



The Engaged Digital Workplace

Empowering Productivity and Social Collaboration in the Connected Enterprise



X20

Welcome to the digital workplace, where a new generation of enterprises is leveraging a variety of technologies to increase productivity.

Our fast paced and ever evolving business environment demands new ways of communicating with stakeholders that nurtures a stronger sense of employee engagement, achieves higher levels of collaboration, and ultimately faster and better decision-making. Making a significant impact means leveraging the new visual vocabulary of business; using visualized data, video and imagery to be effective and influential corporate storytellers. From supply chain statistics, to sales trends to new product reveals, communicating visually provides a sense of clarity and understanding that is unrivalled. To make this possible more and more corporations are turning to the X2O visual communications platform to leverage visual content that connects people, ideas and aspirations.

Cutting through the clutter to fully engage employees, be they on the shop floor, in the field or in the executive suite, has always been a challenge. Now it is more important than ever to ensure that the right information reaches the right person at the right time. The ability to take vital business content, parse it, share it and collaborate is paramount to business success. In this paper we will examine the exciting communications opportunities that have emerged in the digital workplace and how employees are exploiting and sharing “content channels” across multiple devices to be more engaged, more collaborative and more productive.



Three Fundamental Shifts in the Workplace Driving Change

Three dramatic technological and societal shifts are impacting the workplace:

1. First, companies are embracing a new way to work that includes anytime access to a vast array of business applications, telecommuting options, and bring your own device (BYOD) opportunities.
2. Big data and the possibilities that lie within its analysis are driving business decisions. The power of real-time data is especially influential as more and more managers require instant snapshots of processes.
3. The workplace is undergoing dramatic changes as millions of tech savvy millennials enter the workforce, a constituency that is already comfortable with digital applications and understands the communication value of visual content.

Astute companies are realizing that these three factors are forging a new approach towards communications in the enterprise, an approach that gives anyone the ability to aggregate content; present it in an attractive, easy to understand format; distribute it to any device and then delve deep into the content by collaborating with team members. Visual communications is the foundation of the connected enterprise; the ability to create a cohesive, aligned workforce that can view and interact with important business content no matter where they are or what device they are using.



The Power of Visual Communications

Employees and other stakeholders are demanding communications solutions that share functionality, look and feel and the convenience of the apps they use at home. In addition, they are looking for exciting new ways to work together and share information. X2O provides a single platform that allows users throughout the enterprise to build and distribute information channels that have a familiar user experience and can be distributed anywhere. The communications and business possibilities generated from this sole solution are astounding: media rich, company-wide or department-focused news channels, real-time KPI dashboards, production line visualization, training and development channels and dynamic digital signage are only a few examples — all of which can be both fully interactive and shared.

The channel is an influential and authoritative communications presentation that empowers stakeholders by delivering highly focused and relevant content and therefore promotes better and faster decision-making

The X2O platform utilizes visual communications to create a powerful and effective way of conveying complex ideas, especially when it comes to the analysis of big data. Data is visualized in easy to read graphs, meters and charts that use animation and design to signal important fluctuations. Moving far beyond Excel-type graphs, visual communications takes its cue from the broadcast world where dramatic, bold design instantly captures multifaceted concepts. In addition, relevant video and images are used to provide topical content, background information and reinforce brand positioning. Also included are diverse sets of news and social media content that are used to provide context and editorial value. Together all of these sources, moderated and laid out for a specific target audience, editorial mission and for a specific device, create a content channel. The channel is an influential and authoritative communications presentation that empowers stakeholders by delivering highly focused and relevant content and therefore promotes better and faster decision-making.

