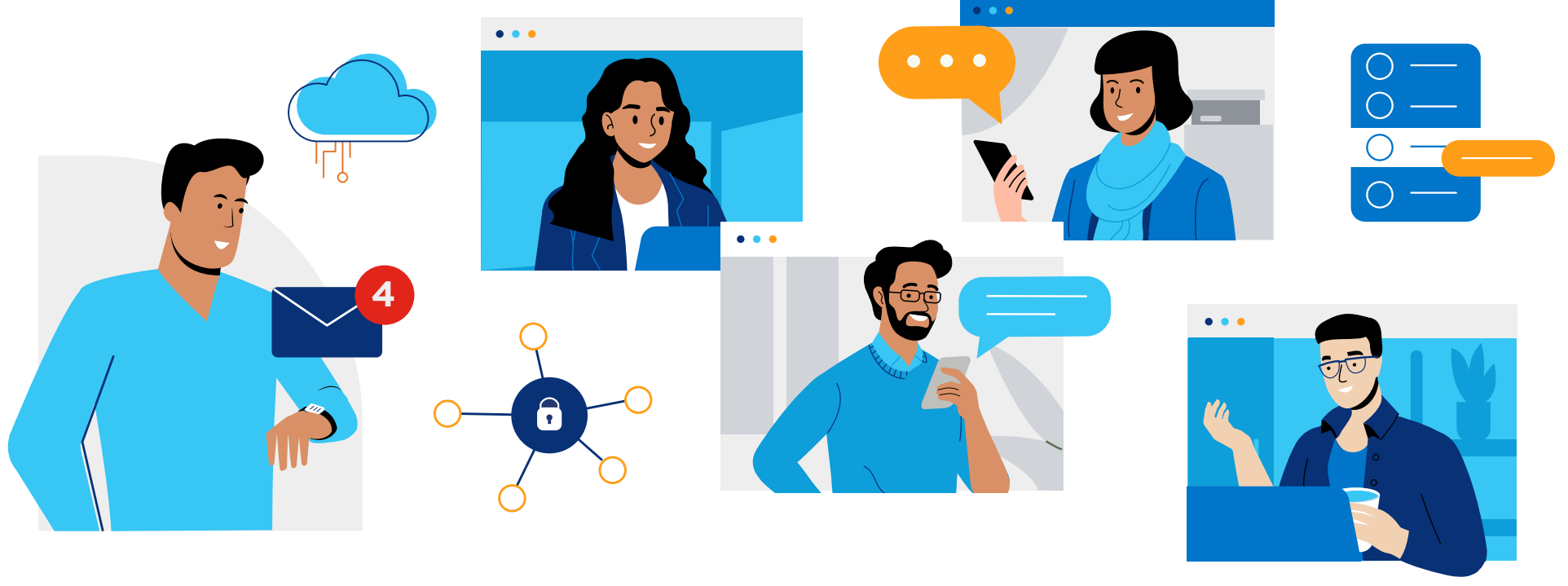


# 5 Tips for effective collaboration



Adopting a hybrid work model with the right tools in place can fundamentally change and improve your business – boosting employee productivity, cutting costs, and delivering personalized experiences for your customers.

Here’s what to look for when evaluating the solutions that can drive effective collaboration for your teams...

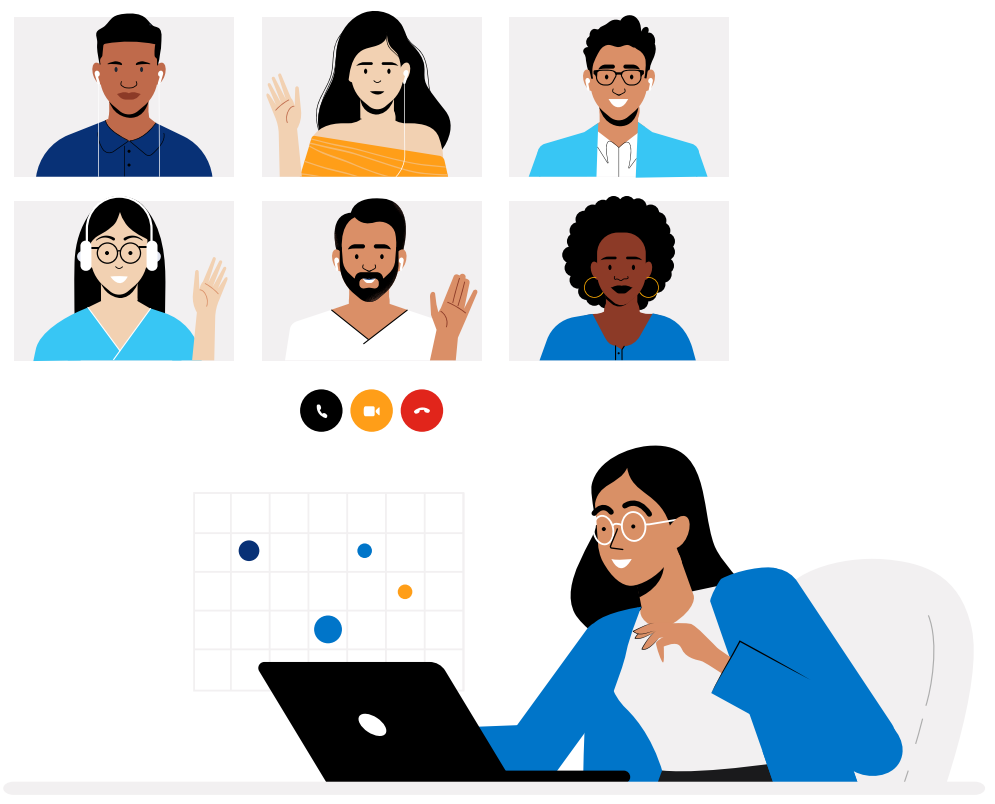
## 1 Video meetings made easy

When you can't be in the same room, a great online meeting experience is the next-best thing. Video meetings help foster effective communication instantly, but they need to be:

