

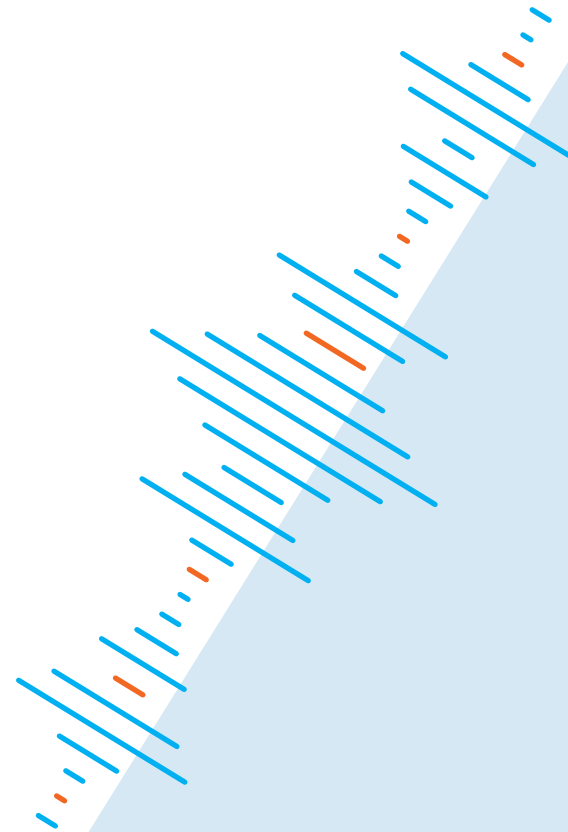
PREPARE YOUR BUSINESS FOR HYBRID WORK

*Why Best-in-class Sound Experiences are Critical
to Maximize Focus and Productivity*

FROST & SULLIVAN EBOOK
SPONSORED BY EPOS

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PIVOTING TO THE NEW NORMAL

The future of work, workforce, and workplace is underpinned by new norms—norms that define work as a thing we do, not a place we go to. Remote work was a “nice to have” option in the past. It has now become a business necessity.

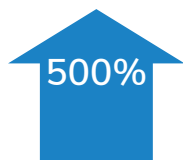
Driven by globalization, automation, and the growing employee need for flexibility and mobility, the transition to remote work was already in motion. The current socio-economic environment and growing business uncertainty has further accelerated the need for remote work to ensure operational resiliency and business continuity.

The emergence of **hybrid work** is allowing employees to take work wherever they are—in the office, at home, or on-the-go. As a result, organizations have an unprecedented opportunity to reshape work at a massive scale, driving efficiency and productivity to new heights. The future will be driven by:

Business Resiliency

Build a resilient workforce that can adapt in the face of change.

Today’s businesses and employees are realizing the benefits of Work from Anywhere. Greater flexibility, cost savings, and the freedom to choose how, when, and where to work is redefining the future.



Growth in the **number of remote workers** post COVID-19

Source: Frost & Sullivan: Post-pandemic Growth Opportunity Analysis of the Meetings Market June 2020

Innovation Anywhere

Invest in borderless work that thrives on innovation and inspiration.

The future is in a globally distributed, on-demand workforce that is catalyzed by new ways of work.

THE BOTTOM LINE

Investing in the right virtual collaboration tools has become pivotal to the success of anytime-anywhere work. Next generation robust audio and video experiences are critical to support the new normal.

Digital Transformation

Blend people and technology in new, dynamic ways.

Machine Learning, AI, and business analytics are the core navigational tools that are empowering businesses like never before.



79% IT decision makers see **value in using AI** to enhance enterprise communications

