

# The new logic of work and the importance of equitable meeting.

Bechtle-IT Forum | 13.06.2023 | SwissTech Convention Center Lausanne

Michel Schauenberg, Key Account Manager, Logitech 2B Switzerland  
Corrado Ceresa, Account Manager, Bechtle direct

The Logitech logo, featuring the word "logitech" in a bold, lowercase, sans-serif font. The logo is positioned on a white triangular background that points upwards and to the right.

A photograph of three women in a modern office lounge. One woman is sitting on a light-colored sofa, another is sitting on a brown armchair, and a third is sitting on the floor. They are all smiling and appear to be in conversation. The room has large windows, a patterned rug, and a glass coffee table with a laptop and a small plant on it. The text 'THE NEW LOGIC OF WORK' is overlaid in the center of the image.

# THE NEW LOGIC OF WORK

# COMPANY OVERVIEW



# Logitech Timeline

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1981

## Logitech is Founded

Daniel Borel, Pierluigi Zappacosta, and Giacomo Marini found Logitech on October 2, 1981 in Apples (VD) Switzerland.



## Optical Sensors Hit the Market

Logitech introduces its first mouse combining the precision of optical tracking with cordless freedom.



## Under New Leadership

Logitech announces the hire of Bracken P. Darrell as company president.

1995

2001

2006

2012



## A Webcam for the Internet

VideoMan, the first "Web Camera," meant for sending live and recorded video over the internet.

## Logitech Recharges Keyboards

Logitech introduces the DiNovo Edge keyboard, the world's first rechargeable keyboard with integrated touch-sensitive navigation and embedded *Bluetooth*® wireless technology.



# Logitech Timeline

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The Complete Personal Desktop Takes Center Stage

Darrell reinvents Logitech, putting a larger emphasis on design and fast-growing segments like video collaboration.



Making Sustainability Moves

Logitech is listed on the Dow Jones Sustainability European Index for the first time.



2013

2017

2020

2021

Bringing Ultra HD to Webcams

Logitech introduces the Brio 4K Pro Webcam, the world's first 4K webcam, delivering the highest quality desktop and streaming video experience available.



Best of Video Collaboration

Launch Rally Bar family of Video Collaboration solutions (Rally Bar, Rally Bar Mini, and RoomMate).



2022

One Logitech

- **Products for every part of the business**
- **Products, apps, services, platforms, partners that digitally connect people to their work, colleagues & partners.**

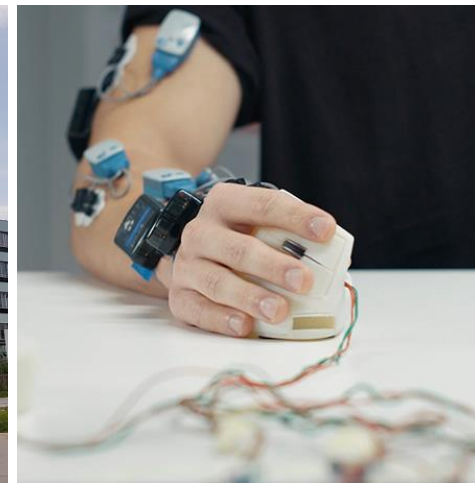


# Logitech HQ Lausanne @EPFL

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- **Daniel Borel Innovation Center (BIC) situated @ EPFL Campus**
- **About 400 employees working hybridly: designers, engineers, sales & marketing**
- **Part of our global engineering footprint with world class labs**
- **Expertise in machine learning, sensing systems, embedded systems and more**
- **One of few key sites for our design capability : UX, ID, CI, CMF, design for sustainability**
- **25 new interns from EPFL per semester**
- **Home of the Logi Ergo Lab**



