An essential guide: The new era of work

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Taking your organization to the next level

NEW IDEAS, NEW POSSIBILITIES FOR A NEW WORLD

Hybrid work is here to stay. It's an exciting new world filled with the power and potential to transform business across continents and cultures.

Having welcomed this revolution, your employees have demonstrated their resilience and flexibility by staying productive from wherever they work. For IT and business leaders, the challenge now is reimagining work for the world of today. And empowering the workforce with new technology and solutions that help them be at their best, anywhere, and everywhere.

Because every organization is unique, each will adopt its own approach to hybrid work. You need to blend technology, process, and culture to create a hybrid work system that works across your organization's workforce, workplace, and workflow.

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Defining your new world of work

The first step is deciding what form of hybrid work you want. Are you looking to get everyone back in the same space? Are you happy to have everyone working remotely? Or are you, like most leaders, searching for the perfect blend?

Asking the right questions—and answering them with the right technology solutions—will help you enhance productivity and enable your distributed workforce to succeed.

Almost entirely in the office

You've embraced flexible working solutions as and where required. But your best work still happens only when your employees are face-to-face in a secure environment—teams collaborate more effectively, access specialist equipment more easily and engage more directly with both customers and partners.

Flexible about being in the office

You're open to agile working, and encourage employees to determine for themselves where they need to be each day. Some days will call for them to be in the office, other days working from home will be fine. You're gradually integrating new digital workflows that make it easier to be productive and collaborate effectively from anywhere.
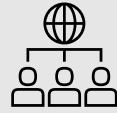
Only occasionally in the office

Commuting is history. You've gone 'all-in' on the cloud and transforming workflows. Your commitment to remote working has yielded vast improvements in how employees work and live. Enabled by innovative, secure hardware and software solutions, your organization feels more connected and resilient than ever before.

Five key objectives for organizations

In the race for digital transformation amid these times of hybrid work and heightened security risks, your organization needs to achieve five strategic goals.

1. Bringing teams together

Using technology to help teams get and stay connected and collaborate—whether together or apart. Add to this workflow automation, which will help information flow across the organization and encourage collaboration through digitization.

2. Remaining productive

Implementing technology that enables productive work from anywhere. A key aspect of this is device optimization—understanding the needs of every employee in their role, and correctly matching hardware to the remote or onsite worker

3. Ensuring security

Zero-trust hardened security across the entire tech ecosystem helps protect workers and their work from cyberattacks. And secure access helps keep print secure wherever it happens.

4. Staying flexible

Easily managing flexible work and distributed devices, both remote and onsite. Simplifying and improving end-user device management. And delivering a better employee experience across endpoint devices and applications.

5. Being sustainable

Working smart while protecting the planet. This time of digital transformation is perfect for evaluating the environmental impact of technology across your organization's value chain—and investing with technology partners who innovate with the planet in mind.

Some questions to think about when defining your hybrid work strategy and priorities:

☐ Have I analyzed the productivity impact of remote working?

☐ Do I understand what technologies a flexible workforce needs?

☐ Have I identified potential security gaps and risks?

☐ Do I have a plan in place if we need to go 100% remote in a hurry?

☐ Have I considered how to improve workforce collaboration?

Boosting people-first productivity

BEING FLEXIBLE AND CONSIDERATE IS KEY

While hybrid work has become the norm, keeping your employees productive and engaged isn't just about allowing them to work from home. You need to have a solid understanding of what your people are doing day to day. This will help you provide them with the tools and solutions they need to be at their best wherever they work.

So, how well do you understand how your teams get work done? Do you know how data is captured, shared, and managed across the organization? How does IT enable and manage devices, technology and software across the organization? You need to ensure that all these processes remain collaborative, organized, and secure, every step of the way, no matter how many individuals, teams and locations are involved.

60% of employees say they want flexibility in where and when they work[1]

77% of employees prefer a hybrid work model[1]

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Tailoring technology to need

Today, there is no longer a standardized or 'typical' way of working. It's important to recognize that every employee's IT requirements are different—and that it's imperative to better match the technology to suit these individual needs.

Start by considering the diverse working personas that typically exist across most organizations and then build from there.

