

Commercial **INTEGRATOR** PARTNER SERIES



**HELP BUSINESSES BRING
EMPLOYEES BACK TO
THE OFFICE –
BY OFFERING A NEW
KIND OF DISPLAY**





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As companies come up with ways to redefine the workplace and attract employees back into the office, integrators can use the opportunity to become partners to their clients, rather than just suppliers, and help them accomplish that goal.

The hybrid office is becoming more pervasive as organizations begin their strategies to bring employees back to the office. The next great evolution of the workplace is underway, and the discord between employees and employers is significant enough to give serious thought to how organizations should proceed.

In Commercial Integrator's recent Hybrid Work Deep Dive Survey, 45.3% of integrator respondents said they have customers that plan to have employees remote 2-3 days per week and in the office 2-3 days per week. 34.5% said that they have customers that plan to have employees be remote, in-office, or hybrid based on an individual or departmental basis. 28.8% said they have customers that plan to have employees come into the office only for collaborative work or meetings, and be remote for individual work.

For employers that have no plans to create a hybrid environment, the market may force them to reconsider. According to a study performed on behalf of Bloomberg News, 39% of adults would consider quitting if their employers weren't flexible about remote work. Among millennials and Gen Z, 49% would consider quitting over lack of flexibility.

Forcing employees back into the office may be detrimental and result in a loss of employees. Still, collaboration is bolstered by group members being in the same room at the same time working on the same problem. While there is collaboration software available that claims to work regardless of where participants are, employers know there is no accounting for in-person collaboration that happens inside of and outside of technology systems.

The key for organizations is to entice employees back into the office. That means providing perks that they cannot duplicate at home. Gone are the days where free lunches, beer on tap, foosball tables, and yoga classes on Fridays are enough to get employees excited about heading back to the office. In the year 2021, the perks that will bring employees in are sophisticated, state-of-the-art, commercial technology systems that help them do their job easier and with better results.

That is where integrators come in. The need to update offices with technology that will entice employees to come into the office isn't just a technology decision, but a strategic business decision.

"We're all guessing what the future of the workplace is going to look like. Everyone is going to be wrong to a certain extent, but I think we're going to be right in the 80% range," says Justin Shong, Vice President of Sales and Marketing, General Manager, Jupiter Systems, "In that the workplace of the future is going to be like what the library was like in college. It's going to be a place where most people come, collaborate, do their work that requires some human interaction. Then they leave and go back to their home office for two days a week and they grind out their individual work."

Many integrators have struggled getting a seat at the table from the beginning. Too often integrators are an afterthought forced to fit round technology into the square pegs of architectural designs drawn up before the technology RFP was even penned.

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The hybrid workplace presents an opportunity to become partners to clients, not just providers. It's an opportunity to create a lasting relationship in which clients turn to you to recommend technology that fits their goals and workflows, rather than treat you as just a serviceperson there to follow directions and otherwise keep quiet. It's the chance to provide more for customers and end up with the best possible solutions for them from the start.

If integrators can help clients get their employees to want to return to the office, that relationship is going to last for a long time.

"It's about how you move up the chain and add value more than just the work you're doing and getting paid for," says Shong.

Something They've Never Seen Before

We are at an inflection point. Employees have been working from home for more than sixteen months. As they return to the office the first thing they'll notice is the commute time there and back. They'll notice the cost of buying lunch at a local eatery rather than making it for themselves at home. They'll notice the lack of privacy in the open office space and how it affects their individual work.

They'll also notice that the computer monitor in their cubicle and the display in their meeting space running Windows 10 is capable of the same things their laptop is capable of at home. When collaborating in the room they'll still need to plug into their laptops, share their content to the screen, make notes individually, then distribute the content and notes to their coworkers once the meeting is done.

They won't be impressed by the size of the screen – they've been working collaboratively on their personal computer screen for sixteen months remember? It was easier to screenshare in a videoconference than it is to figure out the right cable to connect to the display.



Even if they do notice a difference, it won't be enough to make up for the commute, the lunch, and the frustration of coworkers clacking at keyboard and talking on phones while they're trying to write copy, fill out spreadsheets, or build business plans into project management platforms.

"We still need that intangible factor when you get two, three, or four people together in a room to start discussing a problem it's no longer one plus one equals two, it's one plus one equals three because of that interactive factor that goes with it," says Shong.

Unless you give them something truly unique, many employees won't see the benefit of returning to the office. They need something that is easier to use than their equipment at home. Something that makes them perform better at the office using the new system than they could at home. That's what makes the commute worthwhile.

"The biggest challenge that we've been hearing consistently is about attracting and retaining talent. Part of that is the workplace that they're working in, the tools that they're given, and the experience they have," says Shong. "Any way you can give people a better way to work that makes them feel more productive, confident and happy in the workplace the more likely you are to keep that person."

