



Don't let these

7 PRODUCTIVITY MYTHS

hold you back

Poor *George Jetson*. Even with his rocket-powered chair, George still had to go to the office every morning to work under the watchful eye of Mr. Spacely. Luckily, we've inherited a better future than that. *Work in the 21st century isn't somewhere you go, it's something you do.*



After years of being chained to the old ideas of office productivity, businesses are realizing that liberated employees are empowered employees.

When you free people from the tethers of the office, amazing things start to happen: productivity rises, borders and barriers disappear, innovation replaces enervation, and the quality of work improves as employees' quality of life improves.



So let's get liberated by busting some of those old myths that may be holding your business back.





MYTH #1

Employees need to come in to work every day

We're not saying you need to get rid of your office. After all, you need to store that copier paper somewhere. But you do need to rid yourself of the notion that people do their best work at their desk. In the past, that logic made sense because the office was where businesses stored all of their productivity tools: computers, phones, files, applications, etc. Today, all of those tools can be stored in the cloud and accessed

on a mobile device, so employees have the same set of tools no matter where they are: at the office, at home and on the road.

Mythbuster: 3.2 million Americans work remotely full-time, a 78% increase since 2005.



MYTH #2

95% of work gets done from 9:00 to 5:00

You've got customers on the other side of the country and partners on the other side of the world. In order to stay in touch with them, you need to expand your hours and your reach. This is where unified communications can really pay off by making it simple to stay connected anywhere, at any time.

Mythbuster: 63% of workers don't believe the 9-to-5 workday is still a valid model. (source: CareerBuilder)



MYTH #3

If you want to attract top talent, move to a city and pay top dollar

In the past, location and compensation were big factors in attracting the best talent. Today's workforce, however, is more in tune with a work/life balance that includes flexibility to live and work where they want—even if it means less money. According to a recent poll, 83% of hiring managers believe telecommuting will be

more prevalent in the next five years. (source: Entrepreneur Magazine)

Mythbuster: In 2014, the number of job postings for remote workers rose 26%. (source: Entrepreneur Magazine)



MYTH #4

A mobile workforce is expensive to maintain

Reproducing the office experience for mobile workers doesn't mean re-investing in more IT. Using cloud-based solutions, most small businesses can actually reduce their IT costs while ensuring that access to applications, information and communication remain consistent and secure anywhere on any device.

Mythbuster: Small businesses that implement teleworking programs save an average of \$85,000 to \$93,000 per year. (source: International Teleworking Advocacy Group)



Work and personal life don't mix

The bring your own device (BYOD) movement turned this idea on its head by proving that, at least where technology is concerned, sharing one mobile device for business and personal communications makes sense. That philosophy has spread over to mobile apps too, as businesses are learning that personal preference and experience have a direct and positive impact on employee productivity.

Mythbuster: Three out of four organizations (74%) already support or plan to support BYOD initiatives in the next 12 months. *(source: Tech Pro Research).*



The cloud is inherently less secure than your own data center

In the beginning, there was plenty of fear, uncertainty and doubt around cloud security, but businesses increasingly see the cloud as a safe and controlled environment. Think about it: most security breaches are caused by employee error or poor policies. Cloud solutions feature strong security policies and

multiple safeguards to protect against human error, plus the same high levels of encryption and protection you would expect from world-class service providers.

Mythbuster: 94% of small and medium businesses reported security benefits after moving to cloud technology. *(source: Rackspace)*



Moving business-critical applications to the cloud is disruptive

The cloud isn't about doing more new things, but about getting more things done. Unified communications in the cloud is a great example of this. By combining the communications tools that employees already use—voice, videoconferencing, instant messaging, email—in a single interface, cloud-based communications allow

businesses to immediately communicate and collaborate more effectively from anywhere.

Mythbuster: Companies report that teleworkers are 40% more productive than office workers. *(source: Telework Research Network)*



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