# Our Strategic Partners

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# Our Six Core Principles

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Sustainability



Diversity, Equity  
and Inclusion



Wireless  
Security



Science-driven  
Ergonomics



Enterprise  
Portfolio



Global  
Provider

# Our Sustainability Approach

**Carbon Neutral as of 2021**

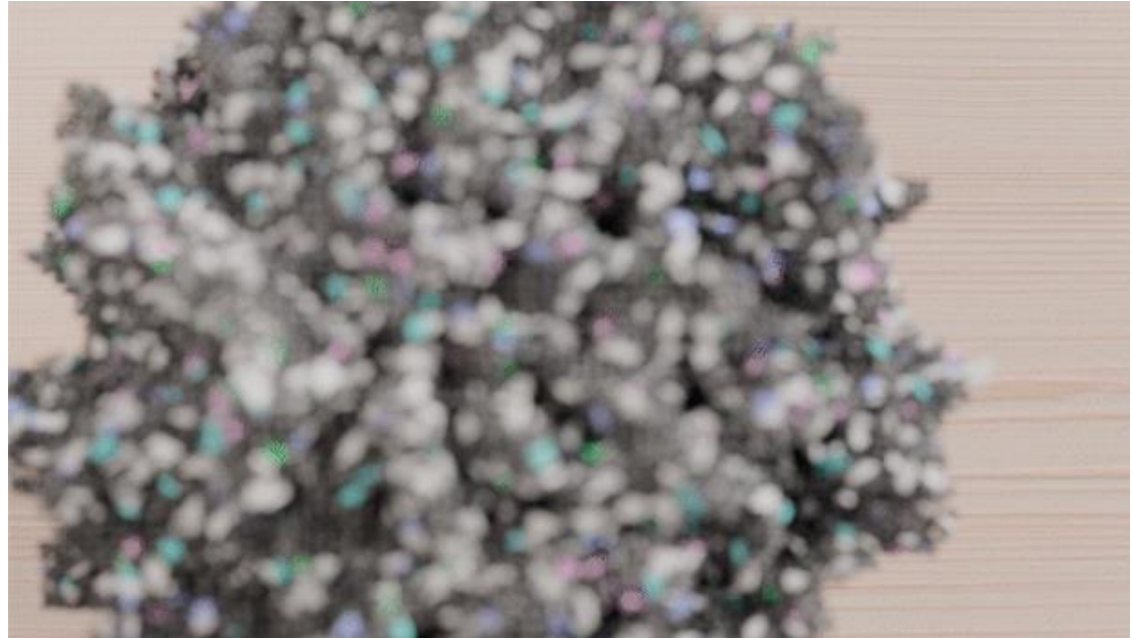
**Net Zero by 2030**

**FSC Certified Packaging**

**1 in 3 products use  
2nd life materials**

**Carbon Labeling**

**Yearly Impact Report since  
2008**



# Our Sustainability Approach

## Design for sustainability

Creating great product experiences that improve lives and reduce environmental impact

Examples of New Generation, Lower Impact Products

Brown Box packaging for B2B products



**G435 LIGHTSPEED**  
40% less carbon impact vs G533

**SIGNATURE M650 MOUSE**  
22% less carbon impact vs M510



**MX MECHANICAL KEYBOARD**  
40% carbon avoided through DfS (Design for Service) design decisions



**A10 GEN 2 HEADSET**  
38% less carbon impact vs A10 GEN 1

# Diversity, Equity and Inclusion

- Supplier diversity & gender fair procurement
- Giving back through LogiCare
- Community Response
- Supplier development
- Talent development
- Ethics
- Human rights and labor
- Responsible sourcing and minerals
- Health & safety
- Privacy & security





# THE NEW LOGIC OF WORK

“Organizations can’t bring  
people back to the same  
workspaces they left.”

---

Gale Moutrey

VP of Innovation, Steelcase

# The New Logic of Work

- Hybrid work is emerging as the dominant model for many companies, **and it is clear that one size fits no one.**
- Companies are learning that hybrid work is a completely different paradigm, unique to each organization. **And we need fresh thinking to make it work.**
- Employees also are challenging outdated norms. **They subscribe to a new logic** governing where they work, how they work, when they need to be in the office, and when they can do better work at home.
- **Inclusion, equity, and collaboration** are their guiding principles.
- **At Logitech, we are driven to meet this moment with solutions that optimize hybrid work for employees, IT, and business leaders.**

**All people. All spaces. Welcome to “The New Logic of Work.”**

# The New Logic of Work

How we conceive of the employee experience and workspace itself is a dynamic and evolving equation.



