

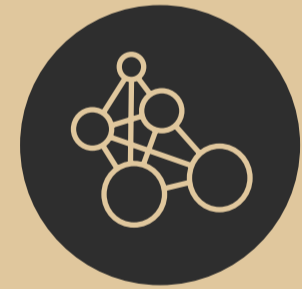
THE 4 DEFINING CHARACTERISTICS OF EFFECTIVE DIGITAL WORKSPACES



A digital workplace is a hub for teamwork.

A chat-based workspace that enables teams to be more productive by giving them a single, secure location that brings together everything a team needs: chats, meetings, calls, files, and tools.

The following are 4 essential characteristics that every digital workspace for high-performing teams must have:



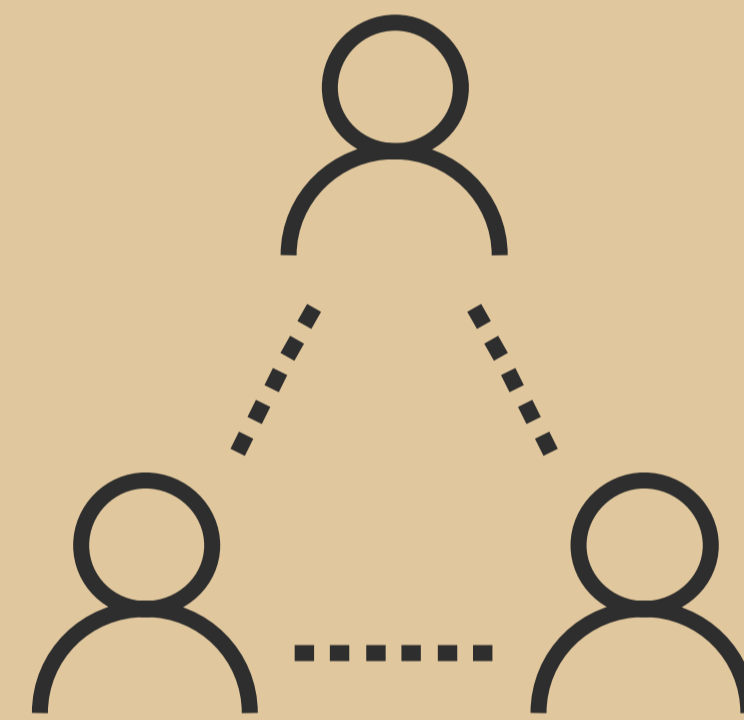
SEAMLESS, MULTI-DEVICE COMMUNICATION

First and foremost, any digital workspace needs to attend the communication needs of its diverse workforce include a complete meetings experience that includes chat, voice, and video. The inclusion of informal 1:1 or group chats is also essential, and those on the go must be able to participate and create directly from their phone, laptop, or tablet. Finally, it should also enable people to share information in a transparent way to accelerate decision-making, regardless of geographical barriers.



FLEXIBLE

When it comes to collaboration, a digital workspace must enable today's multigenerational workforce to use the productivity applications they are familiar with and love -Microsoft Office 365, for example- right without the need for multiple logins, passwords, and user interfaces. This characteristic allows users to easily share and co-author files without the need for email attachments and cycles that result in storing multiple versions and could potentially cause data to go missing.



CUSTOMIZABLE

No two teams are completely alike and use the same tools across the board. Therefore, it's critical that digital workspaces are tailored according to their intended functionality -i.e. integrate all the services and tools each team uses on a day to day basis- while providing the same base user experience across the entire organization.



SECURE

Any digital workspace is all but useless if your data -or worse, your client's data- gets lost or stolen. For this reason, it's crucial that your workforce can rest easy knowing that their tools are protected with constantly updated enterprise-grade security, compliance, and manageability.