SENIOR LINE OF BUSINESS
(Executives, Sales, Managers)

"I not only need to be productive everywhere, but I also need to easily transition from one location to the next. And whether I'm at home or on the road, I need secure access to my critical information. As a leader, I need to be assured of a realistic and commanding presence during video calls with colleagues or customers."
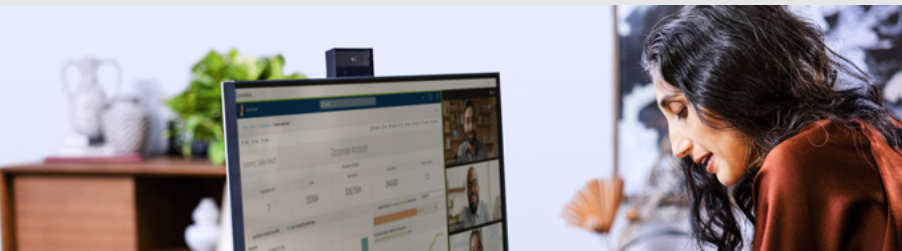

POWER USERS (Data scientists, Engineers, Product developers, Extreme creative pros)

"I'm passionate about my job, mentally stimulated by demanding tasks in fast-paced environments and want to always deliver stellar results. I need real computing power for the massive amounts of data and files I work with, along with tools like head-phones and a multi-monitor setup so I can stay in the flow when hunkering down."

FRONT LINE WORKERS
(Service & Support)

"I am on the go a lot, engaging with customers either through direct selling or by supporting the sales process. Through my customer interactions, I often deal with confidential, sensitive information specific to company clients and our organization. I need secure and quick access to customer information."

DEPARTMENT (Finance, Marketing, Legal, IT)

"My responsibilities include managing large documents and spreadsheets with meeting-ready features, and working with stakeholders across the organization. But increasingly, unless I need specific access to systems or equipment, I can be productive from anywhere.

ADMINISTRATION

"My role involves dealing with critical processes and tasks that keep the organization moving forward. Efficiency, accuracy and compliance are important as others depend on me getting my work done, so flexible working can certainly pose challenges."

Ensuring seamless work across teams and locations

Technology has a massive role to play in ensuring your distributed workforce stays productive. IT leaders are all too familiar with the challenges of ensuring that information flows effortlessly across the organization. Nothing should stand in the way of teams working together to get their work done. Technology must blend seamlessly into the background and be a catalyst for excellence every day, everywhere.

Monitoring employee well-being

While hybrid work offers many benefits, one of the biggest challenges is digital overload. This happens when boundaries between office and home become blurred—and longer hours get logged. Endless meetings, back-to-back video conference calls, and hours upon hours of screen time have resulted in employees feeling fatigued and overwhelmed. Switching off is a challenge when your home is also your office.

Enabling employees to work flexibly with the right technology is essential but you must also push them to set boundaries. 39% of workers feel it's harder to focus on a task now , so make sure they know that 'always-on' is not always the best answer. Set reasonable expectations, keep lines of communication open, and encourage everyone to watch out for each other. It's one of the best ways to keep a pulse on employee engagement and sentiment when your workforce is distributed.

Some questions to think about when enhancing productivity through mindfulness:

☐ Have I assessed the hybrid work needs of my employees?

☐ How are my technology solutions addressing these needs?

☐ Have I put a process in place to manage digital overload?

Designing a flexible workplace

NEW IDEAS FOR NEW WAYS OF WORKING

While working from anywhere has its advantages, many people still want the option to work in the office. That's why any hybrid work strategy must also consider how employees look at and experience the office—and how they re-engage with it.

This reimagining of the office calls for flexibility in both the types of space within and how they might be used by the hybrid workforce. The foundation would be an in-depth understanding of the unique employee and location variables that can help inform how the space is adapted and transformed to suit. And there must be a balance between employee preferences, organization goals, and costs in achieving these objectives.

The office in a WFH world

A report by Cushman & Wakefield Research and its partners from George Washington University studied how in-office and remote work impact productivity, innovation and creativity, corporate culture and branding, employee satisfaction and retention, and location strategy related to walkable office environments.[2]

Some key findings:

- A mix of in-office and remote work options are likely to maximize employee and organizational performance.

- Employees want choice and freedom in where they work, but few want to work only outside the office.

