Rooms Without Walls:
The Future of Work

Bubble.

Introduction — The New Collaboration Logic

Hybrid work didn't just change where people spend their time, it changed how collaboration happens: the flow, the rhythm, the expectations, and the technology required to support it.

Collaboration has become continuous, ambient, and opportunistic, happening everywhere rather than in a single room designed for it.

Today, employees move fluidly between locations, platforms and devices. A meeting might begin as a quick chat, become a video call three minutes later, and continue across a desk, a huddle corner, or a hallway. Collaboration has become continuous, ambient, and opportunistic, happening everywhere rather than in a single room designed for it.

Meanwhile, organisations are reshaping their offices around this new behaviour: more small rooms, more multi-purpose spaces, more ad-hoc meeting areas, and more reliance on personal devices. But as the physical environment evolves, so do the pressures on technology. The collaboration estate is now broader, busier, more fragmented, and more user-driven than ever.

This creates a new strategic challenge, and a new opportunity, for ProAV vendors.

The next phase of workplace collaboration will be defined by those who can simplify complexity, deliver confidence and consistency across every space, and help IT teams orchestrate experiences that feel effortless to end-users. The winners in this landscape will be the companies that build tools not just for meeting rooms, but for the *meeting moments* that define the modern workday.

This white paper brings together the latest Futuresource market intelligence to tell that story and to outline how vendors can position themselves for success in a world where collaboration is no longer a location, but an ecosystem.

The Shift From Meeting Rooms to "Meeting Moments"

For decades, collaboration was defined by spaces: boardrooms, conference rooms, meeting rooms. Today, it is defined by behaviour.

Employees no longer wait for reserved rooms or scheduled meetings. They collaborate fluidly, using whichever space feels natural at the time. Futuresource's Decision Maker research shows that **70% of organisations now see employees meeting outside traditional meeting rooms,** gravitating toward desks, huddle areas, open-plan zones, and any place where work naturally unfolds.

This shift is reinforced by employee preferences. The Evolution of Work survey shows that **37% of employees are hybrid workers,** while **41% actively prefer hybrid,** and more than a quarter report they are not working in their preferred arrangement. When employees feel their environment doesn't match their needs, they adapt themselves, finding their own spaces, creating their own rhythms, and using their own devices to collaborate.

This behaviour fundamentally reshapes what collaboration looks like. Meetings become micro-interactions rather than formal sessions: five-minute check-ins, informal video calls, quick screen shares around a laptop, or hybrid discussions bridging remote and in-office colleagues. Formal rooms are still important, but they are no longer the primary mode of collaboration.

Organisations are beginning to respond. Futuresource data shows that more than **six in ten organisations** have invested in technology for informal spaces, particularly those large companies with diverse collaboration needs. Many have expanded open-plan areas, added more small rooms, and rebalanced the workplace away from large, rigid spaces.

The implication is clear: if collaboration is happening everywhere, technology must too.

Vendors must design solutions that are fast, flexible, portable, and intuitive, technologies that are ready the moment collaboration begins, not only when people step into a configured room. The future belongs to solutions that support the meeting moment, rather than the meeting room.

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What IT Buyers Want Now

As collaboration has become more complex, the responsibility for delivering it has shifted. Today, IT owns AV.

Seven in ten organisations report having dedicated AV budgets, and

63%

locate those budgets within IT teams.

Seven in ten organisations report having dedicated AV budgets, and **63% locate those budgets within IT teams.** Internal IT is also the most common owner of device management and support across room types. This reshapes the priorities driving purchasing decisions.

Where AV specialists once focused on acoustic tuning, custom integration, or device-by-device perfection, IT decision-makers prioritise a different set of outcomes:

Standardisation is now essential.
IT wants repeatable, uniform rooms that behave the same way everywhere. They need to have predictable interfaces, predictable troubleshooting paths and predictable user experiences. Consistency is no longer a luxury; it's an operational requirement.

Manageability is the new foundation.
Devices must be visible on the network, remotely updateable, diagnosable, and trackable. If IT can't see it, manage it, and measure it, it doesn't scale.

Security is non-negotiable.
Collaboration devices are now endpoints on the corporate network, and therefore part of the organisation's security posture. Every device must be hardened, compliant, and trustworthy.
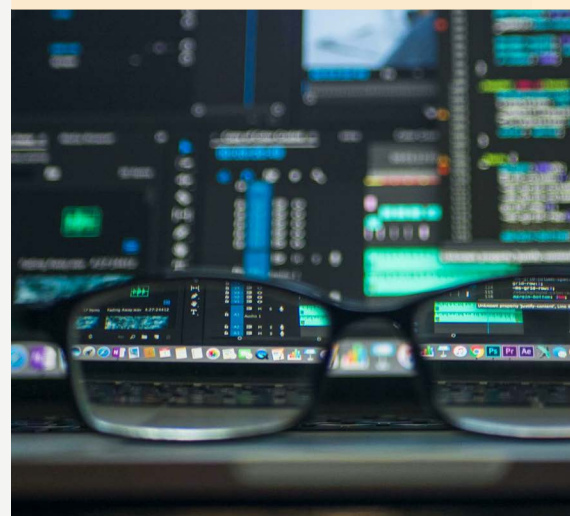
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Ease of deployment is mission-critical.
When organisations roll out dozens or hundreds of rooms, install time directly affects costs, disruption, and project timelines. Technologies that minimise cabling, complexity, and on-site expertise win.