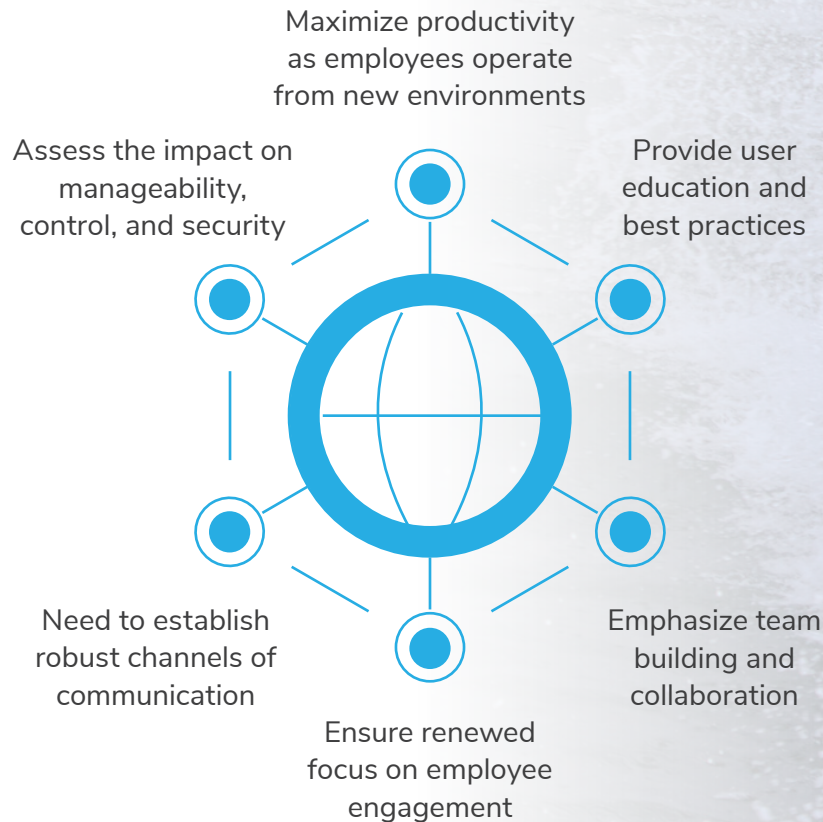
Source: Frost & Sullivan: An End User Perspective on Workplace Communications and Collaboration, Global 2019 IT Survey

A RISING TIDE OF REMOTE WORK

Today's dynamic workforce does not want to be confined to their desks or the four walls of their offices. In the modern hyper-connected world, digital workers have come to expect that the barriers of time and space will be replaced by anytime, anywhere work that offers complete mobility and flexibility.

Forward-thinking businesses are recognizing this as an opportunity to fully support remote work programs to tap into a vast and global talent pool and create greater business agility while gaining significant cost savings.

ANYTIME, ANYWHERE WORK AND ITS NEW IMPERATIVES



REMOTE WORK AND ITS BENEFITS



BUSINESSES SAY

85%

Plan to put policies and technologies in place to support a remote, flexible workforce.

65%

Believe remote work helps them reduce capex/opex and manage risks.

EMPLOYEES SAY

80%

Would choose a job that offers flexible working over a job that didn't.

53%

Consider a role that allows greater work-life balance and better personal well-being as "very important."

Source: Dell, Gallup, IWG

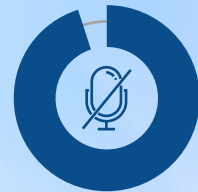
NEW OPPORTUNITIES, NEW CHALLENGES

Though hybrid work offers tremendous benefits, it comes with its own set of challenges. When working from their homes, employees are spending an immense amount of their workday in online meetings and conference calls while being in compromised and noisy environments. On days when they go to the office, they face disruptions from being in multipurpose, multidimensional spaces that feature open floor plans, shared workspaces, hot desking and hoteling.

Noise is a growing pain point for the modern workplace and workers. Users are often faced with unexpected disruptions in uncontrolled work environments. From noisy pets and kids barging into home offices, to background chatter in open offices, the negative impact of noise on productivity can be significant. Occasionally certain office workers may be exposed to excessive noise exposure throughout the working day, which can have long term repercussions including hearing loss.

While open floor plans promote spontaneous collaboration, they often **HAMPER FOCUS AND PRODUCTIVITY DUE TO NOISE.**