- There are clear downsides to Work From Home (WFH) only—office workers feel disconnected from corporate culture, personal wellbeing has suffered, and employees feel that they've had fewer opportunities to learn, especially through informal mentoring.

- Lack of in-office work has a disproportionately negative impact on certain workers (e.g. junior employees and new employees).

- 38% early career employees believe their work relationships have suffered lately vs. 27% for older employees

Sustaining organizational culture

For all the amazing opportunities presented by flexible working, there is also a looming threat every leader should worry about: cultural decay—the diluting of the hard-built 'spirit' that brings teams together, rallying to solve problems and celebrate successes.

For organizations that really embrace flexible working, the office could become the new offsite—an energizing, collaborative hotspot that acts as a catalyst for creativity and innovation. But this won't happen by accident. You'll have to reimagine how physical spaces bring people together with shared purpose and determination. You could also consider technology that makes it easier for people to gather, ideate, and collaborate.

Designing for moments of brilliance

With people coming together less frequently, it's vital that you make the most of it. Be proactive and deliberate in creating the little interactions where sparks of creativity burst into bonfires of innovation.

For a start, there is little point having anyone in the office if they are going to be hidden behind an office door or cubicle walls. Bringing down physical barriers instantly sets the stage for the casual conversations that can launch amazing ideas. Create plenty of breakout areas for more focused sidebar discussions and to maximize the value of the time spent together.

However, knocking down walls and encouraging people to hot desk is merely stage one. It's important to capitalize on the moment of opportunity and assess needs in detail, to determine exactly how the office can be made future ready.

5 Office models for hybrid work

As it was

Employees return to the office and resume a regular 9-to-5 routine. The office might be a bit more hygienic and flexible, but mostly this is the centralized office as it has always been.

Clubhouse

Employees visit the office when they need to collaborate and return home to do their focused work. The office serves as a social hub—the place people go to meet, socialize, and work together.
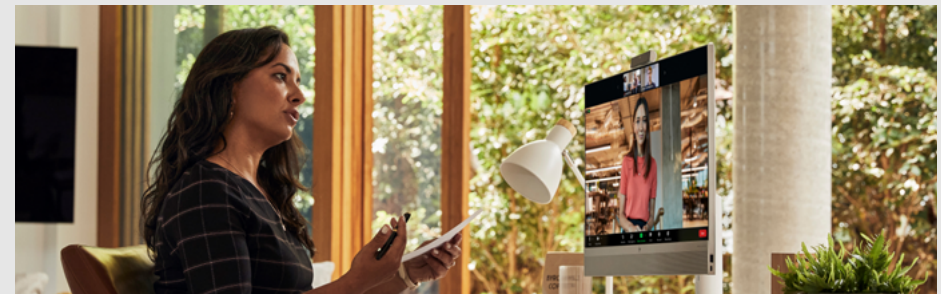

Activity-based working

Employees work from an office but don't have an assigned desk. Instead, they spend their day moving between a variety of workspaces, such as meeting rooms, phone booths, hot-desks, and lounges.

Hub and spoke

Rather than traveling to a large office in the central business district, employees work from smaller satellite offices in the suburbs and neighborhoods closer to where they live. This saves them the commute to a central office while still providing the benefits of face-to-face interaction with colleagues.

Fully virtual

Employees have the freedom to work from home or anywhere else they like. This also allows organizations to avoid expensive leases and progress towards fully remote work.

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Source: Horizon Strategy

Some questions to think about when creating a workplace that inspires:

☐ Have I developed a clear vision for the office model I want to build?

☐ Have I created the conditions for collaboration?

☐ Have I designed a workspace that will inspire creativity?

Evolving solutions for hybrid work

TECHNOLOGY THAT'S IN STEP WITH NEW POSSIBILITIES

When it comes to hybrid work, IT decision-makers face many challenges. A growing fleet of PC and printing devices to maintain. Disconnected solutions stacks and 'shadow IT' infrastructures. And potential security gaps because of limited visibility into what employees are doing, on what device, and where. Thankfully, the technology that often holds the key to solving your business challenges can also make flexible working easier.

To support a hybrid workforce, your organization needs a technology fleet that meets diverse needs, works seamlessly across all devices, is simple to manage, and enables many styles of hybrid work. This requires designing a technology strategy around connectivity, flexibility, and, where beneficial, automation. The question to ask is: what are the considerations for how to transform your tech stack for hybrid working?

