

KITABOO

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TECHNOLOGY

IN THE

WORKPLACE

TECHNOLOGY IN THE WORKPLACE

As we continue into the 21st century, it seems like there are new technological advances on a daily basis, and those advances are beginning to embed themselves into the workplace. Technology is truly changing the way we work – we are no longer chained to our desks, but rather always have a laptop, a tablet or a Smartphone in hand. There are definite cons to having technology fill a prominent role in your business, but the advantages definitely outweigh the disadvantages. The primary drawbacks include dependency, the constant need to upgrade and possible negative effects on workplace relationships, while benefits include, but are not limited to, changing communication, increasing efficiency and motivating employees.

Finding ways to integrate technology into your working environment is key to keeping up with the trends that are pushing the workplace to be more and more involved and invested in ever-changing and expanding technologies.



CONS

UPGRADES

As technology changes and grows everyday, naturally there can be changes to systems and programs, which could require upgrades as simple as just downloading the newest version. But if you need to upgrade your equipment, it can be more time consuming as well as more expensive.

DEPENDENCY

Beginning to depend heavily on computer systems can become a problem if there is ever a technological difficulty. If the system crashes, that company can be in a standstill and everything freezes. In addition, when new technology is brought in, there is a learning process that can lead to loss in productivity. And finally, if technology or computer systems are at the core of your business, it becomes nearly impossible for employees to get anything done outside of the office.

WORKPLACE RELATIONSHIPS

Increasing the presence of technology changes methods of communication throughout the workplace. Using phones, texting, email or video conferencing tools start to decrease the amount of face-to-face communication. Interpersonal relationships and communications are important in order to establish a functional workplace and technology can negatively impact those relations. Working relationships and overall company ambiance can also be affected by technology leading to distracted work. The growing use of social networks can change the productivity and efficiency of employees at work.