Employee Experience



Equitable Meetings



Sustainability



# Employee Experience

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39%

Risk of workforce turnover when not embracing hybrid work

50%

IT organizations planning to measure digital employee experience by 2025



# Equitable Meetings

80%

Meetings held with remote participants

41%

Knowledge workers concerned about proximity bias.



# Sustainability

71%

of job seekers want to work for environmentally friendly employers

67%

being more willing to apply for positions in sustainable companies



# THE SOLUTIONS



At home.  
In the office, and  
in between.

All spaces are  
collaboration  
spaces.





# ROOM SOLUTIONS



zoom

Google

# Room Solutions for all the Spaces

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Solo



Focus



Huddle



Standard



Large



Brainstorm



Workshop



Social

# Complete Product Portfolio

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Rally Bar Huddle



Rally Bar / Rally Bar Mini



Rally Plus



Tap Scheduler



Swytch



Sight



Tap / Tap IP



Scribe







**RALLY BAR HUDDLE  
ALL-IN-ONE VIDEO BAR  
FOR HUDDLE AND SMALL ROOMS**

# The New Rally Bar Huddle



- **DIGITAL PTZ CAMERA, 4K IMAGE QUALITY**
- **AUTOMATIC PRIVACY SHUTTER**
- **MULTI MOUNT (TABLETOP, WALL, DISPLAY)**
- **UP TO 7m PICK UP RANGE, 6 BEAMFORMING MICS (NO MIC PODS)**
- **ONE-TOUCH JOIN WITH TAP IP**
- **CABLE MANAGEMENT**

**Enable equitable meetings: AI video intelligence, advanced sound pickup, noise suppression, and continuous software improvements provide a clear and natural meeting experience for remote workers.**

**Set up in minutes: Designed to deliver video meetings with ease, Rally Bar Huddle is quick to set up, simple to manage, and easy to integrate with your existing solutions through CollabOS.**

**Works with your preferred platform: Rally Bar Huddle works with most platforms you use to connect hybrid teams, ensuring an effortless experience from the home to the office, and everywhere in between\*.**



# The New Rally Bar Huddle

Logitech is committed to creating a more sustainable world. The plastic parts in Rally Bar Huddle are made with up to 42% post-consumer recycled plastic; we are actively working to minimize our environmental footprint and accelerate the pace of social change.



## RECYCLED PLASTIC

The plastic parts in Rally Bar Huddle include up to 42% certified post-consumer recycled plastic. We're giving a second life to plastic from consumer electronics to reduce our carbon footprint.



## RESPONSIBLE PACKAGING

The paper packaging for Rally Bar Huddle comes from FSC™-certified forests and other controlled sources.



## CARBON NEUTRAL

Rally Bar Huddle is certified carbon neutral. This means the carbon impact of the product and packaging has been reduced to zero due to Logitech's investment in carbon offsetting and removal projects.



CAMERA  
62% PCR

# BUILD A FULL SOLUTION

Tap IP



Scribe



Off-White Fabric Cover



Easy Clean Cover



Tap Scheduler



Swytch





**LOGI SIGHT**

**A FRONT AND CENTER SOLUTION FOR MORE  
EQUITABLE MEETINGS**

# The Goal: Equitable Meetings

We seek to power hybrid meetings where everyone feels engaged and can speak up.

Our approach to improving meetings involves hardware, software, and services to facilitate meeting equity and seamless communication.



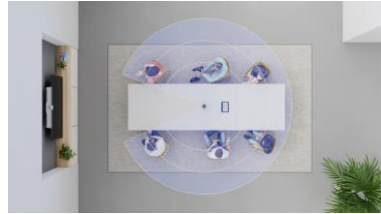
# Logitech Sight | The Technology

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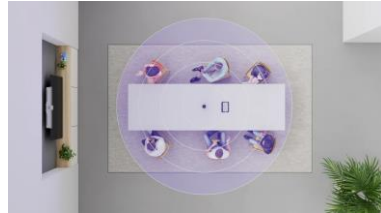
- Dual 4K cameras