Lifecycle clarity matters more than ever.
IT teams need predictable refresh cycles, long-term update support, and confidence that their estate will not fragment or drift over time.

Multi-platform reality cannot be ignored.
Even when companies "standardise" on one platform, employees work across many. IT buyers now expect meeting spaces to accommodate diverse workflows and external partners.

Budget behaviour reinforces all of this. AV budgets are expected to increase over the next three years, and **60% of organisations now maintain dedicated home-working budgets:** collaboration is no longer a room-centric investment, but an ecosystem-wide one.

For vendors, aligning with IT means designing solutions that act more like enterprise IT infrastructure and less like one-off AV installations. The winners will be those whose products are as manageable, secure, and scalable as any other asset in the IT estate.

60%
of organisations now maintain dedicated home-working budgets.

UTELOGY

"What stands out in this research is the accelerating shift in responsibility toward IT. As collaboration moves into informal spaces and personal devices, IT teams need predictable, manageable, secure solutions that can scale across an entire estate. The vendors who succeed will be those who treat collaboration like enterprise infrastructure ensuring the technology is visible, supportable, and data-driven, rather than a series of isolated AV deployments."

Jonathan Mangnall
Managing Director, Utelogy EMEA

WESCO ANIXTER

"As AV products become network-connected and centrally monitored, every workspace—from huddle areas to open offices and home environments—supports seamless collaboration. Pro AV's convergence on the network democratizes technology, unlocking new markets for integrators and enabling scalable, flexible solutions that help organizations adapt and thrive in today's dynamic, opportunity-rich landscape."

Phil Langley
Global VP UCC & Enterprise AV - Wesco Anixter
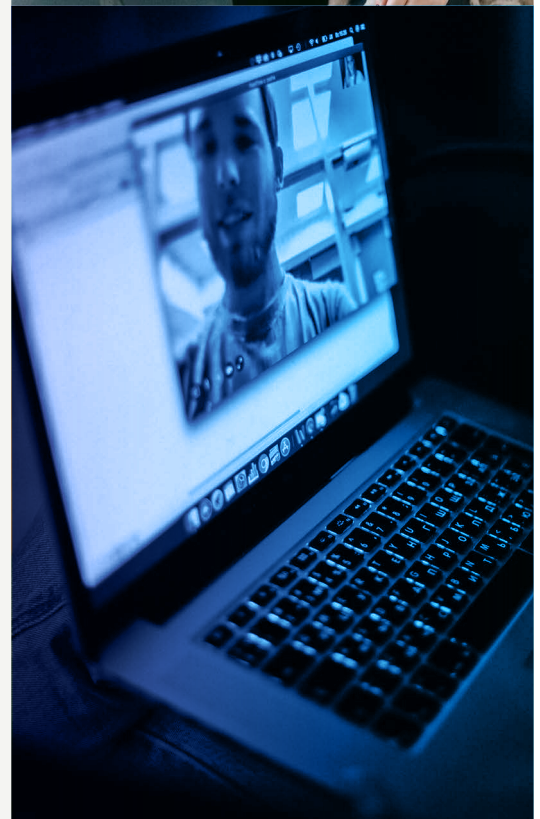
The Rising Importance of Management, Monitoring & Analytics

The modern workplace is no longer a handful of meeting rooms, it is a vast, distributed estate of collaboration spaces, both formal and informal, planned and impromptu, physical and virtual.

Success is no longer defined solely by device performance — but by how effectively vendors help IT manage the complexity of the collaboration estate.

Organisations are increasing open-plan collaborative areas, expanding huddle spaces, and in some cases reducing desk count to create more flexible environments. In other words, the collaboration ecosystem is becoming more complex and multifaceted.

IT faces a clear challenge: how do you support, monitor, and sustain thousands of micro-spaces with the same confidence you once applied to a small number of formal rooms?

Management platforms, monitoring tools, and analytics have become essential.

IT teams need:

Real-time visibility across every device and space. They must know which rooms are healthy, which devices need attention, and where issues may emerge.

Centralised control, allowing remote firmware updates, configuration management, diagnostics, and proactive resets, all without physical room access.