PROS

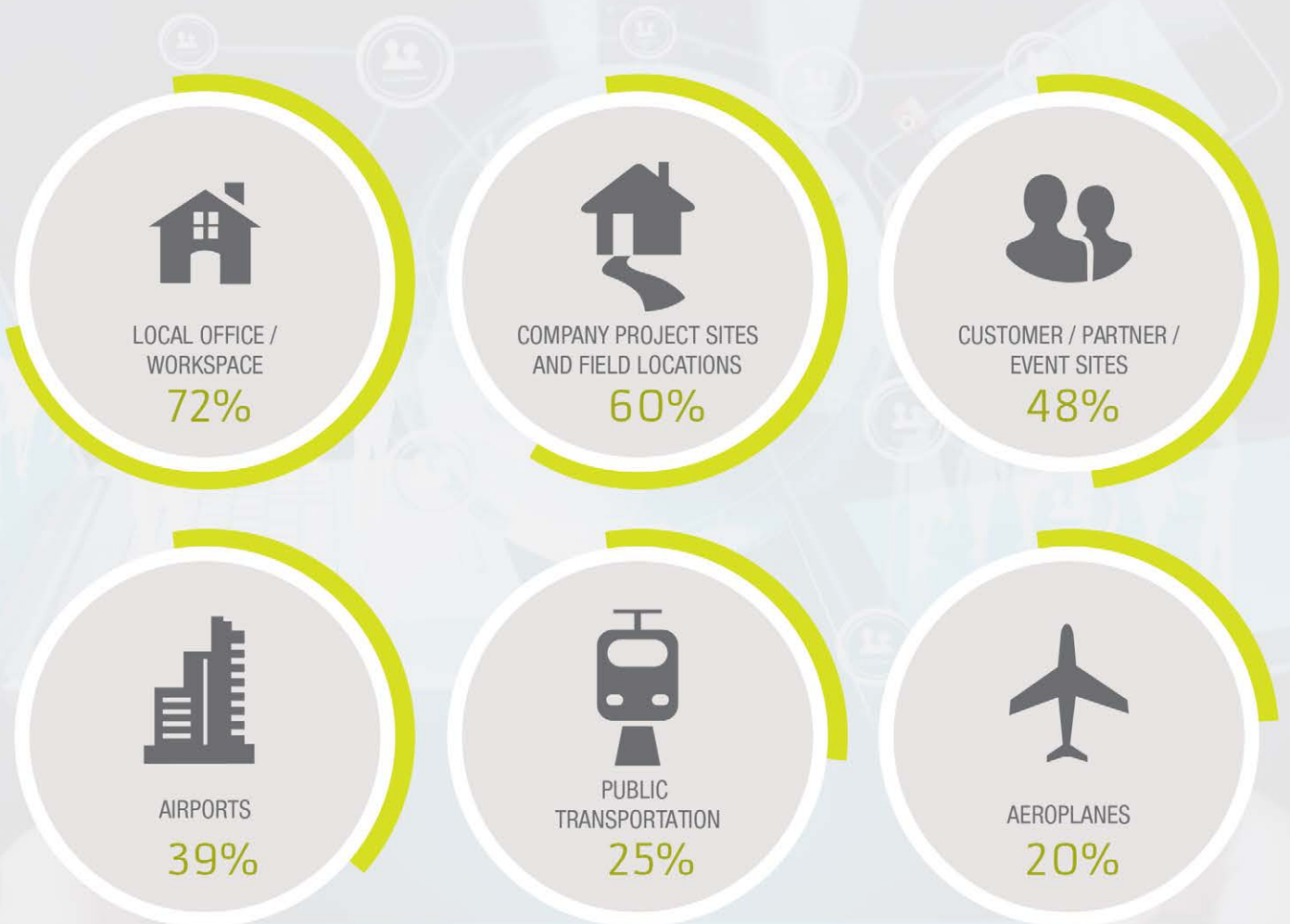
COMMUNICATION

Although there can be negative impacts on communication from technology's presence, the positive results outweigh them. First and foremost, there is a variety of virtual communication tools that exist, allowing employees to communicate in a number of ways. These tools can increase efficiency and productivity because these tools permit interactions not only throughout the same office, but also from one location to the next. Furthermore, there are other tools that allow screens to be shared or that facilitate sharing of files and information with ease and security. These tools not only increase efficiency of communication within employees, but they can also help with communication with customers.

EFFICIENCY

Encouraging innovation and creativity through access to different business technology tools is a useful strategy to increase productivity and efficiency. Having the newest technology available can enable employees to produce better work, it can encourage healthy competition within the workplace and make your company gain an edge on competing companies. Technology also enhances flexibility from a spatial point of view. If companies make their content available across different technological platforms, employees can just bring their Smartphone, laptop or tablet for more collaborative work, which reduces time spent on tasks. Introducing technology into the workplace also allows employees to choose their own devices, thus develops the idea of BYOD (Bring Your Own Device).

ONE THIRD OF PEOPLE WILL NO LONGER ACCESS THE CORPORATE NETWORK FROM THE LOCAL OFFICE



MOBILE DATA CONSUMPTION IS INCREASING

There has been a 59% increase in mobile data consumption in 2015 as against 2014. This reinstates the fact that, end users are spending more and more time on their mobile devices. According to a Nielsen report, 1.2 million terabytes of data is generated in US annually just by Smartphone users alone.

EMPLOYEES SPEND MORE TIME ON MOBILE DEVICES

Mobile digital media time in the US is now significantly higher at 51% compared to desktop (42%) according to latest data from e-marketer and KPCB. For the Gen Y employees, mobiles and tablets are the preferred devices for media consumption.

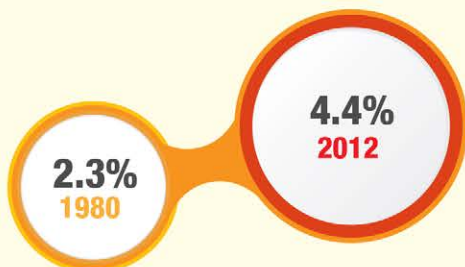


TECHNOLOGY SHAPING THE WORKPLACE OF THE FUTURE

Since technology has taken center stage, it seems as though innovative approach has taken over how we live, work and play which has an important affect on everyday life. As the world we live in starts to drift away from the physical workplace, what role can technology have?

Telecommuting With tools such as the Cloud, working remotely is now a reality. In the United States, the number of workers telecommuting everyday has shifted from 2.3% in 1980 to 4.4% in 2012, while the number of workers telecommuting some hours every week is at 24%. A similar trend can be seen in other countries, such as the United Kingdom – where there were 2.1 Million workers telecommuting some of the time in 2001, but 2.8 Million in 2011, or 10% of the British workforce.