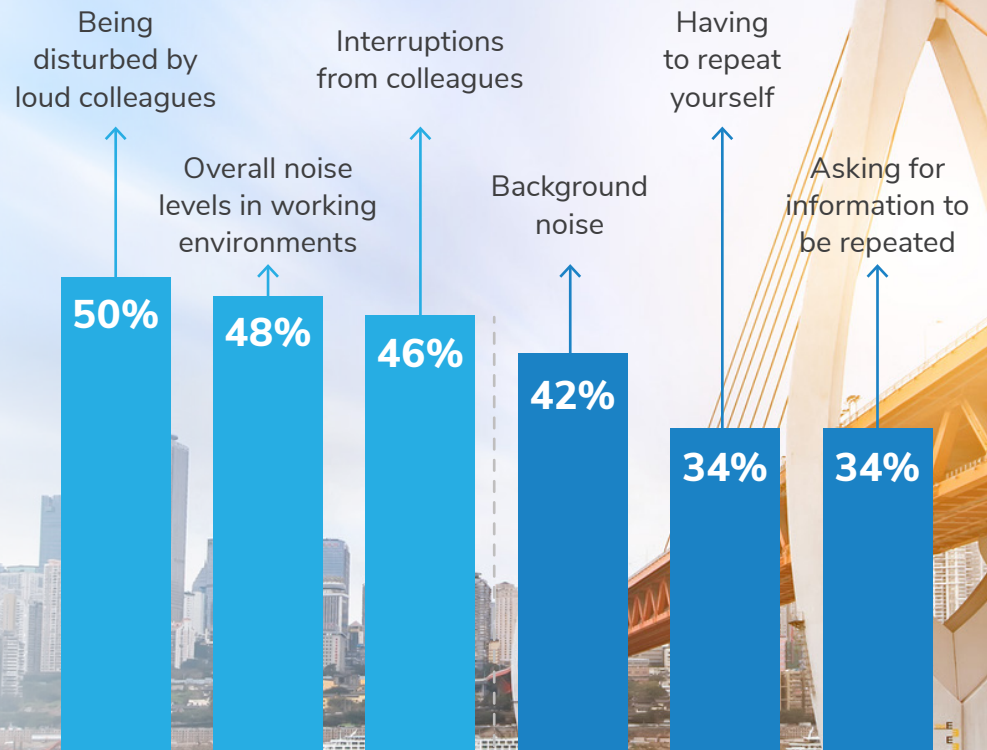
GROWING AUDIO PAIN POINTS



95% of today's modern workers admit that their **concentration and efficiency at work** suffered due to deficient sound.

MOST COMMON AUDIO COMPLAINTS

END USERS' TOP 3 AUDIO PAIN POINTS



Source: EPOS: Understanding Sound Experience Study, 2020

THE HEAVY PRICE OF POOR AUDIO

For employers, reduced productivity due to audio problems carries significant cost repercussions

Clear, crisp audio is important for doing business. The dramatic rise in remote work has left technology leaders and decision makers struggling to address many questions:



How can we ensure that our employees can hear and be heard clearly allowing them to focus and work productively when noisy distractions are present?



How can we create the most natural audio experiences that prevent meeting fatigue?



How can we ensure that confidential information in the background is not overheard by the wrong people on the call?

Which hardware and software do we need to effectively allow work from anywhere including noisy environments?

- Is it easy to install and use?
- Is it secure?
- Does it work with our other communications software?
- How can we choose the right set of audio devices that are not only comfortable but also fit users' personal preferences?

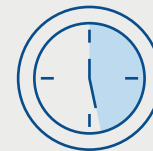


How can we manage, update and control settings and resolve help desk tickets across the entire organization regardless of the users' location?

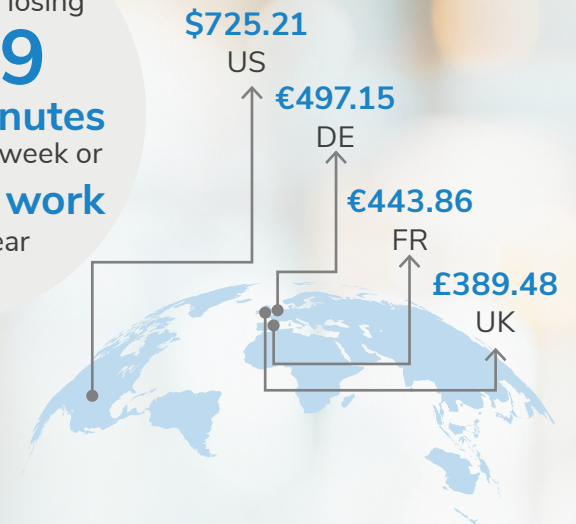


LOSSES DUE TO POOR SOUND QUALITY

On average end-users are losing **29 minutes** per week or **three full work days** in a year



Lost Revenue Per Employee



BAD AUDIO OUTCOMES



- Dissatisfied clients **23%**
- Loss of pitches **19%**
- Loss of a key piece of work **18%**

Source: EPOS: Understanding Sound Experience Study, 2020

EMBRACE AUDIO TECHNOLOGIES THAT CREATE DYNAMIC EXPERIENCES

Work from Anywhere does not mean people cannot “work together.” In fact, today teamwork is even more critical to keep employees fully connected, engaged and on the same page.

