



Make it work

The future of collaboration
and productivity



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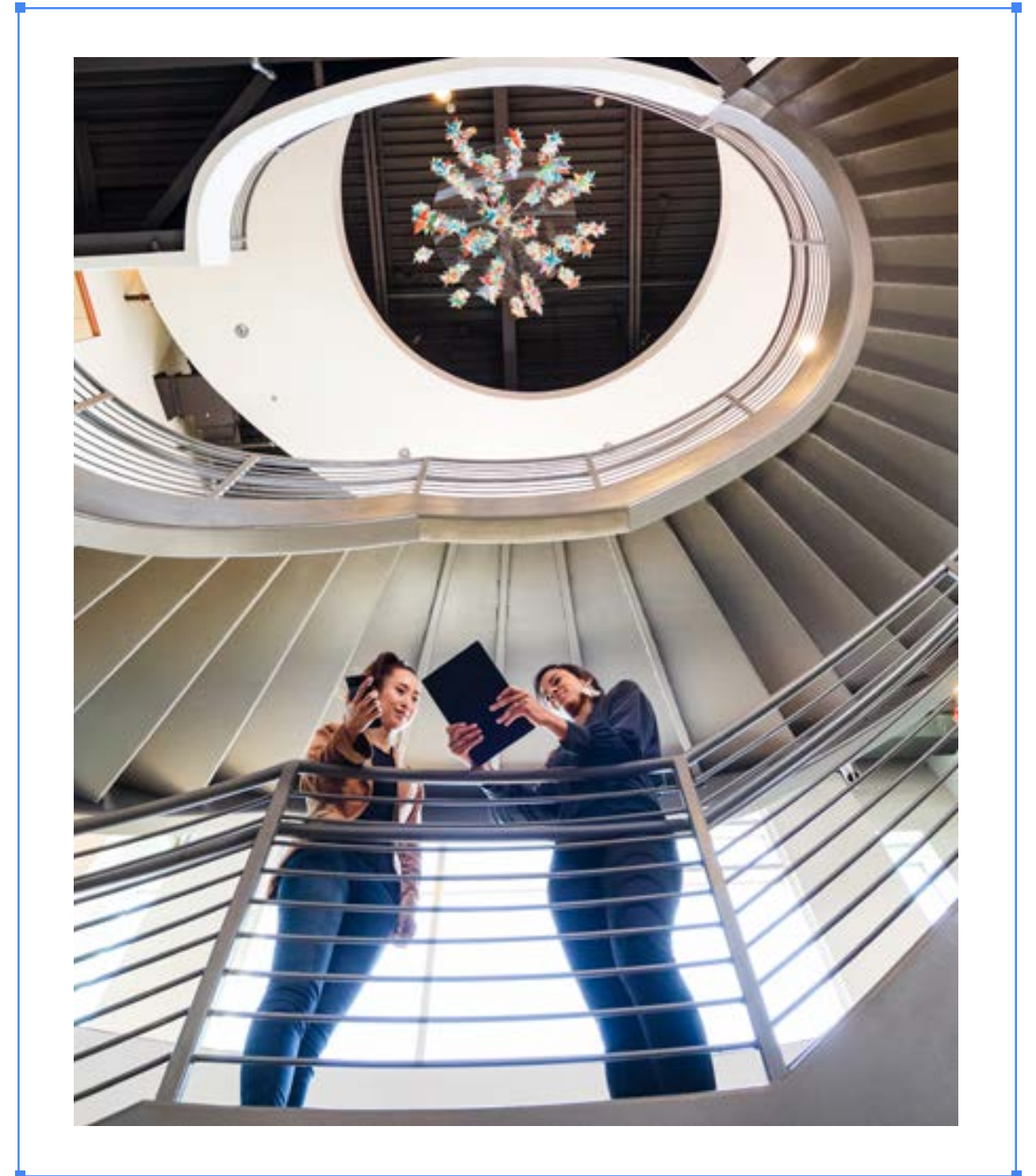
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The future of work is here

Employees, business leaders, and analysts spend a lot of time wondering what the future of work will look like and what it will take for organizations to succeed a few years down the line. And those are fair questions, because today's businesses face more pressure than ever to innovate quickly and fulfill rising customer expectations—expectations that are driving what workers desire and demand from their employers, too.