Sight uses video and AI to detect and accurately frame participants, with a 315° field of view



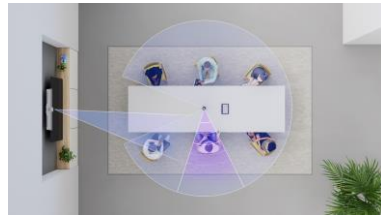
- Seven mics with acoustic beams

Sight uses sound to detect active speakers and capture audio at the table, up to 2.3 m away



- Own intelligence with own processor

Adaptive intelligence chooses the best view between the camera on the table and the camera at the front of the room, tracking conversations as they move between participants



# Logitech Sight | Picture-in-Picture logitech

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# Logitech Sight | Smart Switching

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# Workspace solutions for every room size

Huddle Rooms



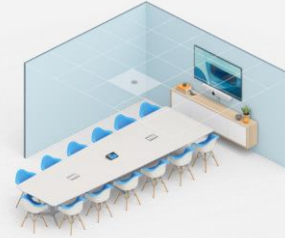
**Rally Bar Huddle**  
**Tap IP**  
**Swytch**  
**Tap Scheduler**  
**Scribe**

Small - Medium Rooms



**Rally Bar Mini**  
**Tap IP**  
**Swytch**  
**Tap Scheduler**  
**Scribe**

Large Rooms



**Rally Bar**  
**Tap IP**  
**Swytch**  
**Tap Scheduler**  
**Scribe**  
**Sight**  
**Extra Mic Pods**

Large - XL Rooms



**Rally Bar or Rally Plus**  
**Tap IP**  
**Swytch**  
**Tap Scheduler**  
**Scribe (with Rally Bar)**  
**Sight**  
**Extra Mic Pods**  
**Roommate ( for Rally Plus )**



# PERSONAL SOLUTIONS



# Personal Solutions for Hybrid Work

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Home



On-The-Go



Office



Ad-hoc



Home Flex



Private



Ergo



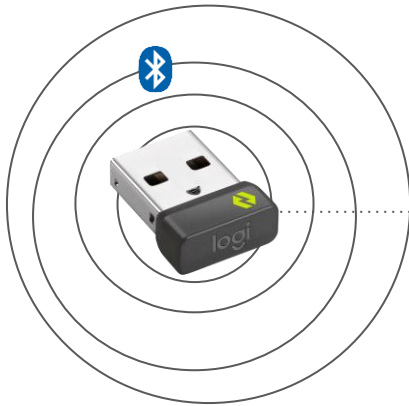
Shared

# Logi Bolt **Wireless Technology**

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## logi bolt



**Logitech engineered a proprietary protocol based on *Bluetooth* Low Energy**

- **Proprietary channel hopping algorithm**
- **Security Mode 1, Level 4 (Secure Connections Only mode FIPS)**
- **Recognized by the U.S. & Canadian governments and the European Union.**
- **Closed, secure connection which meets needs of companies that block direct *Bluetooth* connections due to security concerns**
- **White Paper for more information**

# Logi Bolt **Wireless Technology**

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## **SECURE CONNECTIONS ONLY MODE**

**Meets security expectations**



## **ROBUST SIGNAL**

**Is more reliable**



## **GREAT COMPATIBILITY**

**Simply works across  
operating systems**

# Complete Product Portfolio

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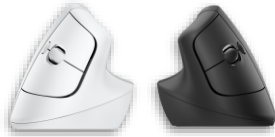
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## The Ergo Series for Business



