



SADA

MAINTAINING A PRODUCTIVE REMOTE WORKFORCE: 4 LESSONS FROM TECH COMPANIES

With the recent surge in remote work due to COVID-19, here are 4 things to learn from tech companies on how to maintain an innovative and engaged remote workforce.

Introduction



With the recent and unexpected surge in remote work due to coronavirus, many company's employees are struggling to remain innovative and productive. In this new reality, what options do organizations have to ensure that all teams stay focused on innovation and that The Next Big Idea will always be just around the corner? Tech companies can offer some insight. While tech organizations may be known for their lively office cultures and love of unconventional perks, that doesn't mean their employees aren't productive. In fact, innovation and productivity is 100% vital to their success; if they take their eyes off the ball (or line of code), they can quickly lose momentum.

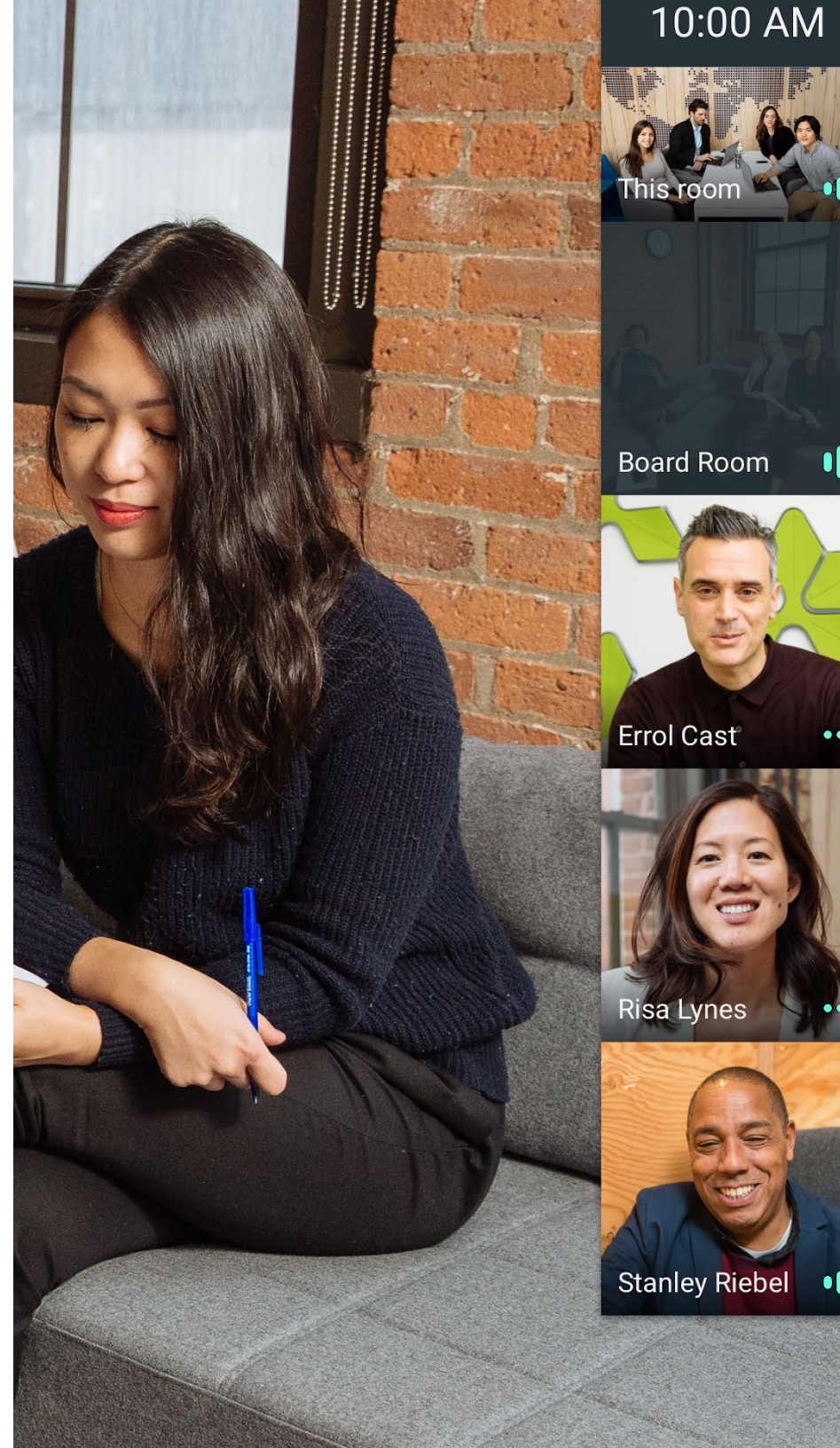
By emphasizing mobility, flexibility, and collaboration, most tech companies are more capable of remaining agile in times like this. Whether it's business as usual or adapting a work-from-home policy in response to a public health crisis, here are 4 things that SADA and other tech companies do to **ensure an innovative and engaged workforce**:



1

Knock Down Geographic Barriers to Boost Collaboration

Innovation-driven tech companies, like SADA, place a great deal of value on **hiring the best talent**, no matter their location. They also understand that collaboration, communication, and frequent feedback are key to their success. In other industries, time zone differences and a geographically dispersed workforce often lead to communication challenges that slow the pace of business. This is often a result of being stifled by outdated tools and obsolete technologies that don't **facilitate collaboration**. Working with proprietary software and dealing with corporate email server downtime inhibits teamwork.





