Smarter Working: Routes to Conferencing

11th March 2009

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Today’s informal session...

- What is “Smarter Working?”
- Is Conferencing “Smarter Working?”
- Routes to Conferencing.
What is “Smarter Working?”

- The MATiSSE project.
MATiSSE
(Mobile And Teleworking Initiative for a Smarter South East)

2006 Six - Month Measured Pilot
2007/09 Hampshire lead initiative
2010/2016 Region-wide programme*

Smarter Working includes working more flexibility, mobile and home based Teleworkers and additionally encourages employers towards the introduction of more sustainable working practices.
Why take Action?

1. Increased workforce productivity ~ 15%
2. Reduced Absence ~ 20%
3. Reduced office footprint ~ 20% after 5 years
4. Less stressed, more loyal staff
5. Lowered recruitment costs

“Pleasure in the job puts perfection in the work” (Aristotle)
Lost Productivity
- 20% of company car-drivers spend >5 hours per week in congestion
- £20 billion cost of annual congestion to UK economy
- 145,561 incidents in 2006 at UK congestion hot-spot (M1 J6 to J10)

Skills Shortfall
- 70% of graduates expect ‘smarter-working’
- Need to get economically in-active into work
- Staff retention and recruitment

Health and Wellbeing
- £12.5bn per annum lost to stress/mental health related problems
So what does it mean?

Office-based
9 to 5
So what does it mean?

Smarter Working
Who has taken action?

- 85% of UK FT top employers offer ‘smarter-working’
- BT
  - Accommodation £220 million saved in last 10 years
  - Travel Cost savings £9.7 million per annum
  - Maternity Returns from 47% to 99%
Cultural and Management Challenges:
- Need to champion/lead/communicate
- Identify business drivers (e.g. office footprint)
- Vision/aims/workflow/processes
- Business Case (costs/benefits)
- Performance Measures
- ICT solutions/support windows
- Home & office set-up (incl. H&S)
- Roles best suited/eligibility (office cover?)
- Own and organisation skills needs
- Communication methods (diary access, reporting, monitoring)

Smarter Working Team Agreement?
Individuals need to know:

- Aim, purpose, implications, benefits
- Eligibility
- Work targets/reporting methods
- Core/flexible working hours
- Obligations (protocols)
- Travel/claims rules
- How to use IT/Comms Tools
- How to book hot-desks
- Exit procedure
## Communication Examples

<table>
<thead>
<tr>
<th>Communication Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Type? (Land/Mobile/VOIP) Payment/allowance? Voicemail/Phone Forwarding?</td>
</tr>
<tr>
<td>Correspondence</td>
<td>Collected/Home Address? Outbound Arrangements?</td>
</tr>
<tr>
<td>Diary Planning</td>
<td>On-Line? (Outlook) Shared Access? Room booking? (e.g. as an MS Outlook resource)</td>
</tr>
<tr>
<td>Absence Reporting</td>
<td>On-Line? By Phone? (AbsenceCall) To Whom?</td>
</tr>
<tr>
<td>Meetings</td>
<td>Projects, Performance appraisals 1 on 1, face to face, Digital Meetings (what/when?)</td>
</tr>
<tr>
<td>Development</td>
<td>Training (e-learning provision?); mentoring; coaching; peer group learning</td>
</tr>
</tbody>
</table>
• Stagger start and finish times – even 5 minutes can make a difference
• Car Share – reduce costs and CO2s
• DIY Travel Planning kit – carbon offsetting
• 80mph to 70mph saves 25% fuel and CO2
• Time deliveries/collections at non-peak times
• Choose accommodation near a station!

Easy Quick Fixes!
Is Conferencing “Smarter Working?”

• Introduction
Is Conferencing “Smarter Working?”

- Introduction
- How technology made its mark
Shelling out for a BP (Big Problem)
Shelling out for a BP (Big Problem)
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Shelling out for a BP (Big Problem)
Is Conferencing “Smarter Working?”

- What problems does it solve?
Is Conferencing “Smarter Working?”