PERCENTAGE OF AMERICAN WORKFORCE WORKING FROM HOME



The number of U.S.
workers telecommuting
everyday



The number of U.S.
workers telecommuting
some hours each week

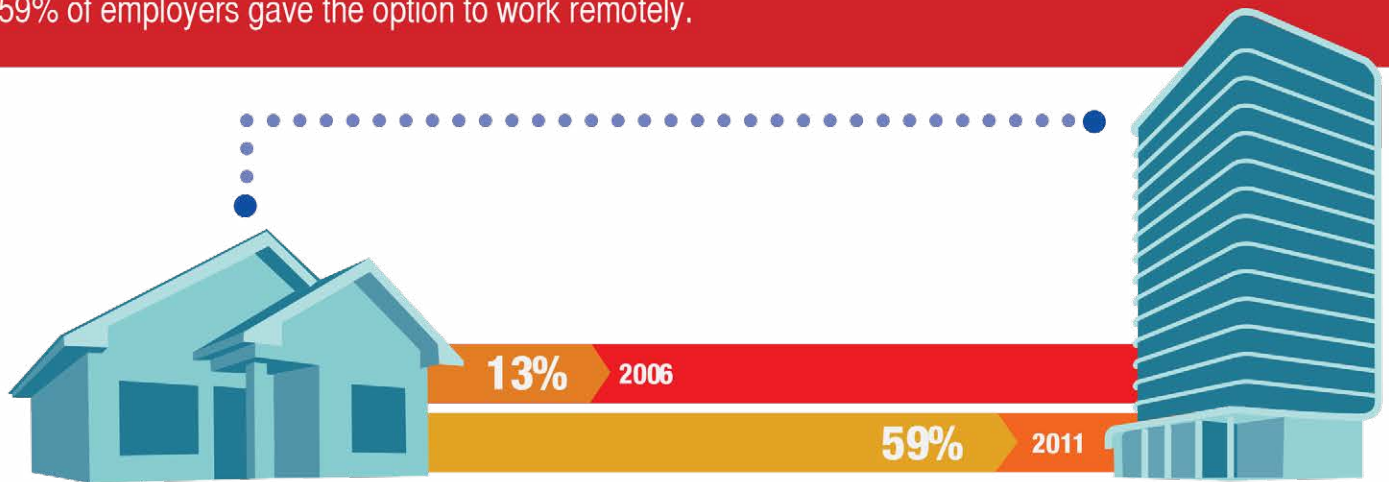
The same trend can be seen in other countries.
Number of UK workers telecommuting at least
some of the time

2.1 million
2001

2.8 million
2011

One-tenth of the British workforce

This trend can be tied to the increased amount of employers offering telecommuting as an option. In 2006, only 13% of employers offered telecommuters, while in 2011, 59% of employers gave the option to work remotely.



There are many positives to telecommuting, such as working more and productivity levels.

WORKERS PUTTING IN MORE THAN 40 HOURS A WEEK



of managers believe that workers are more productive when given the flexibility to choose when and how they work.



HOME-WORKERS ARE

11-20% more productive when working on **creative tasks**.



6-10% less productive when working on **repetitive tasks**.