Remote workers that are discovering newer ways of working can often fall into the trap of using consumer-grade communication tools that lead to frustrating and counter-productive user experiences. In recent years, the immense productivity benefits associated with pairing professional headsets with next-generation software communications and collaboration services have created a firm foundation for modern work and workplaces.

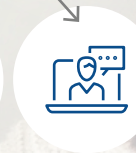
As IT decision makers and business leaders prepare for the future of work, they are making superior sound experiences and robust audio communication tools a top priority for ensuring productivity and workflow continuity supported by enterprise-class manageability and control.

The need for **ROBUST AND FULLY OPTIMIZED AUDIO, VIDEO, AND REAL-TIME COLLABORATION** with reliable connectivity has never been greater.

PROFESSIONAL HEADSET ADOPTION IS BOOMING

Rapid growth is powered by

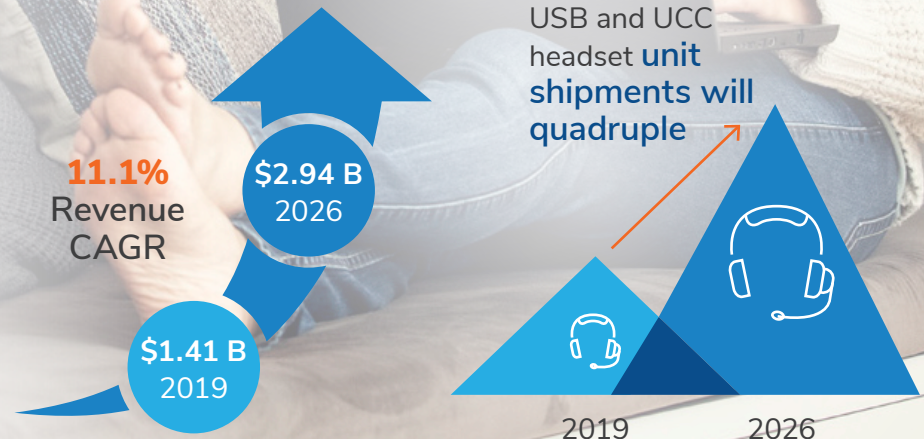
Ongoing workplace and workforce **transformation trends**