This also gives integrators the opportunity to engage in value-add communications. If an integrator has in their portfolio systems that their clients have truly not seen before, that starts a larger conversation. It shows the client that the integrator is aware of what's out there and what's possible, and knows things that the client does not know. The integrator suddenly transforms from a technology provider to a consultant on attracting and retaining talent, and that gives the integrator a lot more room to help out.

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Let's Get Visual

A great example of the type of technology that can entice employees to return to the office is atypical video walls and displays.

We've all been to tradeshows and seen countless displays that are LED, LCD, dvLED, 4K, and the list goes on. It seems that every manufacturer offers some version of the same thing. However, Jupiter Systems has recently come out with the Pana line of interactive displays which boast 21:9 ultra-wide 5K resolution. The Pana 105 brings an 8-foot wide canvas to optimize team productivity allowing for improved team interaction and collaboration on 33% more pixels that a comparable display.

"As a general manager I ran the west coast for Whitlock for about four years, prior to the AVI-SPL merger," says Shong. "The 21:9 idea was one of the main reasons that I came over to Jupiter from Whitlock/AVI-SPL.

"This is something that's new. It's unique. There hasn't been any real viable large-format 21:9 monitors on the market," he says.

When you look at the way the human eye works, we see wider than we do tall. It's why, most often, you'll see dual-displays sit side-by-side rather than stacked one on top of the other. In fact, movies have been using an aspect ratio closer of 2.39:1 specifically because of the way humans best view content.

“We think that 21:9 is a way to help reimagine the workplace of the future. From just a visual aspect, it looks different. It looks more like what we have been looking at on our desktops for a long time,” says Shong.

“Various studies say it’s somewhere between 200-degrees horizontally and 130-degrees vertically. So our field of view is significantly wider than it is tall,” he says. “Our accurate field of view is more like 130-degrees by 60-degrees. What you’re looking at is the box in front of you that mirrors the 21:9 pretty closely.”

Speaking of looks, the Pana line provides a sleeker, more modern, architectural look that fits perfectly into modern office plans. It stands out among the rest based on its dimensions and shows that the organization utilizing this kind of technology has thought out why it is using the display.

“It’s got that visual aspect to it that from an architectural and design perspective sets you apart from the thousands of 16:9 65-inch, 75-inch, and 85-inch displays that are out there today,” says Shong.

Two collaborators can easily work side by side with plenty of digital real estate to play with. Not only that, but the 21:9 ration means practically any employee can reach the screen from top to bottom – no more asking the former basketball players for help getting to the controls at the top of the screen, and the entire screen can be utilized rather than only the parts that can be reached.

From an integrator’s perspective, the Pana series provides a number of logistical benefits as well. It weighs 150 pounds and can be carried and mounted by two service technicians without much difficulty. It can fit in most standard commercial elevators, so there is no need to pop the window out of a skyscraper and use a crane to get it into the conference room. At an MSRP price of \$15,000, it boasts competitive pricing against comparable screens (though you won’t find any comparison to the 21:9 ratio as Jupiter boasts the only large-format display at that ratio on the market).

Historical Firsts from Jupiter Systems

1981: First to demonstrate multiple, simultaneous video streaming windows on a single display at UCSF Medical in San Francisco.

1992: First processor allowing users to run PC Windows applications directly on the video wall.

2007: First distributed display wall system, delivering AV over IP Pixelnet

2012: First in Video Wall category to deliver collaborative visualization software to connect users on video walls, PCs, and mobile devices. Canvas. 100% web-based Enterprise solution.

2016: First to enable interaction between video wall and mobile device allowing it to control and contribute.

2020: First to market with mini LED active matrix display.

2021: First to market large format commercially viable 21:9 interactive display.



“It’s a single-mount. It’s a single HDMI or display-port in. It is a single device to control. You don’t have to build a video wall processor to run a display of this size,” says Shong. “We’re talking 24-square-feet of screen. You have no splitters. You have single cable paths running to it.

“Mounting and aligning a two-by-two 55-inch LCD array is time consuming. You spend an hour fiddling around with the mounts trying to get the corners straight and you still have bezels between the monitor,” he says. “Here you level it up, hang it on the mount, adjust the mount to get it completely square, plug it in and you’re done. The time to install is dramatically reduced. The time to maintain is dramatically reduced.”

When an integrator brings the Pana line in front of a customer they can be sure it will be something that organization has never seen before. It will throw a spotlight on your firm as one that has the latest and greatest technology to provide. Even when customers don’t opt for the Pana in their final build, it will help integrators start a conversation about what technology should fit into a hybrid workplace that wants to attract talent to come in, not demand them to do so.

“The average person is looking at a screen 8.5 hours per day which is a tremendous amount of time. It’s more time than we sleep,” says Shong. “Why not make it a better experience?” ■

If you’d like to learn more about Jupiter System’s Pana line of displays, or want to learn how you can better become a partner to your clients, check out the [website](#) and get in touch with a representative.