ERGO K860 for Business



Lift for Business  
Left and right handed



ERGO M575 Trackball  
Mouse For Business



## B2B Essentials



MK650 Combo  
for Business



MK370 Combo  
for Business



## The MX Master Series for Business



MX Keys Mini for Business



MX Anywhere 3s for Business



MX Keys Combo for Business



MX Keys for Business



MX Master 3s for Business



MX Keys Mini Combo for  
Business

## More B2B



Desktop MK120 Combo for  
Business



Logi Dock Focus Kit

# Complete Product Portfolio

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## The right headset



Zone Wireless / Plus



Zone Vibe Wireless



Zone True Wireless



Zone Wired Earbuds

## The right webcam



Brio 4K



Brio 505



Brio 305



Brio 105



# Personal Workspace Solutions for you

Advanced User  
& Creators



**Brio Ultra HD Pro  
Business Webcam**

**Zone Wireless**

**MX Keys Combo For  
Business | Gen 2**

**MX Keys Mini  
Combo For  
Business**

Mainstream  
Professional



**Brio 505 Webcam**

**Zone Vibe Wireless**

**Zone Wired**

**Signature MK650  
Combo For  
Business**

Ergo Conscious



**Ergo K860 Split  
Keyboard For  
Business**

**MX Keys Mini For  
Business**

**Lift For Business**

**Ergo M575  
Trackball For  
Business**



**LOGI DOCK FLEX**  
**MANAGED DOCKING STATION MADE FOR**  
**DESK BOOKING**

# Desk Availability at a Glance



# A Single USB-C Connection





# SOFTWARE & SERVICES

# Software – CollabOS

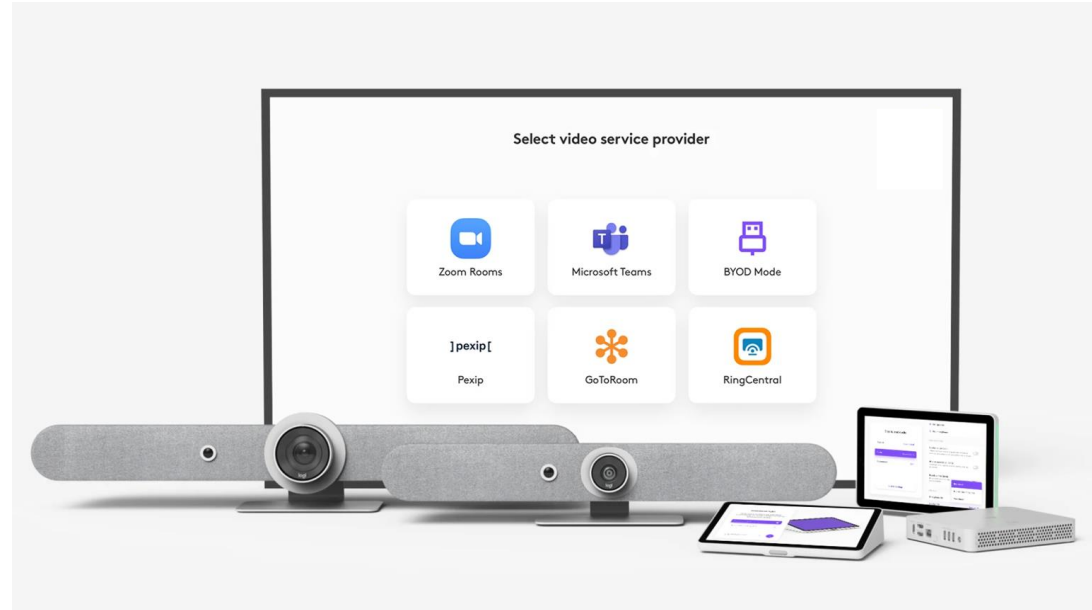


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Our unifying operating system running on select Logitech video collaboration devices.

**Device Intelligence:** Automatic camera framing, grid view, and audio filters are just a few examples of how our firmware elevates meeting equity.



