



Brazil

The workplace is changing—but in Brazil, some traditional practices still hold fast. Working in the office is an expectation, and face time with management is still important. However, mobile technologies and alternative interfaces are playing an increasing role, so Brazilian workers are caught somewhere between “new workplace” and “traditional workplace”. And much of it is driven by what workers want, and what employers are willing to allow.

Most Brazilian workers still use desktops and say they are more productive when working from an office; very few work from home (compared to other emerging markets).

However, Brazilian workers’ don’t necessarily agree that the current situation is optimal. They tend to prefer laptops over desktops, and take work technology home with them, or use personal devices in order to work remotely (or expect to in the future). The majority feels that employees working from home are just as productive or more so than those in the office and many expect employers to offer the option to work from home.

Empowering Brazilian employees with work-provided mobile technologies or allowing them to use their existing mobile devices can provide them with ability to work wherever and whenever. This is especially important in Brazil as many Brazilians agree that mobile technology gives them the freedom to be more involved with their families without jeopardizing work responsibilities.



One Size Doesn't Fit All



In Brazil, there is a discrepancy between what technology employers choose to provide and what workers prefer to use: employees in Brazil still use desktops heavily (8-in-10 use them for work), but only half as many prefer them. Workers are more interested in using laptops, but few, 12%, are offered them by their employers as their primary work device.

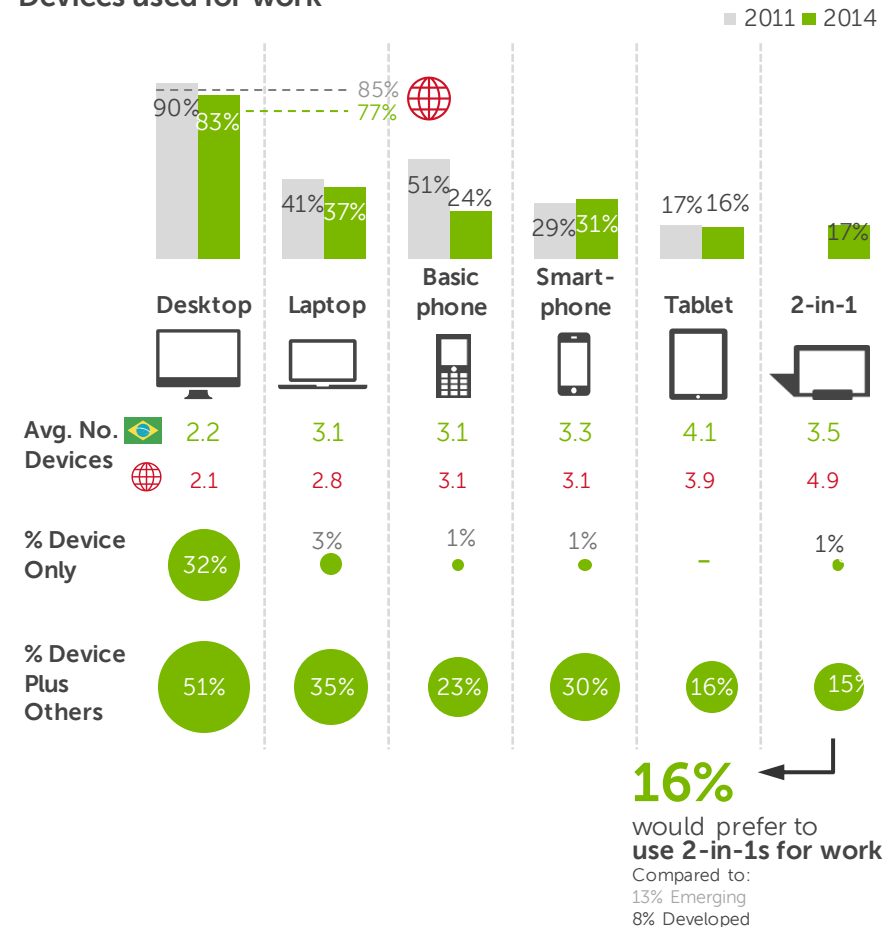
And though the use of tablets and 2-in-1s is low, Brazilian workers are beginning to perk up to these types of devices, as 16% indicate 2-in-1s would be their preferred device. Despite low usage of these form factors, the use of touchscreens for work is somewhat more prevalent in Brazil than in developed countries, but lower when compared to other emerging markets. Still, the strong desire to use them in the future may be predictive of what's next.



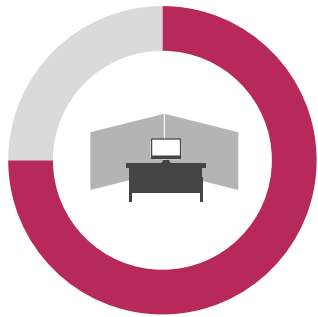
What's most important to Brazilian workers in terms of their work device? Performance. Next is battery life (which differs from developed countries, where software compatibility is more important than battery life).

