

## MAKING DISTANCE DISAPPEAR

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January 29, 2016

In today's changing work environment, teamwork can be more difficult than it used to be. In the not-so-distant past, people gathered in a conference room and solved problems face to face.

Today, the issues organizations face are more complex. Sometimes the people with the best skills to collaborate on projects all work in the same place, but not always. The demands of today's employees requires them to successfully work across different locations, time zones and countries.

The basic expectation of employees is to be faster, smarter and more innovative. This is hard enough to do when you're in the same physical location. Now try it with people who are working remotely—some of whom you've never met in person and some who are working late at night while you are in the office early and your body still wants to be in bed.

In today's economic climate, organizations can't allow distance to be a barrier to effective teams. They need to assemble the best talent to solve problems and make tough business decisions. Requiring people to be in the same location limits the range of skills and experiences that contributes to some of the most efficient and productive organizations.

Yet, workplace collaboration through, "Distributed Teams," across locations is not just a hurdle to overcome; it's a powerful catalyst for change within an organization. Distributed teams can eliminate redundancies, while expanding a company's capabilities by establishing satellites in, "talent-rich locations." Some organizations think about distributed work simply as a way to speed up projects by keeping work moving around the clock; the bigger opportunity is to fully leverage the organization's scope and scale. And to do that, organizations need to find ways to make distance disappear.

### VIDEO TO THE RESCUE?

In an effort to eliminate people having to be in the same location, businesses have recognized the potential of video to solve these challenges and have dramatically amped up their video use.

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The biggest hurdle to remote collaboration is poor audio or video quality and a close second is difficulty with sharing content.

Corporate Interiors is an industry leading provider of audio visual video conferencing. Our team of Engineers are experts in integrating technology with an innovative process to create a more effective and productive workplace.

For more information on how to make your work environment more effective and productive please contact:



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