Rising use of **software-based communications**

THE GLOBAL PROFESSIONAL HEADSET MARKET IS GROWING

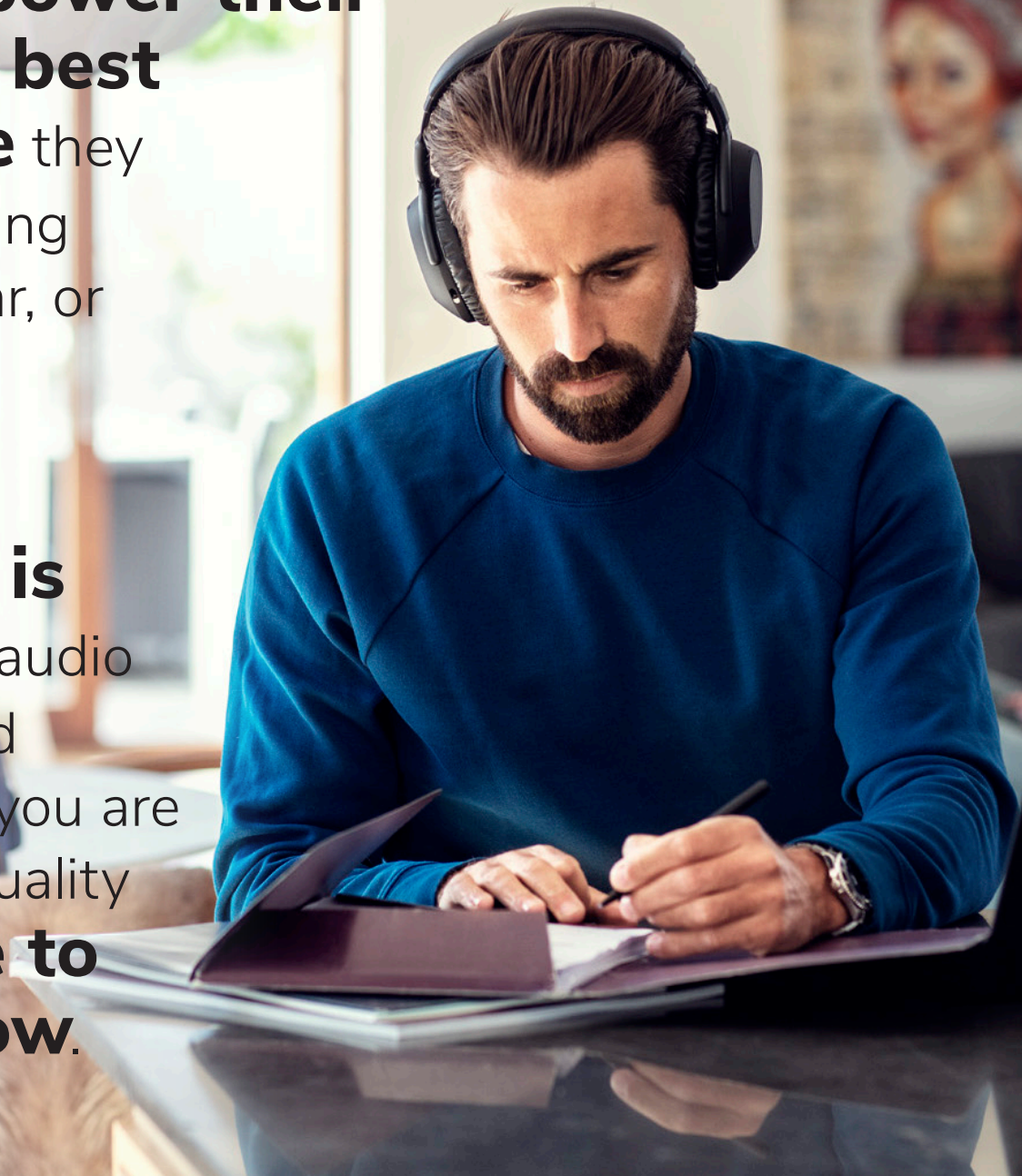
Professional PC USB and UCC headset **unit shipments will quadruple**



Source: Frost & Sullivan.

With massive transformation ahead, IT decision makers must lead by investing in digital technologies that **empower their employees to do their best work no matter where** they are—an open office, co-working space, coffee shop, airport, car, or home office.

To have a good collaboration experience, **robust audio is the end all be all.** Good audio leads to natural teamwork and better human connections. If you are experiencing sub-par audio quality for your meetings, **the time to make the change is now.**



BRIDGING DISTANCES AND CONNECTING PEOPLE BY HARNESSING THE POWER OF SUPERIOR AUDIO

Businesses must ensure they invest in next generation professional headsets that allow modern workers to communicate without compromise in a range of different environments. Headsets that offer disruption-free communications with best-in-class noise cancelation technologies are a must-have for concentration and productivity.

High Quality

Level the playing field for remote workers regardless of the quality of their work environment by investing in Active noise-cancelling (ANC) headsets that tune out all background noise for crisp, clear, stereo sound and a natural distraction-free experience on both sides of the call.

Easy to Deploy with Natural Communications

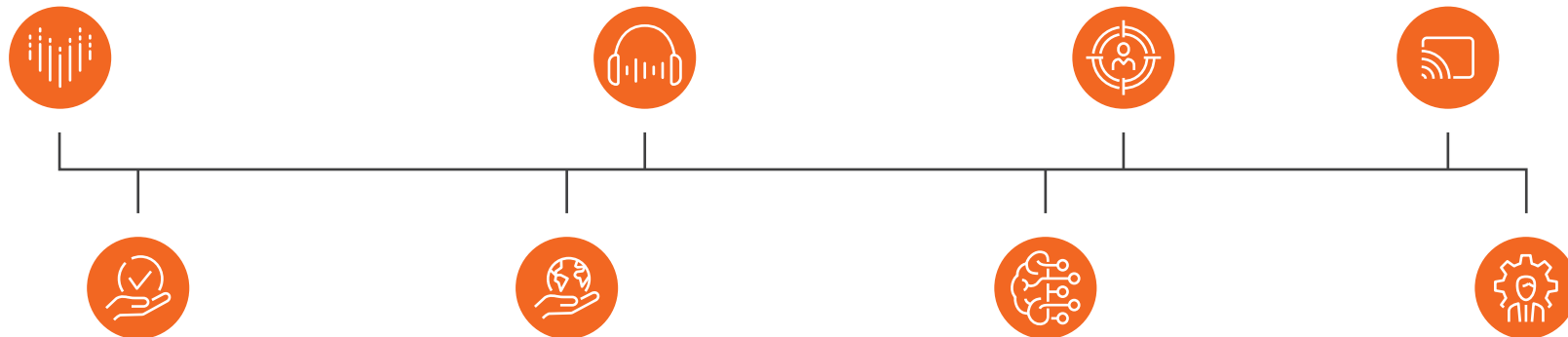
The proliferation of devices across smartphones, tablets, desktop phones and PC-based soft clients means business users operate in increasingly complex environments. Invest in plug-and-play, easy to deploy headsets that intelligently pair with multiple communication solutions.