But look a little closer, and many of the technologies, trends, and cultural norms that will shape tomorrow's workplaces are already transforming forward-thinking organizations around the world. In other words, the future of work is here—it's just not evenly distributed.



This report identifies three important and impactful changes businesses can make to catch up with competitors that are already working in the future:

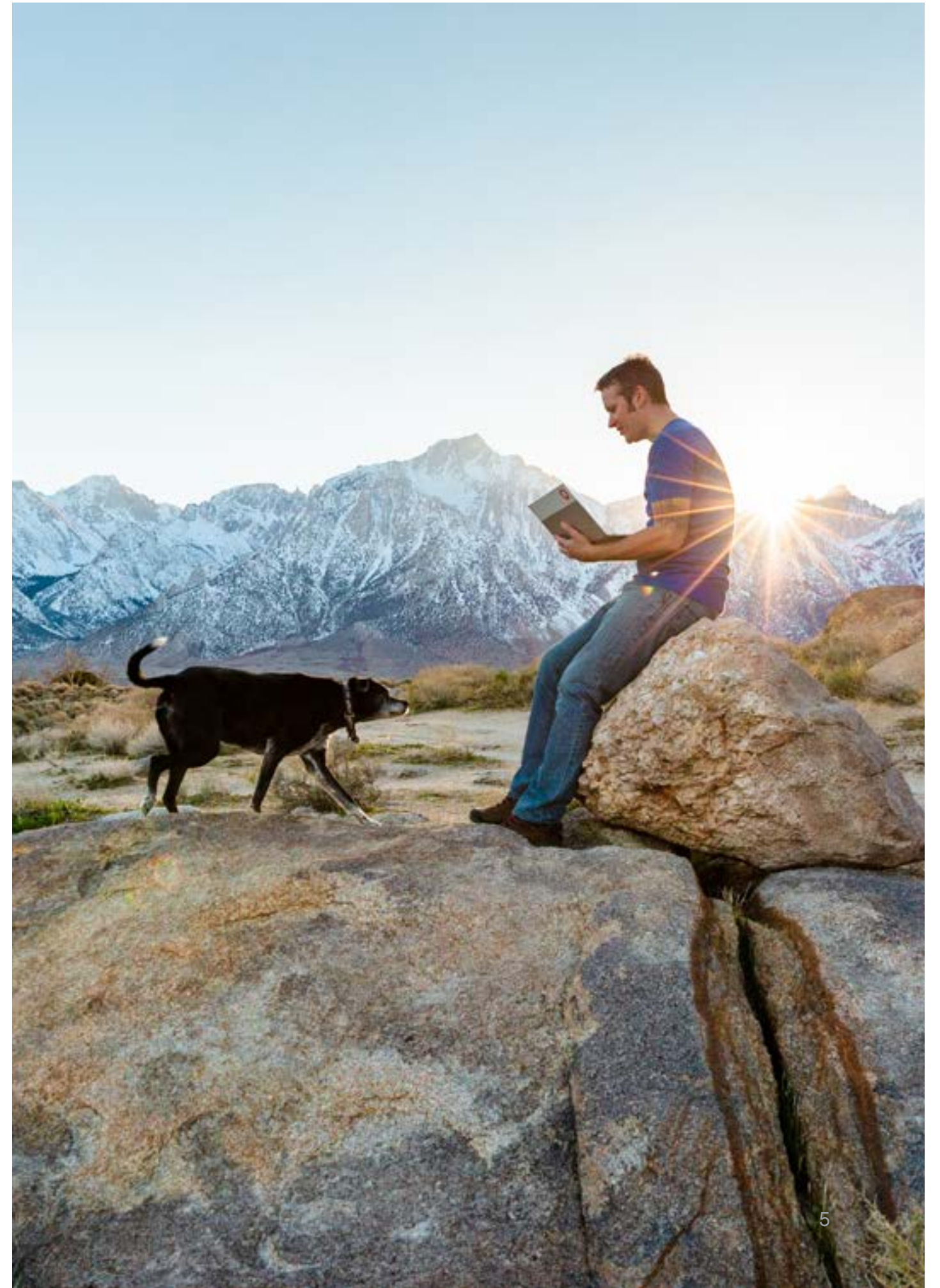
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Armed with these three strategies, businesses can improve productivity and encourage innovation while better meeting the needs of their customers and their employees—now and in the decade (or more) ahead. Let's take a look at each one.