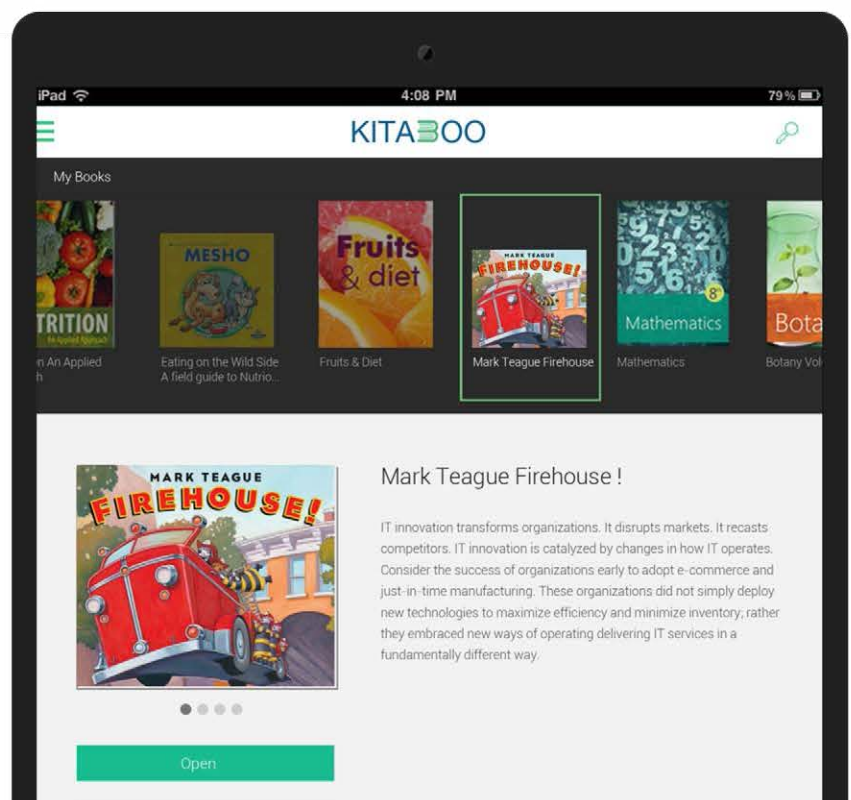
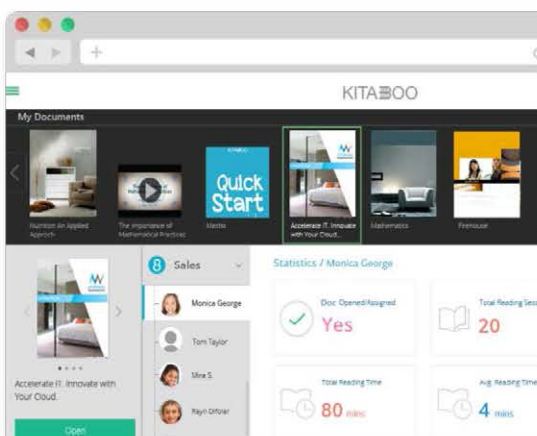
It is clear there is a continuous shift in the workplace, which is enhanced by the development of cloud-based collaboration tools and the increased use of mobile devices. Based on an article published by Insight UK, 79% of senior managers believe that the “anywhere, anytime” work trend is inevitable and 86% of those managers believe most successful companies would be willing to make the transformation. There is a direct tie between the continuing shift in workplace innovations and the benefits of social collaborative work. In the upcoming five years, there are a number of technologies that will impact working patterns such as: cloud computing/storage (40%), use of tablets or Smartphones (39% and 31%), social media and mobile apps (25% each). The use of these technologies has a positive impact on productivity through an increase in collaborative work – 131% increase in operational efficiency and 22% increase in on-time project delivery.

HOW KITABOO CAN ENHANCE THE WORKPLACE

KITABOO is an end to end Digital publishing platform which enables publishers to quickly take their content digital and distribute it securely over multiple devices. Whether it is a small, medium or a large publishing house trying to reach out to the potential audience, KITABOO offers a robust and scalable solution that allows them to quickly convert and enrich their content, protect it and get it into the hands of end users on a device of their choice. KITABOO's analytics and social collaboration features further enhance the value of the user communities and provide its customers with valuable real-time insight into how their content is used and consumed.

KITABOO is composed of three primary modules – **KITABOO Create**, **KITABOO Reader Apps** and **KITABOO Collab**. These three components enable publishers to produce customized eBooks that can be viewed on many devices via specified, and also customizable, Reader Apps. KITABOO Collab takes makes it possible for publishers to distribute their eBooks in a number of ways and also permits publishers to view a detailed analysis on how their content is being used.

KITABOO is a tool that can, not only allow your business to make customized, innovative and interactive content, but content that is accessible to entire workforces through different platforms or devices. There are ways to create role based access through producing user specific roles that make it possible to target your content to the correct user.





CONCLUSION

There is no way around the increasing presence of technology in the workplace. Although there are a handful of disadvantages to this trend, it is inevitable so why not embrace it and focus on all the positives it brings. What makes a successful and productive workplace is the presence of motivated employees who are able to efficiently and consistently produce quality work. Finding cost effective and time efficient solutions is a must to keep employers and employees happy. Taking advantage of technologies that have been designed to enable collaborative workplaces to thrive is a key part in assuring a fluid work environment. Technology is always changing, and is going to keep becoming integrated into the work force as it continues to have a positive impact on productivity levels and on overall workforce performance.