# Software – Logi Sync



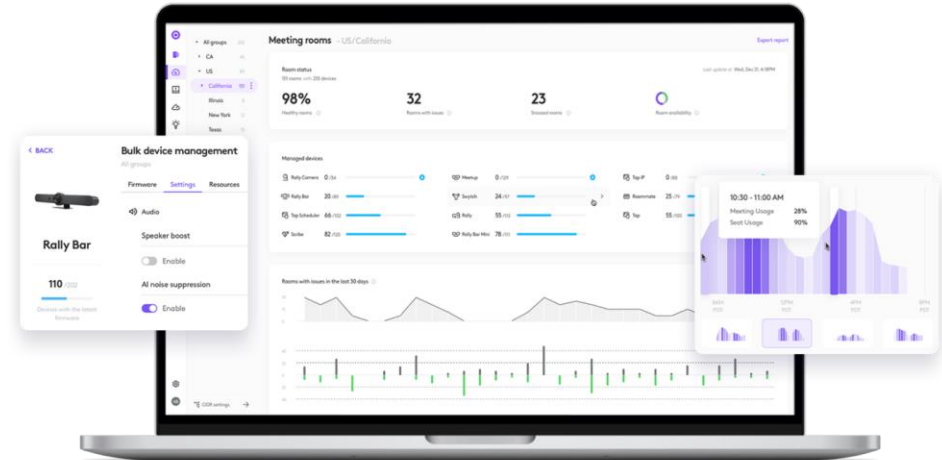
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Our remote workspace management software supporting video conferencing device management providing device and room insights, and desk booking management.

**Advanced Management:** From group settings to remote rebooting, Sync enhance device customization and control.

**Controlled Updating:** Sync Channels enable full control of update validation and cascading.



# Software – Logi Tune

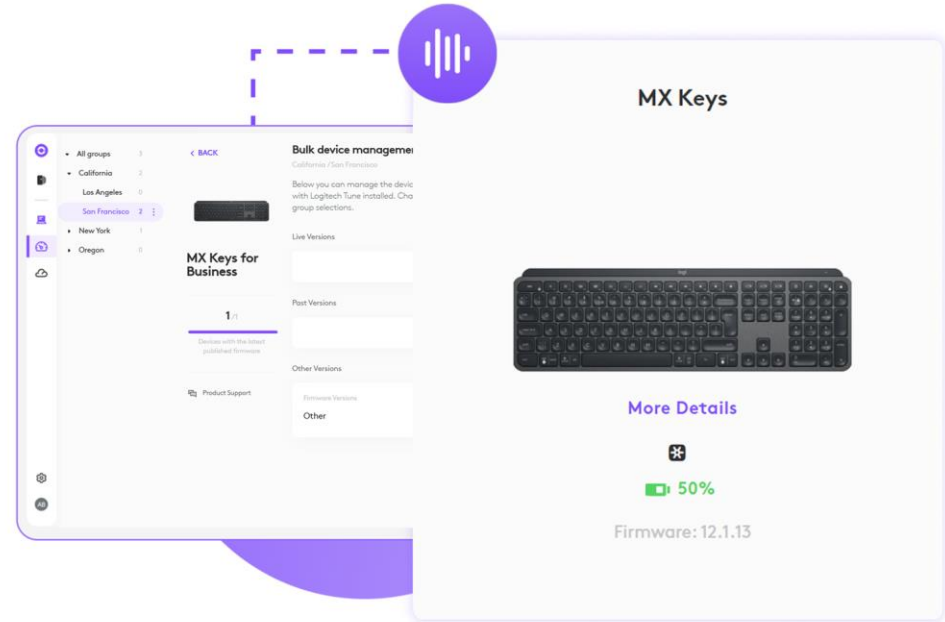


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Our end-user software that shows personal device status and enables employees to customize select peripherals, update firmware, and book desks.

**Personal Devices:** Tune enables IT admins to push firmware updates and view adoption and usage of company-issued peripherals.