Helping people work together while working apart

Another important aspect you need to consider as a leader is how you can enable and encourage collaboration and innovation in today's new world of work. Research shows that teams of knowledge workers who collaborate intentionally are nearly three times more likely to achieve high team innovation than teams that do not use an intentional approach.

While hybrid working provide new ways for employees to collaborate productively, leaders need to intentionally create those opportunities. There are many ways you can do this—using made-for-collaboration hardware, deploying software that makes remote collaboration easy, facilitating onsite sessions as needed either at headquarters or satellite offices, and optimizing workflows with tools that save time and boost productivity.

Providing support where and when it's needed

Getting the right device to where it's needed may sound simple enough. Yet challenges still arise. When you factor in everything from provisioning to monitoring, and from scheduling service to updating firmware and security protocols, it all quickly becomes tedious for IT teams. The need to support remote workers in different locations can make even minor issues major when they divert resources away from critical tasks.

Engaging a provider to supply the devices, assist with setup and onboarding, and provide software tools to monitor and maintain them all can make life considerably easier. Often, these solutions feature centralized dashboards, employee role-specific device kits, remote-suitable accessories, and customized security configurations that can help unburden IT so they can focus on critical projects while maintaining control. Make sure they truly understand your flexible work challenges.

Staying connected through the cloud

The cloud empowers flexibility, opening opportunities to reimagine the way employees work by enabling simple, connected experiences. Not only does the cloud free IT teams from on-premise burdens, it also helps unlock the potential of data and automation—from providing insights that improve workflows to the deployment of smart technologies that build business momentum.

Speeding up productivity through technology

Automation can help streamline traditional workflows and document management—making multi-step workflows as easy and quick as a simple tap and swipe. While repetitive tasks may be unavoidable, navigating workflows that begin on paper but end in the cloud (and vice versa) can become a recurring challenge. Apps that integrate with your existing platforms or software make moving to the cloud effortless.

Not every workflow can be migrated completely to the cloud, and this is especially true for those which revolve around paper. Printers, which integrate paper-based workflows and the digital world, will remain essential for core workers as they connect and share information across the business.

Reinforcing your security strategy

The rising frequency and sophistication of cyber threats is a cause for concern, with phishing and malware campaigns donning increasingly deceptive disguises. They're harder to detect and make it easier for hackers to bypass your defenses. All it takes is an employee unwittingly downloading an infected file or clicking on a malicious link for them to cause damage.

70%
of successful breaches start with endpoint devices

99%
of endpoint malware breaches start with a user click[3]

Another risk factor you need to consider is the Bring Your Own Printer (BYOP) approach. Although it may keep printer management out of IT's workload, employees' personal printers won't have the proper security configurations and business policies applied for information to be shared safely—it's all too reminiscent of past instances of 'shadow IT'.

Protection needs to be delivered on multiple levels, PC and printer hardware included. Reinforce your first line of defense with robust, built-in protection of all your endpoints—every device, everywhere—can help turn the tide against waves of cyberattacks through threat containment and isolation.

Modern firmware is also capable of self-healing, which drastically reduces the addressable attack surface, enables remote recovery from firmware attacks, and eases the burden on your IT teams to constantly manageand monitor every endpoint.

Make sustainability a priority

As both individuals and as a community, we are at our best when we come together to solve tough problems and enable social progress. In keeping with this spirit of collective action, sustainability should be an integral part of your flexible work strategy, across all devices.

Cloud-based working and energy-efficient devices are a good start, along with the automation of paper-based workflows where possible, and vendor selection based on sustainability initiatives. With tomorrow bringing even greater challenges, keep striving for more sustainable solutions. Champion technological innovations that help protect the planet for future generations.

Hybrid work, itself, by its very nature, has provided new impetus to the crusade for sustainability. When work is done in the space that best suits the task at hand, employees have adopted an "only-what-I-need-when-I-need-it" approach to resources, from power to paper, and from space to transport.

As part of their sustainability efforts, organizations the world over have significantly changed their consumption patterns—facilities decisions are now based on utilization, not headcount. By shrinking their environmental footprint, and equipping employees with tools that are better for both productivity and the planet, they are also burnishing their 'green' credentials as employers in today's highly competitive labor market.

