



2023 White Paper
Quill's Guide to Trending Tech

Trending Tech for Today's Workplace

Quill®



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A Radical Change in How We Work

We are living through a seminal moment in how and where we work. The end of the COVID-19 pandemic was just the beginning of a new way of doing business. With the rise of remote work, businesses are no longer fully contained in office buildings, first introduced to the world in 1726 when the Royal Navy constructed the “The Old Admiralty Offices” in London to handle an influx of paperwork.

Paperwork still exists today, of course. But now it's often done on laptops in homes, coffee shops, and Airbnbs—and without a single sheet of paper involved.

Recent and radical changes to the workplace model and the rapid pace of tech innovations make it difficult to know how to best outfit your business, especially regarding office technology.

Luckily, trends are starting to form. Despite rumors of its demise, the in-person office is not dead, and remote work is not going away. In this new hybrid model, businesses favor certain types of computers, printers, and tech accessories. This white paper will guide you through the office technologies adopted in our new hybrid world.

27%
of paid workdays
were performed from
home in early 2023*.

The Resurgence of the Laptop

From 2012 to 2018, laptop sales declined for seven straight years. This was due to the popularity of smartphones and tablets that allowed more portable and convenient computing power.

Like many things, that all changed in 2020. The need of many businesses to work remotely caused a spike in laptop sales as companies opted to provide employees with computers that could be used in multiple locations, not just one. In 2020, laptop sales increased by 14%, the most significant jump since 2007, the year the iPhone was introduced.

While that growth rate has slowed since the pandemic, the pre-pandemic decline has been reversed. In 2021, the global market for laptops was \$158.5 billion, and it's projected to reach \$227.5 billion by 2030, with a growth rate of 4.10% during the forecast period (2022-2030).

The market includes various laptops, such as ultrabooks, [gaming laptops](#), and [2-in-1 laptops](#). The aforementioned remote workers, as well as students, are also driving the demand for laptops as they require portable and powerful computing devices. Additionally, the increasing demand for hybrid laptops is creating new opportunities for the market.

The Laptop Rebound

After seven years of declining growth, laptop sales grew 14% in 2020. Sales are forecast to grow at a rate of 4.10% through 2030.



Popular Computers with Businesses Today

There's not much you can do without a computer these days—especially if you do remote work. The answer for most companies is a laptop. Providing a laptop allows the remote employee the flexibility to work from anywhere without being bound to a single place. Hybrid work schedules also require a laptop. If the employee needs to travel, then a portable device becomes essential.

The Best Laptops for Remote Work

You want your remote workers to produce quality results with uninterrupted computer performance, so a powerful device that won't lag during the workday or freeze if multiple applications are running is critical.

Most companies operate on Windows, using Microsoft Office Suite, Outlook, and Teams, so PCs are typically at the top of the list. But Mac also offers the performance and versatility needed in an office setting. According to recent trends, these are the most popular laptops for business:



[HP EliteBook 840 G9](#)

Billed as one of the lightest business laptops in the world, the [EliteBook 840 G9](#) still manages to pack an incredible amount of power in its ultralight frame and can accommodate even the most demanding workflows. Along with its power and portability, the EliteBook 840 G9 protects your PC from threats to secure your data and ensure all your confidential company information remains private.



Microsoft Surface Pro

The [Microsoft Surface Pro](#) enables you to work in the office, at home, or on the go. As a hybrid, the Surface Pro can function as a laptop and a tablet, depending on your needs. This versatility, combined with its powerful Advanced RISC Machine (ARM)-based architecture, means the Surface Pro is a machine that can help you do almost any job from anywhere.



MacBook Air

Lightweight and fast, MacBook Air is an obvious choice for remote workers. Featuring Apple's ARM-based M1 processor, the MacBook Air has CPU performance that rivals laptops twice its size with a battery life that extends well past 10 hours, so the entire remote workday is covered.



Lenovo Chromebook Duet 5

This device is one of the best Lenovo Chromebooks on the market today and one of the most recommended Chromebooks for work, school, and play. With its ultra-portable form factor, the Duet 5 can fit in various spaces and comes with a detachable tablet that makes it simple and convenient to switch gears between various work tasks.