01

Give people tools that help them save time and work faster



From new services to product updates to more personalized experiences, companies face growing pressure to deliver the latest and greatest—faster—into the waiting hands of increasingly demanding consumers. Speed has become imperative in today’s world, not only because the pace of business has increased but also because it frees up time for employees to innovate, problem-solve, and have meaningful engagements with customers.

But for many organizations, routine tasks and inefficient processes are slowing people down. Fifty-eight percent of U.S. workers say they’re too swamped to think beyond their daily to-do lists. They also report losing 60% of the workweek to activities other than their primary job duties.¹

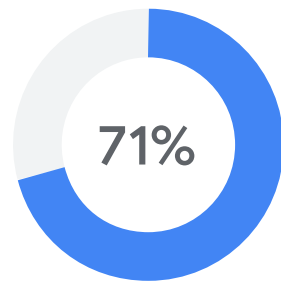
So where are all those hours going? Research shows that employees around the world spend significant chunks of their day on low-value tasks that require little human ingenuity and get in the way of productivity. These include attending fruitless meetings, managing high volumes of email, tracking down the latest versions of documents, switching between applications, and dealing with IT problems.

“What everybody wants is a way to connect quickly and get an answer quickly. You almost need to set aside some time each day to check different communication channels because, if not, then your only activity during the day becomes answering somebody.”

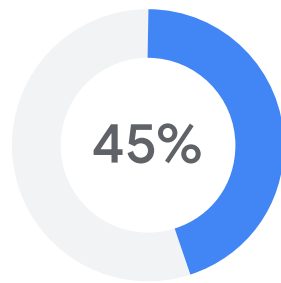
Massimiliano Santeramo, IT Director at
GrandVision Italy

How people lose out on **productive time** at work

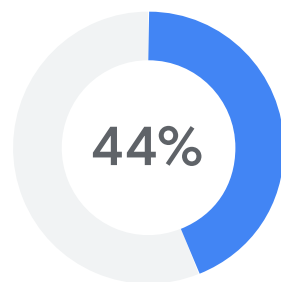
Unproductive meetings



of professionals lose time every week due to unnecessary or cancelled meetings²

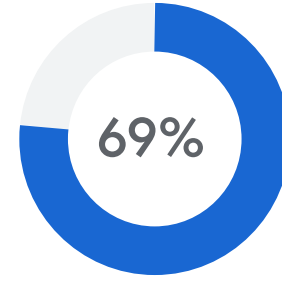


of workers say more efficient meetings would have the most positive impact on their ability to innovate and problem-solve³



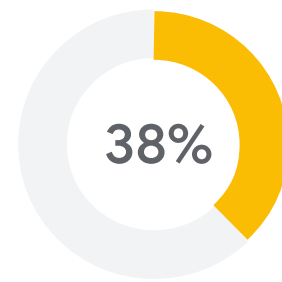
of employees say poorly organized meetings prevent them from doing their work⁴