When it comes to personal purposes, laptops (79%) are used more often than desktops (55%), as are smartphones (82%).

Devices used for work*



The Office is King, but it's a Jungle Too



Half
of Brazilian employees
spend at least
75%
of their working hours
in their employer's office

The amount of time Brazilian workers spend in the office is higher than other workers in emerging markets, and almost everyone spends at least some time there regularly.

56% of workers say they do their best work in the office, however, this attitude is less prevalent than in other emerging markets, possibly due to the frequency with which Brazilian workers report they are interrupted at the office.

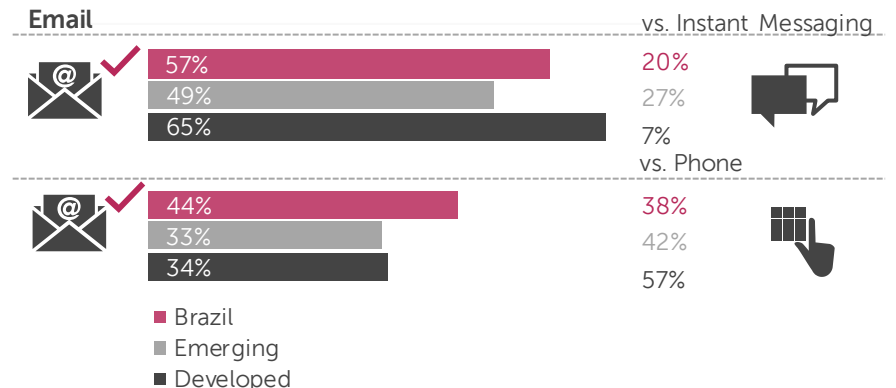


57%
are frequently interrupted
while working at desk
45% Emerging
50% Developed

With the trend toward more open floor plans, one would expect that workers would face more frequent interruptions, yet almost half of them believe that the open floor plan *increases* their productivity and effectiveness. Notably, 20% say that they do their best work when they are in a shared work space within the office, such as a conference room.

31%  **49%**
Currently have open floor plan who do say it increases productivity/effectiveness

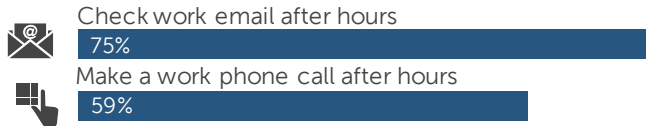
Brazilian workers generally seem to value the personal interactions that come along with workplace communications, and they prefer in-person meetings over online ones. On the other hand, preference for email wins out over both phone calls and instant messaging.



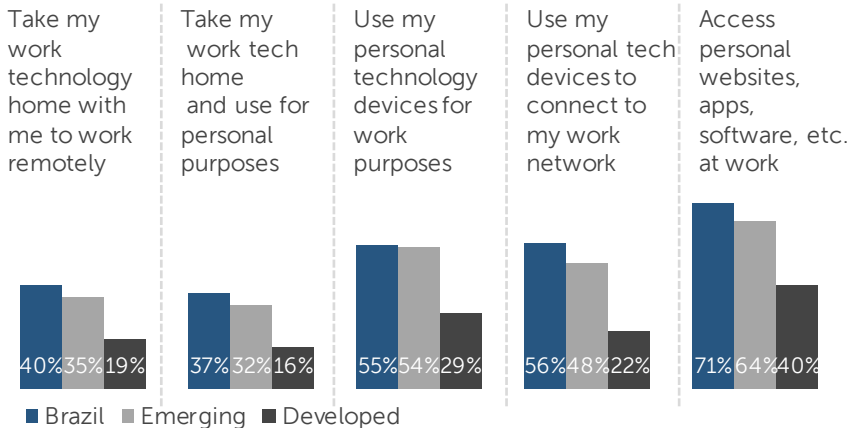
Work Life + Personal Life = Life



It is fairly uncommon for Brazilians to work from home. In fact, only 56% work at least some of the time from home, compared to 68% in other emerging markets. Despite this tendency to be in the office during work hours, Brazilians are very connected to work during their personal time.



Brazilian workers also face a lot of cross-over between work and personal in the devices they use. Work technology is often taken home to work remotely and to use for personal purposes. Additionally, employees also use their personal technology for work and to connect to their work network.



With such high use of personal devices for work, it is fortunate that two-thirds of workers are authorized by their employers to use personal devices for work (but a somewhat lower rate than other emerging markets). However, some employees take matters into their own hands by doing it unauthorized: 42% of workers use personal devices for work without their employers' knowledge (vs. 61% of other emerging markets).

