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## Synergy<sup>2</sup>

*The new workplace combines human creativity and insight with technology, balancing virtual and physical means into a powerful mix*

The future of work thrives on a partnership that multiplies potential — where human creativity and technology tools amplify each other to achieve more than before. AI and advanced collaboration technologies are reshaping this dynamic, enabling humans and their digital colleagues to work side by side, boosting productivity and unlocking new possibilities. Balancing virtual and physical workplaces is essential, blending the flexibility of remote collaboration with the richness of in-person connection to create adaptive workflows. Of course, this partnership isn't without its challenges — but when done right, it doesn't just add up; it exponentially transforms what work can be, proving two heads (even if one's digital) are better than one.

### What

- The human workplace has never been so technology-saturated, for better or worse. [Research](#) suggests that we toggle between different technologies thousands of times a day. Why? Because a host of collaboration technologies now support real-time synchronous communication and provide platforms for better asynchronous work, while gen AI dangles the promise of real thinking support.
- Collaboration tools are having a moment. [Gartner](#) estimates that their use has risen 44% in recent years — partly fueled by greater remote work. A [Microsoft study](#) found that 85% of workers found these technologies to be 'a critical area of focus,' and [academic researchers](#) now cite their use as a critical component of digital literacy.
- We are also seeing clients jump into the gen AI journey at pace. [Research](#) from the Capgemini Research Institute (CRI) shows that 80% of organizations have increased their investment in gen AI since last year. [CRI research on software engineering](#) indicates that 61% of leaders believe gen AI use enhances creativity.
- Working collaboratively in an era of tech saturation means 'high highs and low lows.' Highs: it's never been easier to know what co-workers are thinking in real time, or to spark creativity with thought starters from gen AI. Lows: it's never been easier to be interrupted...or to find yourself drowning in questionable information.

### Use

- **JPMorgan Chase** launched [LLM Suite](#), a generative AI assistant, to 60,000+ employees. It connects users to external models like OpenAI, aiding in tasks such as email and report writing.
- **Zoom** introduced [Zoom Docs](#), an AI-powered collaborative tool in its paid Workplace plans. Integrated with Zoom AI Companion, it offers content generation, real-time co-editing, multilingual translation, and customizable permissions to streamline team workflows.
- **Swiss Re** deployed [Copilot for Microsoft 365](#) for HR, communications, and business operations to boost productivity through automation, while ensuring compliance with data security standards.
- **UKG**, a US-based HR, payroll, and workforce management solutions provider is integrating [Google Cloud's generative AI](#) into its human capital management (HCM) suites, combining UKG's AI models with Google's LLMs to improve employee engagement and provide enhanced business insights.
- **ntv.de**, an **RTL** brand, a Germany-based news portal, collaborated with ML6 to develop a solution that completes the editorial production process using LLMs. [The solution helped streamline the editorial process](#) by reducing the time an editor spends searching for a topic and suggesting text elements that save time per article and benefit time-to-publish.

### Impact

- Collaboration tools are enabling a world where across many professions teams can spend almost [half their day working together](#) which can be a huge boost to innovation and engagement. Online collaboration tools allow connections to be near-instantaneous, a perfect parallel to in-person workforce collaboration activities.
- On the darker side though, the proliferation of collaborative technologies has packed the working day full of mentally taxing task-switching. One study estimated that knowledge workers toggle between apps an astonishing [1,200 times a day](#), causing tremendous mental strain.
- Today gen AI jumpstarts work through inexpert but directionally helpful contribution. Time will tell if it can 'get promoted' to a full collaborator. Positive impacts for today's work include faster starts and quick aggregation of information, allowing for faster and more insightful delivery of service. On the flip side, care must be taken to accurately spot and fix hallucination and false positives.

### Tech

- **Meeting Assistants:** [Copilot for Microsoft 365](#), [Zoom AI Companion](#), [Otter.ai](#)
- **Productivity and Collaboration Tools:** [Asana](#), [Slackbot](#)
- **Workflow Automation:** [Relevance AI](#), [Boost AI](#)
- **AI-Powered Assistants:** [IBM WatsonX](#), [ML6 AI Co-Workers](#)