- What problems does it solve?
- Financial
Travel costs for a UK company with regional offices to meet weekly in their London HQ would be:

<table>
<thead>
<tr>
<th>Location</th>
<th>Mode</th>
<th>Details</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiff-London</td>
<td>Car, Severn Toll</td>
<td>300 miles @ 40p/m</td>
<td>120 5</td>
</tr>
<tr>
<td>Edinburgh-London</td>
<td>Flight, Taxis</td>
<td>Return same day</td>
<td>176 30</td>
</tr>
<tr>
<td>Manchester-London</td>
<td>Train, Taxis</td>
<td>Return same day</td>
<td>168 20</td>
</tr>
<tr>
<td>Birmingham-London</td>
<td>Train, Taxis</td>
<td>Return same day</td>
<td>69 20</td>
</tr>
<tr>
<td>Food &amp; Expenses</td>
<td></td>
<td>£30 x 5 pax</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>Weekly=£758</td>
<td>X4/month</td>
<td>£3,032</td>
</tr>
</tbody>
</table>
## By Using **Conferencing**

<table>
<thead>
<tr>
<th>Location</th>
<th>1x18p</th>
<th>Minutes of Meeting</th>
<th>£10.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>London HQ</td>
<td></td>
<td>x60</td>
<td></td>
</tr>
<tr>
<td>Cardiff</td>
<td></td>
<td></td>
<td>£10.80</td>
</tr>
<tr>
<td>Edinburgh</td>
<td></td>
<td></td>
<td>£10.80</td>
</tr>
<tr>
<td>Manchester</td>
<td></td>
<td></td>
<td>£10.80</td>
</tr>
<tr>
<td>Birmingham</td>
<td></td>
<td></td>
<td>£10.80</td>
</tr>
</tbody>
</table>

| Expense              |       |                    | 0      |
| Food & Expenses      |       |                    |        |
| Total with DM        | Weekly= £54.00 | X4/month | £216   |
| Total by travel      | Weekly= £758 | X4/month | £3,032 |
| Monthly Saving:      | Weekly =£704 | x4/month | £2,816 |
| Annual               |             | Annual          | £33,792 |
Is Conferencing “Smarter Working?”

- What problems does it solve?
  - Financial
  - Environmental
  - Work / Life Balance
Is Conferencing “Smarter Working?”

- Who can use Conferencing?
  - SMEs
  - Corporate
  - International
  - Public Sector
The Market for Conferencing

• Annual increase of uptake
The Market for Conferencing
The Market for Conferencing

- Globally an US$ 8 billion industry
- USA far ahead of Europe
- Some specialised, some generalised
- Annual increase of uptake on UK-
- 30% per Annum
Routes to conferencing
A Land of Confusion...

Teleconference
Conference Call
Audio Conference
Remote Collaboration
Web Conference
Audio/Web Conference
Video Conference
Telepresence
The world keeps turning...

- Seventies  Fax machines
- Eighties   Mobile Phones
- Nineties   email/ VOIP
- Noughties  Conferencing

- The Future  Telepresence
Holographic Telepresence?
A two-dimensional politician
Telstra
How is it done?

- Many different ways to conference-
  - Free VOIP Audio
  - Free webcams
  - “Free” audio conferences
  - In-software sharing
- Professional services
“You only get what you pay for…”

- Free VOIP services (Skype, etc) do not guarantee levels of service.
- Multi-way overload?

- Free webcams can come with some nasty surprises!

- Not guaranteed secure

- How professional do you want to look?
The Professional Solution

• There are many conferencing providers.
• Many different payment models
• Many different functionalities

• How to find the one that suits you best.
Firstly, ask yourself…

- What will I actually DO by conferencing?
- What will I actually ACHIEVE by conferencing?
- What infrastructure/tech do I need?
- What level of service do I want?
- How will my employees and clients react?
- How do I budget for conferencing?
- By what yardstick will I call this a failure or a success?
Then ask a potential supplier...

• How will this fit into my business plan?
• How much does it cost?
• How much does it REALLY cost?
• What must be downloaded? (access issues)
• What are my service level agreements?
• Will I have adequate Customer Care?
• Is audio conference included?
• Am I tied into a restrictive contract?
• Can you help me with special requests?
Taking it further...

- Video conferencing
- Hardware and Software

- High Definition, High Impact!
- Point to point or multi-way?
- Purchase kit, use for free?
- Purchase kit, hosted service?
- Do I want to show data within a videoconference?
Taking it further...

Video Conferencing -
• Streaming out to web
• Bridging in telephony
• Connecting to different endpoint systems

Web/Audio Conferencing -
• Translate/ transcribe
• Record/ edit/ podcast

Full combination technology - video/web/ audio
Thank you very much.

- For further information/advice please call 01962 600101 and ask for Neil
- Or visit www.webconferencing-test.com (Vendor independent comparison site)

- These slide sets are available by filling out a request at www.digitalmeeting.co.uk/contact