Some questions to think about when implementing technology solutions for hybrid work:

☐ Have I invested in support for remote workers?

☐ Have I placed cloud at the heart of my digital transformation strategy?

☐ Have I invested ahead of the curve in security talent & technology?

Empower your hybrid workforce with HP

ALL THE DEVICES, SOLUTIONS, AND SERVICES YOUR EMPLOYEES NEED

In organizations across the world, HP is helping IT optimize the end-user experience for employees, from wherever they work. It is also supporting IT teams and resources by providing easier management tools, better visibility for proactive actions, and greater peace of mind with robust, multi-layered security.

Your organization, too, can benefit from the full spectrum of HP technology offerings designed to deliver the outcomes you want.

Bring people together

HP helps teams stay connected with devices that enable work from anywhere and solutions that break down barriers to information sharing.

This helps your employees work together effectively whether they're together, apart, or a combination of the two.

Z by HP Workstations

- Complete hardware and software solution to power your remote workforce
- Power through your heaviest workloads with high-performance workstation laptops, desktops, displays and solutions
- From data analysis and visualization to real-time rendering, 3D design and animation—Z Workstations drive the heaviest professional workflows

HP Presence

- This suite of scalable, bundled options with hardware and services for meeting spaces of any size works with Zoom and Microsoft Teams rooms, interacting intuitively with users to provide an intelligent meeting experience and deliver useful real-time analytics back to IT
- Can be easily configured, deployed, and tested by IT teams—they can also enhance employee experience on an ongoing basis with intelligent analytics from HP Presence Insights* to reconfigure room and device settings or relocating underutilized speakers or cameras

HP Intelligent Workflows Software

- Smart document management removes barriers from the flow of information across the organization
- Helps make content accessible from anywhere, and users can easily design secure custom workflows to suit their needs
- Helps streamline operational processes quickly to automate tedious tasks, saving time for both IT teams and end-users

HP Intelligent Capture Software

- Offers powerful data capture with easy integration into cloud workflows
- Serves as a single solution for extracting content from any physical or digital source using any device
- Lets you store and integrate information into existing workflows or build new workflow solutions
- Allows instant data classification and routing via the cloud

Enhance workforce productivity

Technology that helps your employees deliver their best, from anywhere.

HP Work from Home[4]

- Suite of devices and solutions that makes it easier for employees to work from home, stay connected, and collaborate

- Comes in one easy-to-setup package designed for distributed workflows—makes life easy for IT and leadership teams tasked with enabling hybrid working preferences across the organization

HP Premium Hardware

- HP Elite PCs give your employees the power and performance to stay productive wherever they are

- Complement HP Elite PCs seamlessly with HP Docks, Displays and Accessories to help employees make any space a productive office

HP LaserJet 400 Series Printers

- Helps employees make the most of their home workspaces with this enterprise printer series that performs on par with the full-size MFP in your office

- Integrates seamlessly with SharePoint®, Dropbox™, and Google Drive™ to connect paper and digital workflows

HP Workforce Solutions

- Enables IT to provide powerful, secure solutions for individual job roles and workspaces

- Enables dropshipping of devices and supplies right to employees' doorsteps, ensures that productivity remains high

Ensure the security of your IT ecosystem

The HP portfolio of hardware-enforced security and endpoint-focused security services offers robust protection for your employees and your business, no matter where work takes place.

HP Wolf Security[5]

- Helps your organization safeguard PCs, printers and people from ever-circling cyber predators

- Provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services

- Enables smart, secure workflows that protect data and information both on and off company network across your fleet of devices

- HP Elite PCs are engineered with deep, hardware-embedded security features that protect, detect, and recover from cyberattacks before they can disrupt your distributed workforce and your business

HP Secure Print & Insights[6]

- Eliminates the need for IT to manage on-premise servers, print queues, and print drivers

- Simplifies your organization's print infrastructure with cloud-native architecture that supports zero-trust and internet-only environments

- Makes fleet management easier for IT— a comprehensive analytics from dashboards track where and how print is produced

- Offers visibility into print costs and its environmental impact across the enterprise, enables continual optimization of the print environment

Stay nimble and agile

Easily manage flexible work and distributed devices.