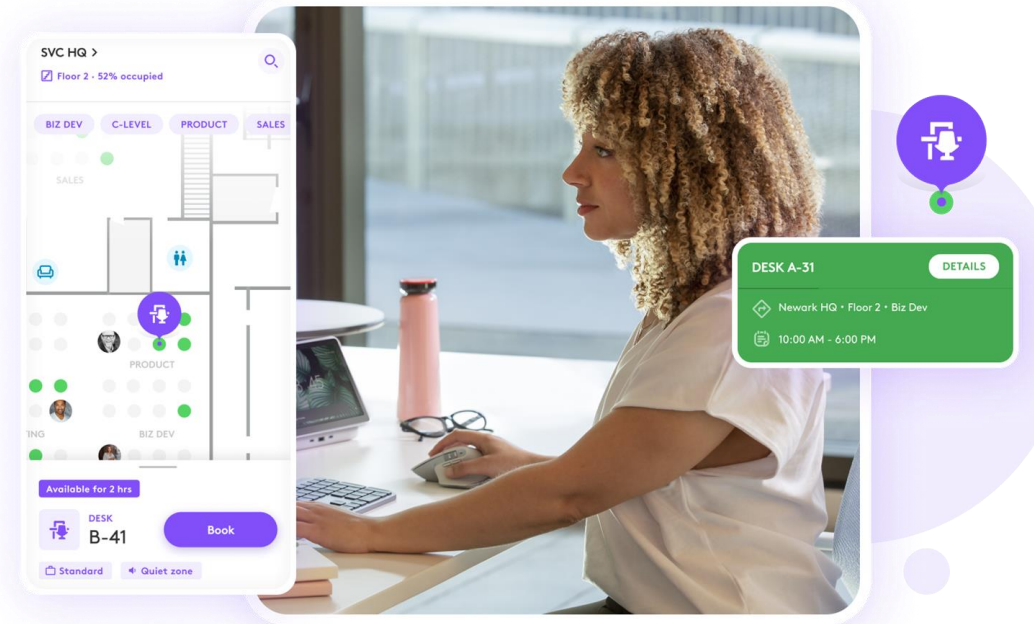
# Software – Logi DeskBooking

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Introducing Logitech desk booking in Sync and Tune.

**Desk booking:** Can either be used together with Logi Dock Flex or as a software standalone through Sync or Tune. If used as a standalone, QR-codes are used to check-in bookings.



# Software – Logi Options +



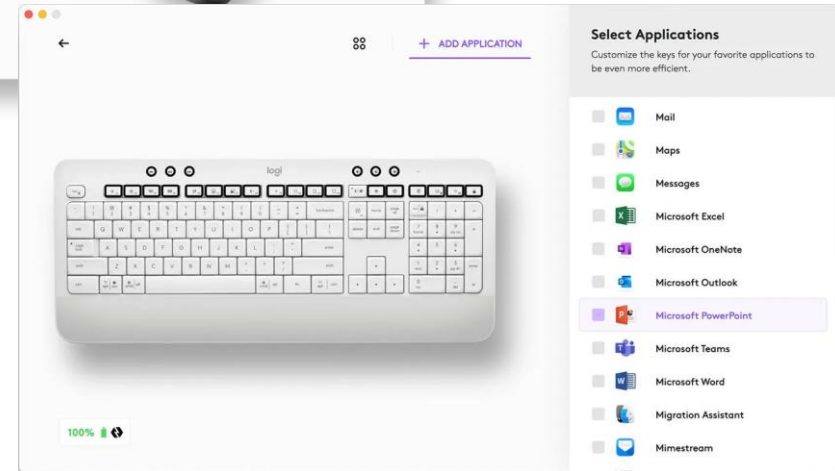
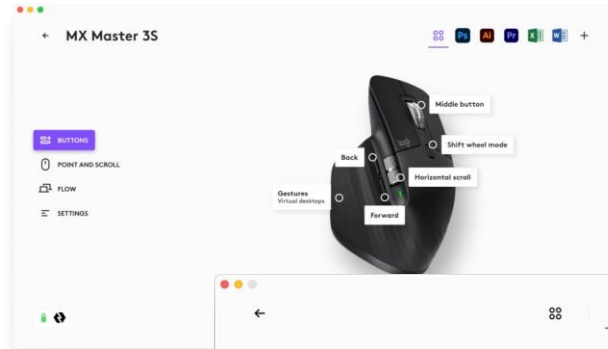
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Options+ enables mice and keyboards to be at their full potential so users can streamline personal workflows.

**Streamline Workflows:** Customize your mice and keyboards to fit your needs. Options+ lets you

**Streamline Workflows:** Don't let low battery level or Caps Lock take you by surprise. Logi Options+ helps you stay on top of your mice and keyboards through status information and timely notifications to help you avoid disruptions.