**Easy to use** – with one-click sign-on, high-quality video, simple screen sharing and intuitive controls.

**Easy to integrate** – with calendars and the other tools you use so there's less time wasted navigating between apps.

**Easy to adjust** – so you don't miss a beat, whether you're using your computer, mobile phone, or connected videoconferencing devices.



## 2 Help teams collaborate easily

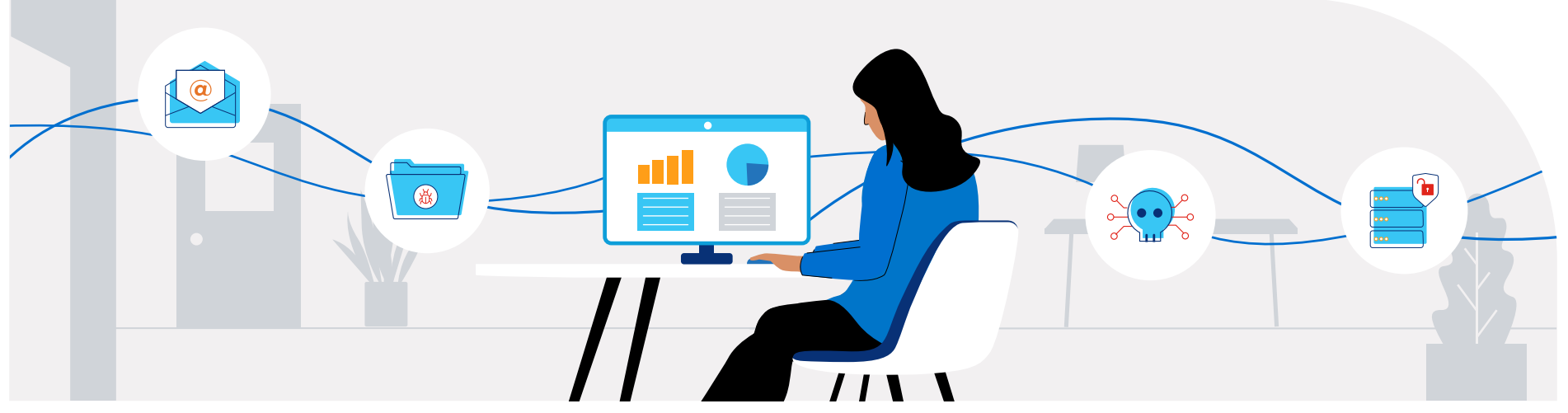
Make it easy for team members to stay on the same page using a virtual workspace that connects people with each other, and with the information they need. Look for a collaborative workspace that:



- Offers secure exchange of messages and files across devices.
- Makes it easy to search the space to find conversations and files.
- Allows private messaging – one-to-one or in groups – with anyone inside or outside your organization.
- Includes a digital whiteboard for easy brainstorming.
- Integrates with meetings so you can keep the collaboration going.

## 3 Don't forget security

Small businesses can't afford to overlook security when setting up effective collaboration. You need to keep your information safe no matter where your employees are located. Look for secure collaboration solutions that:



- |                                                                                              |                                                            |                                                                                             |                                                                              |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <p><b>Enable</b></p> <p>people to connect securely, no matter what device they're using.</p> | <p><b>Keep</b></p> <p>your conversations confidential.</p> | <p><b>Verify</b></p> <p>users, room devices and compliance with your security policies.</p> | <p><b>Protect</b></p> <p>your sensitive data with end-to-end encryption.</p> |
|----------------------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|

## 4 Embrace simplicity

As a small business owner, you want smart, secure and flexible IT infrastructure. To reduce IT complexity, look for solutions that:

- Integrate calling, meetings and messaging – all in one app, that works seamlessly.
- Are easy to deploy and manage, without the need for onsite IT.
- Allow you to get up and running with the services you need today, and scale up easily as your requirements change.
- Offer financial flexibility, with pay-as-you-need pricing options.



## 5 Bring out the best of hybrid work

Intelligent devices play an important role in today's hybrid work model. As people move between office and remote working, look for devices that improve the collaboration experience.

- |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• <b>Reduce barriers and clutter</b> with desktop HD devices in personal or shared spaces.</li> <li>• <b>Help reduce video conferencing fatigue</b> with devices which can deliver a better experience than in-person meetings.</li> <li>• <b>Choose devices that turn any space into a fully functional conference room</b>, for fully immersive experiences.</li> <li>• <b>Look for devices that are simple</b> to set up, use and manage, like a Smart TV.</li> </ul> |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Today's successful businesses are embracing hybrid work and supporting a mix of in-office and remote workers with secure, flexible and affordable collaboration tools. Learn more about how Lumen® Hosted VoIP with Webex can help enable your success.