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## THE ROLE OF TECH IN HYBRID WORKING ENVIRONMENTS



## An executive perspective...

Working from home or #WFH has become much more than a trending term on socials – it has become integral to conducting business and blurred the lines of work and personal life. As we move through 2021 and years beyond, we expect to see flexible workplaces become the new normal, whether that be #WFH, work from the office or a hybrid of both.

During the pandemic last year, research from Roy Morgan shows over 4.3 million people (32% of working Australians) worked from home and this style of working has long been proposed as a potential solution to avoid peak time traffic issues, allow greater workplace flexibility and people juggle modern lifestyles and commitments. While it is not an ideal scenario for all workers and industries, for some it is more sustainable and a more natural fit. However, the challenges – or opportunities – the work from home revolution presents to businesses and employers in a post COVID landscape are now becoming more apparent.

Some businesses are struggling to encourage workers back to the office environment – now that productivity from home with the right technology has been demonstrated. Many businesses are now also asking themselves why they should spend large sums of money renting out expensive office spaces in the cities when half of their employees might be happy to work from home and only come into the office once or twice a week. There is also the wider economic flow-on effect with more people working from home that needs to be considered – i.e., the local café that relied on coffee and lunch trade to keep the doors open, or the commercial cleaning companies that must let go of staff as contracts reduce or cease.

As the new normal continues through 2021, Darren Simmons, Oceanic Managing Director of Acer, shares three key thoughts on how technology is playing a pivotal role in helping consumers shape the future of hybrid working environments.



## Keeping health and safety front of mind

Now more than ever, employees' health and safety are a priority for all businesses, and technology is evolving to reflect that. Look for antimicrobial touchscreens such as Corning's Antimicrobial Gorilla Glass. This glass display is purpose-designed to help protect users against germs and bacteria. Simply put, the antimicrobial solution means the surface can stay cleaner for longer, is less susceptible to odour-causing bacteria and is proven to reduce the rate of bacteria spreading.



## On-the-go technology

We are seeing demands for technology solutions that are portable, light, thin – devices they can easily pack-up and take with them, wherever they might be going. When it comes to notebooks, consumers want a device that helps them stay connected, entertained and productive - whether it's through social media with friends, watching Netflix, keeping across the news or Microsoft Teams calls for work.

Intuitive technology with powerful performance, all-day reliability, convertible design, advanced connectivity, and strong security are key in empowering teams to be productive in real-time and perform. Modern devices enhance productivity and allow employees or business owners to easily adapt between work from office and work from home without interrupting business momentum. These laptops are designed to increase collaboration, productivity, security and more, giving users a simple and refined collection of high-performing solutions that flexibly adapt and excel in new blended workstyles.



## Unlocking efficiency via communication and collaboration

With the workforce now spending more and more time out of the office, hallway conversations on the fly are becoming less common. The need for real-time collaboration is vital. Modern PCs, operating systems like Windows 10 Pro, and programs like Microsoft Teams enable business teams around the globe to easily connect, collaborate seamlessly and, most importantly, continue to contribute their talent, business growth and sustainability.



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