Desktop vs. Laptop vs. Mobile Workstation

While laptops are a popular choice for businesses that employ the hybrid work model, desktops are still attractive for employees who perform intensive tasks like projects requiring Adobe software suite. They offer more computing power, long-term sustainability (wired, no battery), and upgradeability. But they do not provide mobility.

That's where mobile workstations come in. They are laptops that offer the high-end computing power of desktops. The Mac Book Pro and Lenovo ThinkPad are examples of mobile workstations that provide the power of a desktop with the mobility of a laptop. That combo comes at a higher price point, but it may be worth it to businesses that want to offer high-end computing to their hybrid workers.

Desktops

[Dell Optiplex](#), [Lenovo ThinkCentre](#)

Medium- to high-end power

Stationary

Price: low to high

Laptops

[Chromebooks](#), [Microsoft](#)

[Surface Pro](#)

Light work duty

Mobile

Price: low to moderate

Mobile Workstations

[HP ZBook Firefly](#), [MacBook Pro](#)

Medium- to high-end computing power

Mobility

Price: low to high

Tech That Supports Hybrid Work

Businesses are finding that simply supplying employees with a laptop is not enough. The proper accessories are also vital to employees doing their best work in and out of the office.

The Right Monitor Makes a Big Difference

So much of day-to-day work happens with our eyes. A workspace may have a powerhouse PC with a ton of storage and an excellent keyboard and mouse, but if your monitor isn't the right fit for what you do, productivity will suffer. Some of the top monitors to consider include:



HP 24mh 23.8-Inch Display

HP's 24mh in-plane switching (IPS)-based budget monitor is extremely feature-rich for its price, packing three inputs, a stand with ergonomic capabilities, and built-in speakers. Plus, the panel delivers a high contrast ratio and stellar sRGB color coverage for the money.



Lenovo ThinkVision M14

Thanks to its easy portability, high-quality 14-inch panel, and USB-C connectivity, Lenovo's ThinkVision M14 is a winning choice as a portable monitor for in-office and remote use.



Dell UltraSharp 42.5-Inch 4K USB-C Monitor

The Dell UltraSharp U4323QE is the ultimate 4K productivity monitor with an enormous 43-inch display that can be divided into quadrants (each with its own input) and plenty of ports.



Docking Stations

A universal docking station makes connecting and disconnecting your computer easier. Rather than having the hassle of reconnecting multiple USB monitors and power cables, you can simply place your laptop on the office docking station to convert it into a desktop. A USB-C docking station provides a desktop experience with a laptop so companies don't have to pay extra for a larger desktop computer.

Ignite Collaboration Through Videoconferencing

Without the right technology, hybrid meetings can be disrupted by malfunctioning software, low-quality microphones, audio delays, microphone feedback, and video interruptions. One recent study found that [87% of respondents](#) reported issues in the workplace due to poor audio quality on video calls. So, it's in every company's best interest to invest in videoconferencing hardware and software that make those meetings go smoothly every time. Below are some of the most popular videoconferencing technologies in today's workplace.

Logitech Rally Ultra-HD Videoconferencing System

The Logitech Rally is one of the most-used USB-connected conference camera systems, uniting premium design and materials with unmatched audio and video performance. It delivers studio-quality video, voice clarity, and RightSense™ automation for more natural meetings.



Logitech MeetUp Camera

Logitech Meetup is an intuitive, highly functional conference cam designed for smaller spaces like huddle rooms. The compact design of the Logitech Meetup is perfect for companies that need to connect small teams.



Panasonic KX-VC300

The KX-VC300 videoconference system offers high-quality point-to-point communication. This means meetings can be arranged easily from one device to another. The KXO-VC300 gives you smooth two-way stereo conversation and an expandable MCU to four connections. This conference system is great for businesses looking for secure point-to-point videoconferencing.