Ergonomics and Personalization

Today's work requires significantly longer hours of headset use. Users need superior lightweight comfort with a choice of wearing options that allow them to customize language preferences and feature settings based on their job role and location.

Wireless Connectivity

Work from Anywhere is defined by unprecedented mobility. The demand for wireless connectivity continues to grow along with technology improvements in wireless headsets that allow users to integrate their mobile and PC communications easily.



Any-to-Any Compatibility

Turnkey headsets that are tightly integrated and configured for leading Unified Communications software and cloud services, deliver a significantly better experience than pieced-together off-the-shelf multi-vendor solutions.

Unified Management and Analytics

As the workforce gets increasingly dispersed, it is critical for IT to have a single pane of glass that allows it to remotely manage and monitor usage and performance including product upgrades and proactive problem resolution.

Power of AI

AI-infused headsets leverage deep neural networks that separate human voices from other extraneous sounds enabling smart audio experiences no matter where the users are.

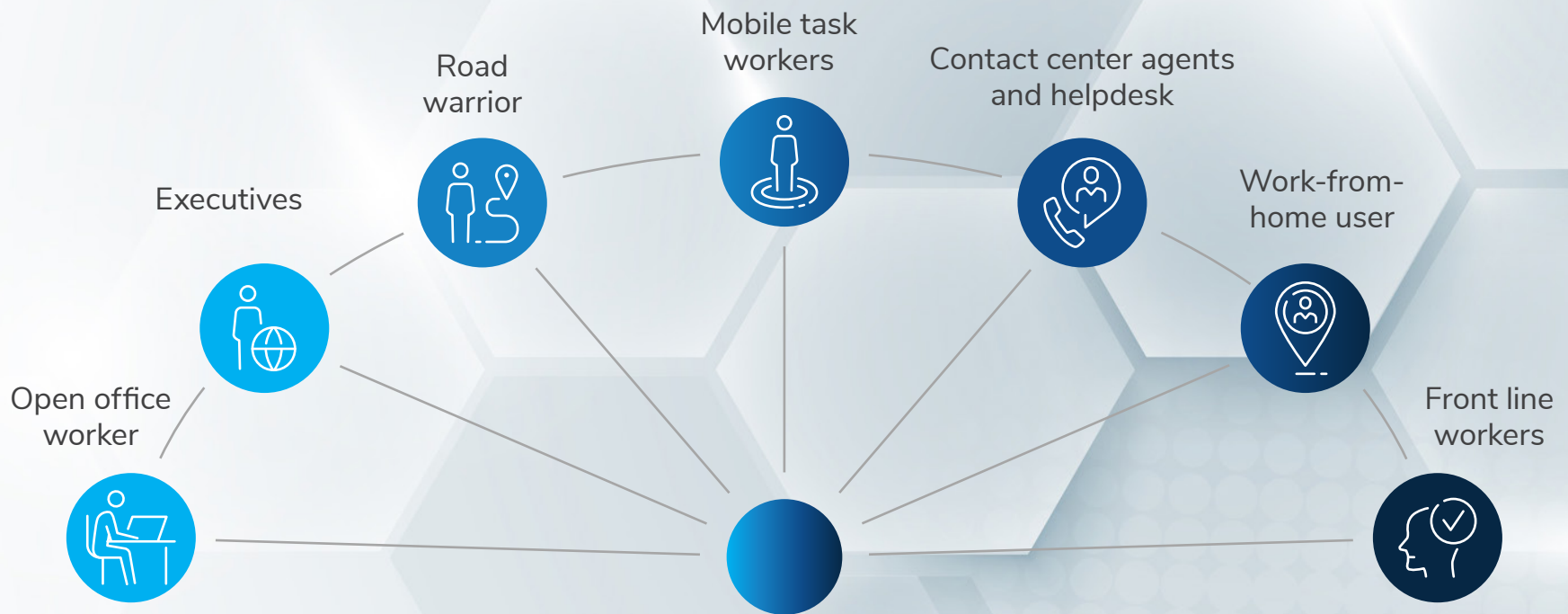
Agent Empowerment

Customer experience (CX) is recognized as a top driver of digital transformation. Headsets tailored to meet the changing needs to contact center agents allow delivery of top notch customer support regardless of where the agents are working from.

GROWING CHOICE—ONE SIZE DOES NOT FIT ALL

The choice of professional headsets continues to increase, expanding the array of offerings that best fit evolving needs. A wide array of solutions that work across platforms and work styles are providing users more choice.

VARIED SOLUTIONS BY USE CASES



Optimized voice pick up with a natural listening experience

All-day comfort with a portable design

Maintain concentration in noisy environments

Noise dampening and long-lasting comfort

VENDOR SPOTLIGHT: EPOS

Unleash the Human Potential by Perfecting Audio Experiences

Today’s leading-edge communication devices and software are transforming user experience. As a pioneer in auditory experiences, EPOS has come to be recognized as a flagship provider of high-end audio video solutions for businesses and the gaming community.

EPOS builds on the legacy of Sennheiser Communications and is part of the Demant Group—a world-leading audio and hearing technology group. Building on more than 115 years of innovation and working with sound, EPOS’ industry leading solutions span a complete portfolio of end points, unified management services, and AI and analytics capabilities. From work meetings to blasting tunes, the ADAPT Line of wireless Bluetooth noise-canceling headsets is empowering users around the world.



ADAPT 600

