

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