Brazilian workers are also less likely than workers in other emerging markets to say that personal devices are secured by their company's IT department (38% vs. 50%). These behaviors could pose significant risks to company security from both intentional and unintentional data breaches.



38%

Report that their personal devices are not secured by their company's IT

The Productivity Debate: Office Workers vs. Remote Workers



Brazilians have modern beliefs about the productivity of remote workers—compared to other workers around the globe, they are more likely to believe that remote workers are just as productive or more than those in the office.

Even though working from home is not considered commonplace, 17% indicate they do their best work there, even though....

87%

have **someone else in the home with them** when they are working



For Brazilian workers, working from home is just as likely to be considered a benefit as it is to be considered an expectation. In all other markets, workers tend to view home-working as a perk or extra benefit that isn't expected.

Four-in-ten

expect to be able to work from home

(three-in-ten in Emerging and two-in-ten in Developed countries)



Less productive



Brazil

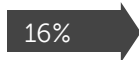
More productive



Emerging



Developed



But they also feel that there will always be a role for the central office, too.



63%

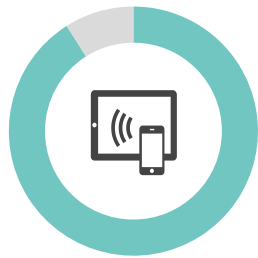
believe **the central office will continue to exist** at least in their lifetime

61% Emerging

The Secret to Happy Employees? Technology



Having the latest and greatest technology at work is of utmost importance to employees in Brazil.



91%

Brazil employees say **it is very or extremely important to have the latest technology**

82% Emerging
41% Developed

Just over 3-in-10 would leave their job if the technology wasn't up to standards, and 84% say that the quality of the available technology would have at least some influence on their decision to accept a new position.

Technology influences the way in which employees in Brazil work: 9-in-10 can identify at least one influence it has had over the past year.



65%

are more productive



59%

Communicate faster with co-workers

54%

Communicate faster with others outside company
(customers, partners, vendors, etc.)

Additionally, with Brazilians being accessible for work purposes so much after hours, they feel the benefits that mobile technology has provided them.



27%

strongly feel that having mobile technology gives the **freedom to leave work and be more involved with family** while not ignoring work responsibilities

24% Emerging
7% Developed

The Future of Tech in the Workplace is Bright, but Not Fully Automated



Employees believe that technology will continue the trend toward mobile.



80%

Brazilians think tablet computers will eventually completely replace notebook computers
85% Emerging
88% Developed

Other technological advancements are expected to make employees' work lives easier. Forgot your key or access card? With bio-metrics, those concerns will be a thing of the past.



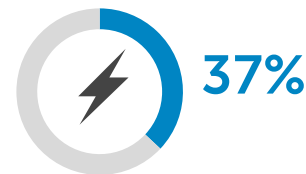
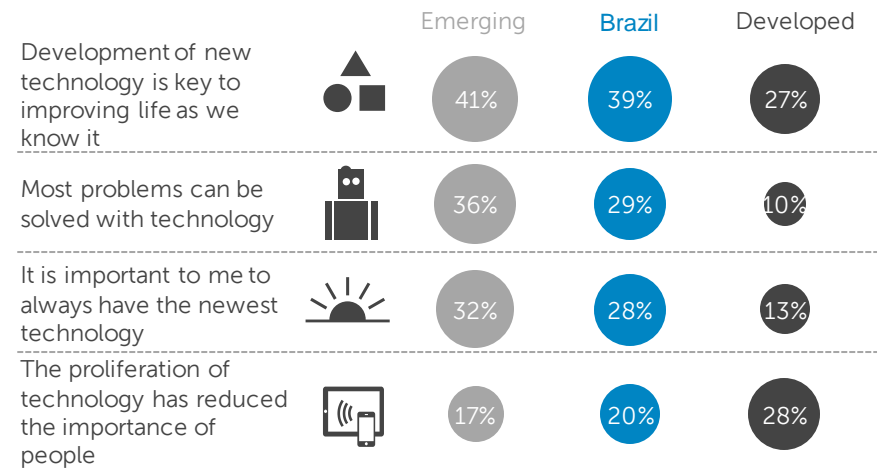
42%

think **Bio-metrics** (like retina scans) **will be used to access offices** before they retire

In general, Brazilian workers are open to new technology: 30% feel technology brings people together, while 19% feel technology separates people.

Though technology is valued, Brazilians also value the role of humans in the workplace with over half (55%) of Brazilian employees agreeing that technology is fine, but some things are just better done by people (vs. 65% in developed countries).

In general, Brazilian workers are somewhere between emerging and developed markets in terms of their technology attitudes. Employees are clearly in the camp that technology benefits life and addresses problems (thus they aspire to have the newest technology), yet they also have various concerns.



Say **technology is advancing faster than we can keep up with it**