



TECH GIANT FINDS FLEXIBLE WORK SOLUTIONS IN ALOGIC'S DOCKING STATIONS

**AMAZON, LIKE SO MANY
BUSINESSES WORLDWIDE, HAS
ADAPTED TO AN INCREASINGLY
REMOTE MODEL OF WORK
DURING THE PANDEMIC.**

But to make flexible work successful, the tech leader had to implement new IT solutions.

To help employees move easily between the home office and the corporate office, it made the decision to invest in ALOGIC's 10-in-1 USB-C Super Dock.

ALOGIC, a leading manufacturer of a range of premium IT peripherals, consumers electronics and mobility products, designs a range of premium docking stations that connect with laptops and other devices to make people's lives at home, on-the-go and the office simpler and more efficient.

The Super Dock is the world's first universal 10-in-1 Dual USB-C Hub.

CUSTOMER: AMAZON



○ INDUSTRY

Tech and online retail

○ OBJECTIVE

Invest in a powerful and portable docking station that enhances productivity of a hybrid workforce (working from home and the office)

○ APPROACH

Deploy docking stations all staff can use to power portable workstations wherever they are

A HEAVYWEIGHT PERFORMER BUT STILL PORTABLE

Amazon wanted to deliver its employees a docking station that was a heavyweight performer but still portable.

ALOGIC designed the Super Dock to be compact, robust and small. Its sleek space grey exterior complements professional desk set ups at home and in the office, but it doesn't need to stay in one place or the other. In the case of Amazon, its busy professionals can easily slip it into their briefcase or satchel when they are on-the-go. Workforces worldwide can take the Super Dock anywhere their work takes them.



A PORTABLE DOCKING STATION FOR A MOBILE WORKFORCE

PLUG AND PLAY



The Super Dock also minimises the workload of IT support professionals through its Plug and Play capabilities.

Workers can plug their laptops into the dock without the need for additional software or drivers.

This substantially decreases the time IT staff need to spend on installation processes.

○ WEIGHT

150 grams for easy portability

○ DESIGN

Sleek aluminium finish in space grey

○ COMPREHENSIVE CONNECTIVITY

10 ports in one dock for busy desks

AMAZON'S WORKERS CONNECT THEIR LAPTOPS WITH THE PORT-PACKED SUPER DOCKS

While it was important to Amazon that the dock was highly portable, it couldn't be at the cost of power.

The Super Dock, which features inbuilt USB Power Delivery, features all the power mobile workers need. When Amazon's workers connect their laptops with the port-packed Super Docks, they can power a wide range of standard peripherals including printers, phones, tablets, headphones, scanners and more, and run up to two displays at 4K resolution.

Workforces who connect to the Super Dock greatly reduce their risk of getting caught short for battery life in transit too. The Super Dock fast-charges laptops with up to 100W of power over a single cable (the device requires a suitable USB PD power supply, available separately).

For mobile professionals frequently working on trains, in cafes, libraries, airports and other transitory environments, having quick battery power is an important safeguard when important work is urgent.



POWERFUL PERFORMANCE

UNIVERSAL COMPATIBILITY FOR DIVERSE WORK SET UPS

Amazon also needed a docking station that all its corporate staff could use.

Many traditional docking stations are proprietary, meaning they are designed to work with the laptop they come with.

The Super Dock is universally compatible, meaning it can connect with all of the laptops and computers – Mac and Windows included – in an organisation.

Super Docks outlive the lifespan of specific laptops too. If an employee with a MacBook Pro exits the business, a new employee with a Windows or Chromebook device can plug into the dock right away.

That's a big convenience for IT decision makers. IT decision makers can stretch their budgets further too, by reducing the number of docks they need to deploy for individual laptops.

“THE POTENTIAL FOR
ONGOING REMOTE
WORK IN THE
FUTURE IS HIGH.”

LEARN MORE ABOUT THE ALOGIC USB-C
SUPER DOCK



Amazon has implemented Super Docks across its organisation.

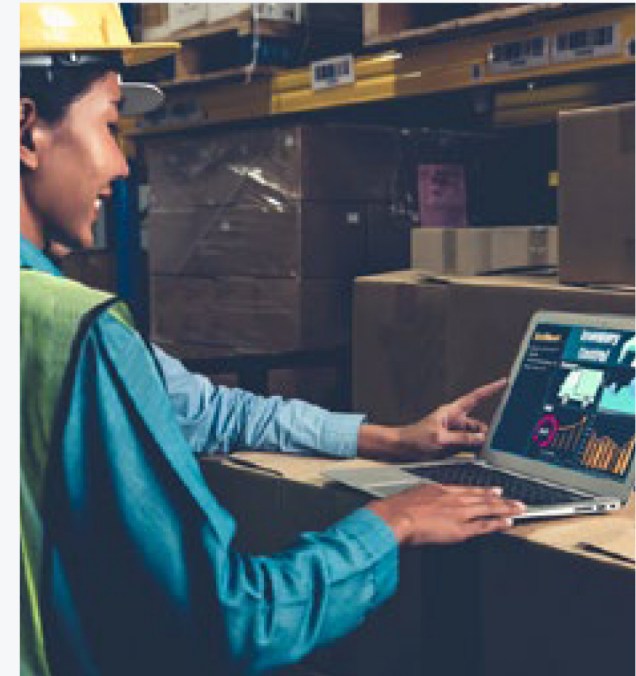
This investment is indicative of a wider embrace of remote work, and a burgeoning demand for supporting technology.

According to recent research from management and consulting firm McKinsey and Company, the potential for ongoing remote work in the future is high. Their analysis of 800 jobs across nine countries identifies that more than 20 per cent of the workforce could work remotely three-five days a week, as effectively as they could from an office.

Recent Gartner research found that a major uptick in mobile PCs signifies economic optimism at this stage of the pandemic.

Gartner also found that 55 per cent of employees are higher performers when offered greater flexibility.

However, great performance is contingent on great performance solutions.



DOCKING STATIONS FOR A NEW WORLD OF WORK