Over-ear headset, UC optimized solution with machine learning enhanced microphone performance.



ADAPT 500

Soft, on-ear wearing style for all-day comfort and a portable design with the foldable boom arm and two advanced mics.



ADAPT 400

In-ear neckband headset to maintain concentration in noisy environments with an advanced four mic ANC system.



ADAPT 300

Over-ear headset with ANC, ergonomic ear pads for noise dampening and long-lasting comfort.

The ADAPT Line is certified for leading unified communications and contact center providers including Microsoft Teams, Zoom and Google Meet for end-to-end optimized experiences. It offers full control to IT through the EPOS Manager for simplified deployments, seamless updates and configuration management. Utilizing ANC, these headsets constantly monitor the background to give a seamless and precise level of noise cancellation.

Created with On-the-move Workers in Mind

FLEXIBILITY AND MOBILITY ARE TABLE STAKES FOR PROFESSIONALS



Source: Insights report: “The Way We Work 2019”

CUSTOMER QUOTES



Following a 40-day trial period, participants experienced a significant improvement in their concentration and focus at work. Their ability to communicate and collaborate efficiently was also enhanced—some even experienced a feeling of saved energy. This is because headsets from the ADAPT 600 Series creates a disruption free workspace that makes it possible for users to perform more effectively in noisy office environments.

—Oticon



The initial reaction of our employees was very positive and it got even better during the COVID-19 crisis, when they discovered that the ADAPT 600 Series is also very suitable for filtering out domestic noises—like children playing, etcetera.

—Delaware

NEXT STEPS—KEY PILLARS TO EASY EFFORTLESS AUDIO

Work from Anywhere is here to stay. Done right, it will boost productivity and creativity; done wrong, it can lead to disconnected and disengaged team members that hurt business performance.

It's time to look to the future and adapt to the new landscape of flexibility and collaboration. The next steps for your business must be focused on preparing your workers to thrive wherever they choose to work from. Empower each worker to equally participate in robust communications using next-generation headsets that are optimized specifically for their environment. Invest today in a unified set of audio solutions that offer:

- ✓ Ease of use with exceptional user experience
- ✓ Cost effectiveness for digital transformation across the organization
- ✓ Flexibility and scale to evolve with your business needs
- ✓ Any-to-any capability and compatibility with leading cloud UC software
- ✓ Consistent user experience across all devices, work environments and spaces
- ✓ Remote device management and control for IT admins



For more information visit
eposaudio.com/adapt





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