In order to overcome these challenges, tech companies ensure that their teams are empowered with robust collaboration solutions like **G Suite**. G Suite offers an unprecedented level of innovation for companies to help their global workforce stay connected and able to collaborate with each other, no matter the barriers.

For example, **Hangouts Meet**, a G Suite-integrated video conferencing solution, makes it simple to connect and collaborate with your team from anywhere with easy-to-join video calls. G Suite also enables real-time collaboration on projects—**Google Docs, Sheets**, and **Slides** allow users to edit simultaneously and get targeted feedback using comments. And, if questions come up while working on a file together, you can chat with each other inside the document, spreadsheet, or presentation. Google Calendar has features such as World Clock and Working Hours so you can conveniently schedule events for everyone on your team no matter their location.



2

Embrace Mobility to Increase Efficiency & Productivity

The most innovative tech companies prioritize mobility in order to ensure that workers can be fully productive. No matter where their employees choose to work – remotely at home, in other offices, or even while traveling – they can do so safely and securely. Cloud-based solutions like G Suite enable on-the-go employees to have complete access to company files without having to download risky third-party apps or add-ons.





All of G Suite's tools are easily accessed from any browser or mobile device. G Suite also has offline capabilities, so users can access and work on files even when they travel on an airplane, for instance. From real-time chat to team calendars and **Google Voice** virtual phone numbers, G Suite enables employees to edit, store, share, and touch base with co-workers and supervisors from anywhere, anytime, on any device.

Further, IT teams can manage permission settings for all employees to ensure that protected data can only be viewed or edited by approved stakeholders. With the mobile-friendly and security functionality of G Suite, innovation for tech companies is 24/7, and not something that only occurs during regular business hours.



3 Be Responsive and Agile

Tech companies need to move quickly and pivot constantly to satisfy customer and marketplace demands. To succeed in such a fast-paced industry, adaptability and responsiveness are vital. In contrast, traditionally run organizations have a bureaucratic mindset that impedes on their ability to innovate and make changes quickly. In times of disruption, agile tech companies are able to thrive, maintaining business continuity and an engaged workforce, thanks to their ability to adapt.

At SADA, one of our core values is to **Be a Change Agent**. Being in the business of change, we embrace it enthusiastically and encourage agility. Not only do we understand that change is inevitable, but we leverage this change as a tool to take our business to new heights.



4

Enable Employees to Work Smarter, Not Harder

With tight deadlines and the need for accelerated innovation, tech companies are constantly looking for ways to streamline and automate processes and arm their teams with smart solutions. Other industries can learn from this. When it comes to productivity, it's not just about working faster, it's about working smarter. Repetitive, mechanical tasks take up valuable time that can be spent on innovating. When you empower your teams with intelligent tools and solutions, like G Suite, it increases efficiency.





Google designed G Suite to enable office professionals to harness the power of AI. G Suite's AI-powered features help employees spend more time on work that matters. Take Gmail's Nudge feature for example: Most of us get more emails than we can handle at one time, and sometimes important emails can slip through the cracks. With Nudging, **Gmail** will proactively remind you to follow up or respond to messages, making sure you don't drop the ball.

Another example, Explore for Sheets, is both a fantastic time-saver and a helping hand for the math-phobic. The tool utilizes Natural Language Processing (NLP) to let users ask Sheets to crunch their data in plain language. Instead of having to manually write mathematical formulas, users can ask questions such as, "How many teddy bears were sold on Valentine's Day?" or "How many new users signed up last month?"



Customer Story

Colgate-Palmolive is one example of a company that SADA helped to embrace these four lessons. When the over two-centuries-old company decided to migrate 28,000 employees to G Suite, they were striving for ease of use, innovation, and, in the words of Mitch Cohen, Senior Manager of Collaboration Services, “a solution that people would be excited about using.” All of their expectations were met, and more. In just one month, Colgate-Palmolive employees logged 57,000 hours of Google Hangouts Meet sessions, and 94% of users were actively collaborating on Google Drive. “One of the great benefits about moving to G Suite in the Google Cloud is the pace of innovation,” said Colgate-Palmolive CIO Mike Crowe.

Employees weren’t just excited about the switch; they were thrilled. “When we announced the switch to Google to our entire employee base, I was quite taken aback by the responses I got from some of those employees,” Crowe noted. “Messages like, ‘You’re my new best friend at Colgate.’ I even had one person tell me that it brought tears to their eyes.”



About SADA

SADA is a global leader in providing business and technology consulting services that transform organizations. SADA has proven expertise in enterprise consulting, cloud platform migration, custom application development, workplace transformation, cloud managed services, and change management. As a Google Cloud Premier Partner with multiple Specializations, SADA has gained global accolades and awards including the 2018 Google Cloud Global Partner of the Year and 2017 Google Cloud North America Partner of the Year. SADA's team of certified experts help enterprises modernize by providing innovative cloud solutions to accelerate digital transformation leveraging the entire Google Cloud portfolio.



“ We were encouraged by the positive responses from employees when we announced we were going Google. We knew it was going to be a major change management effort to go to a new collaboration platform. Working with Google and SADA Systems, in one weekend in November we took 23,000 users live, and a total of 28,000 users live globally within six months. ”

Mike Crowe | CIO, Colgate-Palmolive

A Few of Our Clients