HP Manageability Service[4]

- Helps IT teams simplify and improve end-user device management, and deliver a better employee experience across endpoint devices and applications

- Provides multi-vendor, multi-OS device monitoring and management solutions, powered by the HP TechPulse analytics platform

- Helps identify, predict and address issues, making device management more streamlined and efficient at scale

HP Managed Print Services

- Integrates print into your evolving vision for the workplace and delivers the print experiences your employees want

- Makes hybrid print fleet management easier, with cloud-enabled solutions that enhance workflows and provide greater visibility

- Matches services and software to help you minimize routine management time

HP Flexworker Service

- Provides an enterprise-grade print experience for remote workers

- Provides simplified ordering of supplies, printers, and HP CarePacks

- Offers the reassurance of HP Wolf Security and remote manageability

- Available as an easy add-on with simple integration to MPS contracts

HP Managed Print Cloud Solution

- Transitions your print ecosystem to the cloud with a fully managed experience across home, office, public, and shared spaces

- Lowers time, effort and money spent on legacy infrastructure, entrusts print management to HP Experts, allowing IT to focus on true priorities

Achieve your sustainability goals

Working smart while helping to protect the planet for the future.

HP's ongoing pursuit of sustainability

- HP has earned the no.1 spot as America's Most Responsible Company for 2022 according to Newsweek[7]

- Committed to protecting the planet for future generations, HP helps you reduce impact across the value chain

- Serves as a reliable and committed technology partner who supports your sustainability objectives

HP Carbon Neutral Managed Print Service

- Covers the lifecycle emissions of everything from HP printers and original HP supplies to paper because of raw material extraction, manufacturing, transportation, use, and end of service

Print Sustainability Assessment Service

- Measure progress and unlocks optimization opportunities with HP SIRA (Sustainable Impact Reporting and Analytics) platform

- Offers actionable insight into how you can take immediate steps towards lowering your print-related carbon emissions

HP's sustainability achievements

HP has been a leader in closed-loop plastic recycling for decades[8] :

- 1M per day plastic bottles are recycled through HP's closed-loop recycling process and then incorporated into new products

- 85%+ of Original HP ink cartridges contain 4%–75% post-consumer recycled content

- 100% of Original HP toner cartridges contain 1%–75% post-consumer or post-industrial recycled plastic content

To help keep plastic in the economy and out of the planet's oceans, HP has scaled commercially viable and operational ocean-bound plastics supply chains:

- It has launched more than 300 new products made with ocean-bound plastic around the world since 2017[8]

- In Haiti, HP has used 2.86 million pounds of ocean-bound plastic in HP products since 2016—more than 102 million plastic bottles[9]

Make hybrid work for you

To succeed in today's world of hybrid work, your organization must adapt fast and stay agile. Your hybrid work strategy needs to incorporate technology, devices, solutions, and services that work seamlessly across individuals and teams, wherever they work from. Ultimately, the goal is better collaboration, greater productivity, and unmatched flexibility—they all add up to your competitive advantage. With HP's devices, solutions and expertise, you can ready your workforce and your organization to thrive in a hybrid work world.

Learn more →

Footnotes:

[1] HP Proprietary Survey Future of Work, 1741 end-users/IT/Facilities/HR in US and DE, 2022

[2] Cushman & Wakefield, Purpose of place: History and future of the office, Oct 2020

[3] HP, Establishing HP's leadership in endpoint security, March 2021.

[4] HP Services are sold separately. HP Services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

[5] HP Wolf Security for Business requires Windows 10 or higher, includes various HP security features and is available on HP Pro, Elite, RPOS and Workstation products. See product details for in-cluded security features.

[6] HP Secure Print works with most network-connected printers and MFPs. On-device authentication requires HP FutureSmart firmware 4.8 or newer. Supported card readers include X3D03A (HP USB Universal Card Reader) and Y7C05A (HP HIP2 Keystroke Reader). Internet connection required for some functionality. HP Insights is a web-based application that requires Internet access. It is bundled with HP Secure Print and can also be purchased separately. For more information, hp.com/go/secureprint.

[7] Newsweek, Americas most responsible companies, 2022

[8] HP, The battle against plastic pollution

[9] HP, Dr. Jenna Jambeck wants people to get in touch with their trash, June 2019

* HP Presence Customer Success Manager is sold separately from HP Presence devices or as an optional service.