Intelligent alerts, ensuring IT teams know about failures or degradation before users do.

Usage analytics, enabling better decisions about space design, upgrade cycles, and resource allocation.

Integration with IT workflows, so AV data aligns with service desks, ticketing systems, and network management tools.

Success is no longer defined solely by device performance — but by how effectively vendors help IT manage the complexity of the collaboration estate. The companies that see AV as an operational ecosystem, not a collection of devices, will be the ones that thrive.

How Vendors Win the Next Era of Collaboration

The transformation in workplace collaboration creates clear opportunities for vendors, but also clear buyer expectations. Futuresource research paints a consistent picture of what organisations need and value.

Vendors must:

Design for flexibility
Collaboration must work in room-native configurations and BYOD setups, across multiple platforms, and in both formal and informal spaces. Users should be able to begin, continue, and end a meeting without friction.

Reduce deployment friction
Installation needs to be fast, intuitive, and repeatable. As organisations continue to invest, **with "dedicated meeting spaces" ranking as the top three-year priority** — the ability to deploy at scale becomes a core competitive advantage.

Focus on simplicity for end-users
Employees expect tools that "just work." Smart automation, clear interfaces, and consistent behaviour across rooms help remove the cognitive load from collaboration.

Support IT through manageability
Remote monitoring, diagnostics, APIs, analytics, and integration into IT workflows are fundamental. These capabilities reduce operational burden and deliver long-term value beyond the hardware itself.

Enable a multi-platform world.
Flexibility is not a feature anymore; it is a baseline requirement. Whether through dual-mode devices, platform-agnostic workflows, or seamless BYOD support, organisations want assurance that their investment is future-proof.

In short, the vendors who succeed will be those who combine **simplicity, flexibility, manageability,** and interoperability into a clear, cohesive experience — across every space in the workplace.

MATROX VIDEO

"As collaboration ecosystems expand, Pro AV recognises the importance of connecting products and systems, with open standards providing a practical path to interoperability. And that path is typically hybrid and incremental, progressing subsystem by subsystem as each step becomes viable."

Rob Moodey
Manager of Strategic Partnerships,
Matrox Video

ROSS VIDEO

"It doesn't have to be a three-ring circus to produce professional-looking video content from meetings. Yet, for most organizations, it is — balancing all the systems in the air, contending with intricate AV setups, and pushing limited resources to the limit to achieve decent-looking outcomes. The result is meetings that teach but rarely inspire.

That's why we developed Quorum One — a one-solution video production platform that simplifies professional meeting production. It allows teams to create broadcast-quality video with ease, consistency, and confidence."

Jack Horry
Product Manager,
Ross Video

Conclusion: Rooms Without Walls

The future of collaboration isn't about filling offices with more technology, it's about enabling better moments, the spontaneous, portable, cross-platform touchpoints that define the new workday.

Employees now expect everything to "just work," wherever they are. IT teams expect devices that can be deployed at scale, monitored centrally, and trusted long-term.

Organisations expect standardisation, simplicity, and a return on their investment as they reshape their spaces.

This is the opportunity for the next generation of ProAV vendors: to create solutions that meet the movement of work, not the legacy of it.

The companies that thrive will be those who:

• **design for flexibility rather than fixed assumptions**
• **empower IT through visibility and control**
• **reduce the friction of deployment**
• **support multi-platform collaboration**
• **and elevate the collaboration experience from a set of tools to a seamless, reliable environment**

In a world of increasingly fluid work, the walls of the room matter less than the quality of the connection.

This is the moment to build the technologies, platforms, and partnerships that bring that connection to life, wherever people choose to work, meet, and create.

Futuresource Report Spotlight:

• **Understanding Enterprise AV:**
  Decision Maker Perspectives (2025)
• **Evolution of Work Survey (2025)**
• **Video Conferencing Global Market Overview**

From Insight to Impact

Now is the moment to turn market intelligence into market leadership.

This research highlights a clear shift in how collaboration is designed, bought, and experienced. The organisations that win next will be those that combine deep market understanding with clear positioning, compelling narratives, and confident go-to-market execution.

Together, **Futuresource Consulting** and **Bubble Agency** help AV and technology brands bridge that gap - from insight to impact.

• **Futuresource Consulting** provides the data, analysis, and foresight needed to understand markets, buyers, and emerging opportunities.
• **Bubble Agency** turns that intelligence into focused messaging, integrated marketing, and PR programmes that build credibility and drive demand.

If you're ready to lead the conversation in a rapidly evolving collaboration landscape, we'd love to talk.

Have a PR/Marketing conversation:
hello@bubbleagency.com
bubbleagency.com

Bubble.

Transforming your business
with our **knowledge & network.**

Explore Futuresource insights:
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