Toggling



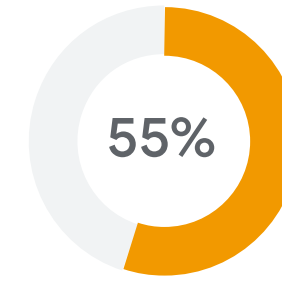
of workers waste up to an hour each day switching applications⁵

Technology trouble



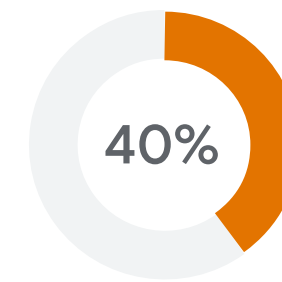
of U.S. business leaders say IT issues get in the way of productivity⁶

Communication



of U.S. employees say that excessive emails get in the way of work⁷

Busywork



of U.S. information workers say they spend at least a quarter of their workweek on manual, repetitive tasks⁸

With so many routine chores consuming their working hours, it's no wonder that employees rarely have time to go above and beyond the daily grind. This may help explain why no less than 85% of global workers are not engaged or are actively disengaged at work, while only 26% strongly agree that they learn or do something interesting each day, according to Gallup.⁹ Not only are people unhappy, but business is suffering as a result: **Lack of engagement cost companies an estimated \$7 trillion in lost productivity in 2017.**¹⁰

Finding speed in the cloud

Many employees already know what they need in order to pick up the pace and make time for innovation: the same kind of seamless, cloud-based tools they use in their personal lives. Some are taking matters into their own hands, with 41% of global workers using unsanctioned apps to do their jobs—a win for productivity, perhaps, but a potential threat to the security and privacy of corporate and client data. (Indeed, **62% of global IT professionals are concerned about the impact of this “shadow IT”** on their organizations' cloud security.¹²) Others simply recognize the burden of legacy technology in the workplace: Nearly four in 10 U.S.-based business and IT leaders say their systems make it harder, not easier, for their employees to work quickly.¹³

“The generations that are coming into the workplace are digital natives. They come to the corporate enterprise and they want the same stuff, the same way and quickly, so that’s forcing companies to change how we do enterprise IT.”

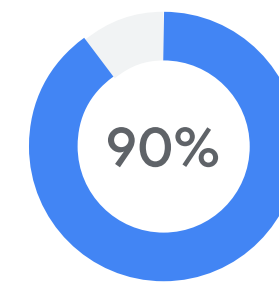
Bashir, VP and CTO for a U.S. healthcare company

Slow, outdated tools can turn everyday tasks like attaching files and joining conference calls into protracted undertakings. Future-minded organizations understand this, so they're trading in their legacy productivity software for modern business apps that accelerate the pace of work by getting out of people's way. These new solutions are typically based on cloud technology, which has become a core component of the enterprise technology landscape. Research shows that companies of all sizes increasingly rely on the cloud for their IT needs in general, from collaboration and communication to software development and data analytics, and that the rate of adoption will continue to grow in the future.

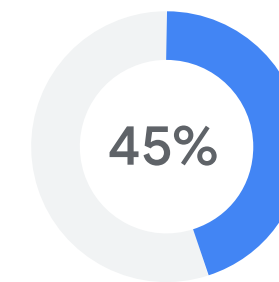
“Instead of hiring people to manage a bunch of servers and to support them and to patch them, we can focus our talents on building things and doing things that excite us.”

Naya Resnick, VP of Technology in the media and gaming industry

By 2023, global spending on cloud technology will reach nearly \$1 trillion, more than double the amount spent in 2018¹⁴



By 2024, more than 90% of enterprises will have intensively multi-cloud environments, with on-prem, off-prem, public, and private cloud¹⁵



of U.S. business and IT leaders plan to migrate from legacy collaboration and productivity tools to cloud-based apps in the next two years¹⁶

Make it with **G** Suite