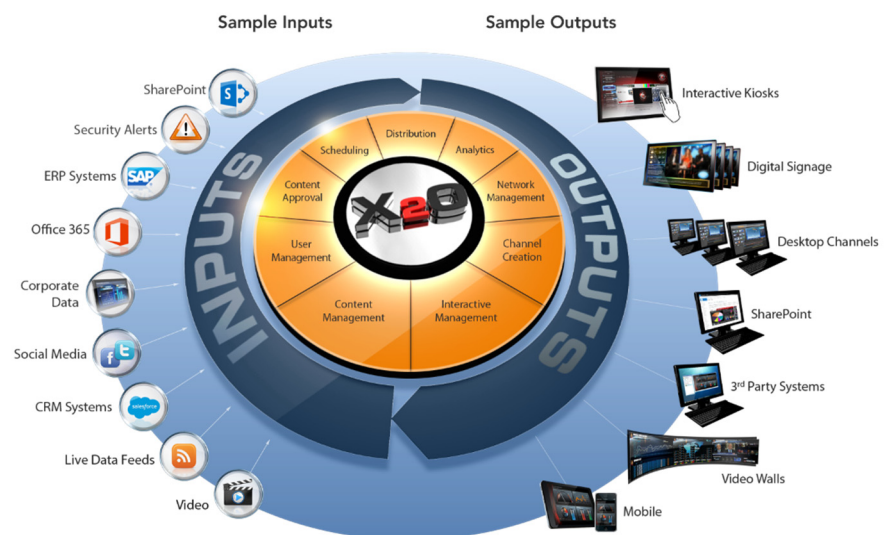


The X2O platform can be used to create and distribute numerous channels throughout the entire organization. For example, a large multinational oil and gas company may have an enterprise-wide company news channel that is available in multiple languages and distributed to employees' desktops and place-based screens. It may also have a field engineering channel focused on specific exploration projects that appears on smart phones and tablets. At plants and refineries, live production statistics may be fed to enormous control room screens for monitoring, while subsets of the same data are sent to channels built especially for managers and finance personnel. While at corporate headquarters, a large interactive video wall in the lobby greets visitors and helps communicate the company's brand philosophy. All of these channels are managed by the same platform, using visual communications to reach its intended audience.

Employees can use the X2O platform to not only create, manage and distribute channels, but also to connect to a wide variety of real-time, in-house and external data sources ensuring that audiences consistently receive the latest information. Channels can be interactive, increasing the level of engagement to allow users to dig deeper into the presented content. The channels are dynamic, responding to live data via predetermined business rules and invite viewers to delve into the multiple layers of information.

Hub and Spoke Approach

The visual communications ecosystem can be compared to a hub and spoke system. Using centralized content creation, distribution and management software (the hub), the enterprise can launch application-specific channels that satisfy a varied set of business and communications objectives while simultaneously targeting specific audiences on the appropriate screen (the spokes). This centralized enterprise communication platform allows every department, if not every employee, to create and distribute content channels as per their business and communications needs. Facilitated by drag-and-drop tools, this new generation of visual communications technology allows even the non-technical staff to build channels. This allows for a rapid communications response to changing events and more impactful corporate messaging within the organization. The tools are extremely flexible, letting enterprises organize ad hoc multimedia events such as company-wide meetings, CEO announcements, or even create immersive installations such as interactive video walls to better engage stakeholders.



What sets channels apart from other means of communication is their highly visual, concise and editorially focused presentation. Channels are effective because they are designed to command attention, placing the most important information at the forefront to get the viewer's attention when content warrants.

A New Type of Information Delivery

Using visual communications to help support digital workplaces also involves rethinking the delivery of information. Within the connected enterprise there are now multiple ways of disseminating information. A centralized, multi-device distribution approach allows corporate communications professionals to fully control messaging. Rather than relying on traditional delivery methods such as word of mouth or emails, digital workplaces are better positioned to accommodate the rapid pace of today's corporate environment and ensure that messaging remains consistent. This can include the facilitation of new product announcements, celebrating wins, and the implementation of change management initiatives. For instance, during mergers and acquisitions, organizations can tap their visual communications network to effectively deliver timely communications and create content collateral to ease uncertainty within the workforce. This can include a CEO using live video to address an entire organization across multiple locations, or creating a virtual town hall meeting that appears on desktops, tablets, or place-based screens.

As a result, staff is able to hear important information in real time, directly from leadership as opposed to more filtered messaging trickling down through multiple layers of management. Staff can also augment these communications with social media from colleagues. As the communications plan develops, channels can be created that provide background videos, employee interviews, training materials, or other support collateral to help manage change while retaining the collaborative advantages of the digital workplace culture.