Demand for Office Printing Remains Strong

People have been talking about a paperless office for more than 30 years. Much as we've yet to see a flying car, the paperless office largely remains an unrealized vision of the future. That doesn't mean printing demands have remained unchanged. According to a [2022 survey](#), office printing will increase for almost two-fifths of businesses (39%), decrease for the same proportion (39%), and stay the same for 21% by 2025.

As printing remains steady in the workplace, new technologies are allowing businesses to print more efficiently. While laser printers remain the most popular printers for businesses, their low-cost alternatives have gained traction since the start of the pandemic.

The Rise of Inkjet Printing

Laser printers have long dominated workplace printing due to the high quality of their prints and the speed at which they produce them. But in recent years, more affordable inkjet printers have closed the gap in both quality and speed. According to a [2023 report](#), 25% of businesses have added inkjet printers since the pandemic, and 32% more expect to do so in the next year.

Epson EcoTank ET-3830

One of the [inkjet printers](#) businesses are turning to the most is the Epson EcoTank Pro, an all-in-one ink tank printer. This means it uses refillable compartments rather than cartridges to hold ink; these are designed to reduce waste and ink shortages in the middle of big print projects. This high-yield capacity, coupled with a lower price point than laser alternatives, has made it a popular choice for businesses, whether in the office or in the homes of remote workers. At 15 pages-per-minute B&W and 8ppm color, this printer is ideal for light- to medium-duty work in offices, schools, and the homes of remote workers.



Laser Printers Continue to Be a Popular Choice

With the majority of businesses seeing their print demands increase or stay the same, laser printers remain a popular go-to option. This is especially true for businesses that see an increase in in-office printing thanks to remote workers without printers waiting until they are in the office to print documents. The following high-volume laser printers are increasingly popular choices for businesses today.

HP LaserJet Pro M479fdw

This all-in-one color printer provides enhanced workflows, best-in-class security, and streamlined, sustainable design. It's designed to lighten your workload and maximize productivity. Connectivity is simple with a walk-up USB port, easy mobile printing, and fast print, scan, copy, and fax. Offering 2-sided printing, this printer is designed with the environment in mind, so you can work efficiently while saving up to 18% energy over prior HP printers.



Brother MFC-L8900CDW

This high-volume all-in-one printer produces stunning, high-quality color documents. A 5-inch color touchscreen offers easy operation and lets you create custom shortcuts, while the integrated gigabit Ethernet and Wi-Fi connectivity offer printing from office computers, smartphones, and tablets. Boasting print speeds of up to 33 pages per minute, this laser printer easily keeps up with the document creation needs of busy workplaces.



Xerox VersaLink C400 Color Laser Printer

The Xerox VersaLink C400 color laser printer is one of the best available for traditional offices. You can print up to 36 pages per minute, with the first page out in as little as 7.4 seconds. You can connect to the printer via a USB cable or Bluetooth and dual-band Wi-Fi for mobile printing. It's also compatible with Apple AirPrint and Google Cloud Print, so you can print directly from your smartphone or cloud storage services. For offices that are trying to be more eco-friendly, the Xerox VersaLink C400 is Energy Star certified for efficient power usage.



60%

of businesses will anticipate
their print demands will
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In Summary

How and where people work has changed dramatically since 2020. The rise of the hybrid workplace has driven demand for office tech like laptops, monitors, and teleconferencing equipment. Despite these changes, traditional demands like office printing have remained persistent. High-volume laser printers remain the go-to choice of businesses, while inkjet and personal printers have seen a rise in popularity.

When considering the office tech that best meets the needs of your business, consider how and where your people work, your overall goals as a company, and the overall technology trends in the workplace today. The examples in this white paper are a good place to start. Pairing your research with advice from a technology specialist helps ensure you find the right technology for your needs, and the prices you can afford.

How We Can Help

Product Consultation

Our tech specialists will help identify and source the best technology to meet your business's needs.

Protection Plans

Prepare for the unexpected with worry-free protection and support for your new purchase.

PC and Network Setup

Ensure your new PC purchases connect to your network with our expert setup assistance.

Special Financing for Large Tech Purchases

Get the best price with volume discounts, large-order quotes, and special pricing options.

For a free consultation with a technology specialist, call 800.634.0321 XXXX.