# Services- Warranty Extension

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- Extend your warranty up to 5 years
- Protect your investment
- Choose between 1 or 3 year extension



## EXTEND YOUR WARRANTY UP TO 5 YEARS

Add a one-year or three-year extension to the original Logitech manufacturer's two-year warranty



# Services- Logitech Select



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**A comprehensive service plan featuring 24/7 issue resolution by product experts, advanced RMA, and Sync Insights for maximum uptime.**

- **Product replacement**
- **Dedicated Success Manager**
- **Onsite Spare Parts**
- **24/7 Enterprise-Grade Support**
- **Insights and Analytics**
- **Push Notifications**



A man with dark hair and a beard, wearing a light grey sweater and large black headphones, is sitting at a desk in a home office. He is looking at a large black computer monitor and has his hands on a white keyboard. The desk is cluttered with various items: a small cup of pens, a smartphone, a pen holder, and a small wooden tray with colorful objects. In the background, there is a staircase with a wooden railing, a corkboard with a camera, and a framed picture of an airplane on the wall. The overall atmosphere is professional yet comfortable and personal.

STRONGER  
TOGETHER

# Together Stronger:

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- **On site analysis**
- **Definition of material requirements**
- **Hardware setup and firmware upgrade**
- **Installation or installation supervision**
- **Training for use**
- **First contact support**

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- **Dedicated pre-sales to support Bechtle**
- **Supplying demo units and samples for testing**
- **Equip Bechtle with hardware to have their own showrooms**
- **Regular update with new technical informations → to train the trainer**
- **Add additional support layer with Logi Select**
- **Weekly update with Bechtle about ongoing projects → support with project pricing**
- **Global Account Manager to help with Global Accounts**
- **Join Bechtle sales for joint visits**

# Best Case: Groupe Orllati

Modern conference rooms for a **modern company**

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## The challenge:

Orllati wanted to modernize and simplify the use of all of its conference rooms. The 3 the meeting rooms do not have the same size or the same destination. Thus for the largest room, the idea was to modernize the audiovisual by replacing the old webcam with a professional system.

In the 2 secondary rooms, both new, it was necessary to equip them with versatile and mobile systems comprising a screen and a trolley completed by an AiO videoconferencing system as well as a Barco Clickshare Conference connection system allowing the wireless sharing of applications from the meeting presenter's laptop on the screen in the room while connecting it with the camera and presentation audio system.



## The solution:

The Orllati Group called on the services and know-how of Bechtle direct in order to respond to its problems and its expectations. Orllati wanted to benefit from a professional video conferencing system, with great image and sound quality, and compatible with communication tools such as Microsoft Teams, Zoom, Webex.

After an in-depth on-site analysis, the Bechtle direct teams were able to precisely define the material needs in order to equip the 3 conference rooms of the Orllati group.

A phase of preparation of the material was then set up in order to carry out the initial configurations, to update the various firmwares before proceeding to the phase of test.

Our teams were then able to plan the installations which were left to the good care of our partner Bula. Despite the outsourcing of the physical installation, our teams supervised the entire project.

«Lorsque l'on pense Bechtle direct, on ne pense pas forcément „service“ ou „accompagnement technologique“, on pense shop et e-commerce. Pourtant ce sont bien ces compétences qui nous ont permis de mener à bien ce projet, nous recommandons vivement de faire appel à Bechtle direct pour de telles missions»

Olivier Pouly, Responsable informatique du Groupe Orllati



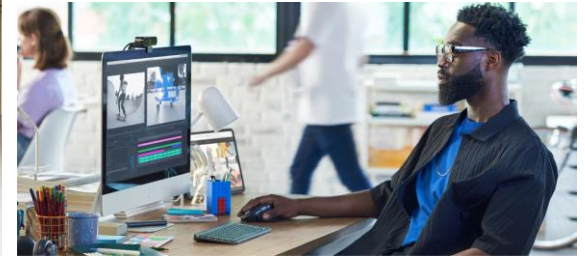
OUR POINT  
OF VIEW



# All people,



# One global standard.



# All spaces,



# Merci!

Des questions? Contactez-nous: [it-forum.ch@bechtle.com](mailto:it-forum.ch@bechtle.com)

Plus d'informations :  
[bechtler.com](https://www.bechtler.com)