Alternately, information delivery can be fully democratized, allowing anyone to aggregate content, create channels and distribute it to team members or to specific departments. A team tasked with a specific project can collect relevant, timely multimedia content, lay it out as a channel and ensure that the entire group is aligned and sharing important materials. For telecommuters or employees in the field, the channel concept provides a vital live link to the team and the company.



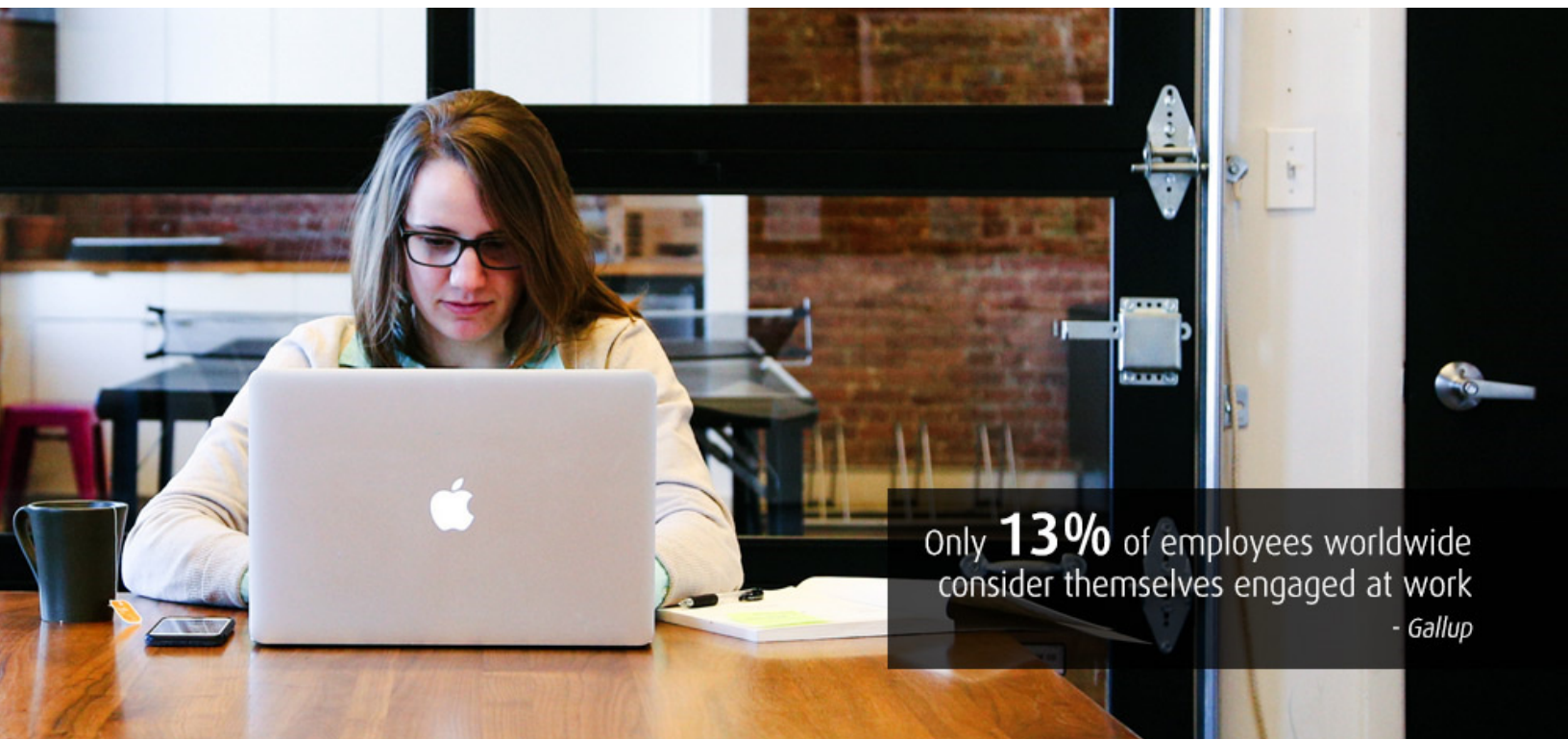
The retention rate for visual information
can reach **65%** versus 10% for text
- Social Media Today

The Power of Connection

A fully connected workforce provides unprecedented opportunities to collaborate, mentor, share knowledge and focus resources. Every screen becomes a way of delivering and interacting with content. Place-based screens, desktops, IP phones, tablets, smart phones, video walls, and wearable devices all become channel destinations.

The X20 visual communications platform is used to strategically target information to specific individuals or to specific devices. An employee working at a desktop has the ability to call up a number of work-related channels such as live KPIs visualized for clarity and impact, a team progress channel displaying actions completed and those outstanding or a company news channel.

This strong sense of inclusion and ability to monitor information creates stronger more effective teams who are ultimately more productive and engaged.



Only **13%** of employees worldwide
consider themselves engaged at work
- Gallup

Flexible and Limitless

The X2O platform takes full advantage of content that is already in-house. Drawing data from Oracle, SAP, SharePoint, Outlook and other sources, the platform visualizes and distributes data content in innovative ways to provide intelligibility and context. The platform also pulls video, images and documents from corporate repositories, ensuring that communications are consistent and that existing materials are repurposed and well utilized. Furthermore, the platform is fully scalable, allowing thousands of end-user devices to be connected and a roles-based permission system grants users access to content and network management operations.

Using Visual Communications to Enhance the Digital Workplace

Corporate environments are quickly transforming into digital workspaces and companies are under increasing pressure to not only deliver timely and relevant content to stakeholders, but to do it instantly with a compelling sense of clarity and accuracy. When executed properly a stronger sense of trust emerges among staff members, commitments to organizational objectives are reinforced and the enterprise evolves into a more flexible organization with a confident ability to adjust to emerging trends. It is the sheer power of connection between stakeholders that drives engagement, collaboration and productivity. Better communications translates into better business. The X2O visual communications platform drives targeted, real-time, interactive solutions that link employees to corporate concepts, ideas and objectives and underpin the fully connected workplace.



Take Action

Getting started and implementing communications channels into the connected enterprise is easier than you may think. Every company has a wealth of content at their fingertips ready to share with stakeholders. By starting small and focusing on a target audience could be the best way to move things forward. Consider these 5 steps as the most effective way to begin the process:

Improved productivity unlocks
\$900 billion to
\$1.3 trillion in annual value
- McKinsey

1. Survey

Your organization is full of great stories, important projects, presentations, KPIs, videos and other materials that need to be made available to stakeholders. By surveying, identifying and evaluating content, including live data, you will be able to take the first step in programming your channels.

2. Identify the Audience

Matching the available content to a target audience and recognizing the communications benefit is an important step in channel implementation. Some materials may be of general interest, other content might serve specific teams or geographies, or consider displaying a combination. Remember channels can be designed in zones to make some materials more prominent than others.

3. Pilot Project

Evaluate by launching a limited pilot project to a specific number of employee desktops and or a small number of place-based screens. Empower a small editorial team to manage content and test specific content types and gather feedback from stakeholders.

4. Future Considerations

The connected enterprise allows for an incredible variety of editorial and functional communications applications preparing you for future change. By harnessing the power of big data through easy-to-understand visualizations, to gamification to change management, the channel concept provides a future-proof solution to adapt to the communications and business demands of the enterprise.

5. Monetizing Engagement

An engaged workforce is proving to provide a vital competitive edge. By keeping employees informed and actively aligned with the company brand, companies are realizing increased productivity, more innovation and higher retention levels. This all translates into a better bottom line.

X2O Empowers the Connected Enterprise

Learn more how X2O helps companies like yours drive the power of content and collaboration so anyone can create, distribute and share media and data rich communications channels that deliver essential business information.

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About Barco X2O

X2O Media is a leading software developer of real-time visual communications solutions that significantly improve communications throughout the enterprise. X2O's solutions facilitate the creation and delivery of video and graphics-rich content to digital displays, employee desktops, and mobile devices. Applications include corporate news channels, dynamic corporate dashboards, real-time emergency messaging, and more. X2O joined Barco, a global technology company that designs and develops visualization products, in March 2014.



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