

RETHINKING THE TECH WORKPLACE AND WORKFORCE IN 2020



Webinar Follow-Up

HOW ARE COMPANIES RESHAPING THEIR WORKPLACE STRATEGY?

COVID-19 has pushed the tech sector to re-think its workplace strategy and many employers are announcing new policies to support a longer-term distributed workforce. Here is a list of how companies have aligned thus far:

Remote First

TWITTER	SQUARE	ATLIASSIAN
SLACK	GITLAB	GITHUB
ZAPIER	SHOPIFY	AUTOMATIC
COINBASE	ELASTIC	DROPBOX

Hybrid

FACEBOOK	GOOGLE	REDHAT
STRIPE	SAP	OKTA
MICROSOFT	SALESFORCE	GOFUNDME
BOX	INTUIT	DELL

STAY IN THE KNOW | COVID-19 TECH SECTOR TRENDS

To watch real-time updates on how the Tech Sector is responding, such as [Office Re-Opening schedules](#) or which/how employers are [Localizing Pay](#) across newly remote teams, access our public report trackers here:

Tech Sector Re-Entry Timeline Tracker

Employer	Employer HQ	Return to Workplace Start	Notes	Public Article Link
Dropbox	San Francisco, CA	9/1/2020	Office to open September 1, but they will strongly support anyone who wants to work from home for the rest of 2020.	HERE
Epic Systems	Vernon, WI	9/21/2020	SI 14 Update - Epic requires requirement that employees must return to work by 9/21, but notified when the transition. Announced a September return but did imply start could be later.	HERE
DocuSign	San Francisco, CA	9/30/2020		HERE
Microsoft	Seattle, WA	10/1/2020	Optional through October unless employees are in an essential role or local authorities mandate otherwise.	HERE
Apple	Cupertino, CA	12/31/2020	Work will occur before end of the year. A program 'Return at Home' has been established to help adjust workers work.	HERE
Spotify	New York, NY	12/31/2020	All global employees may work from home through 2020.	HERE
Pro-Axis Networks	Plano, TX, CA	12/31/2020	Employees can decide whether or not to come back into the office for the remainder of 2020.	HERE
Box	San Francisco, CA	12/31/2020	Global employees may work remotely through end of 2020.	HERE
Amazon	Seattle, WA	1/8/2021	Corporate work from home policy 'will also restrict nonessential business travel.	HERE

Tech Sector Localizing Pay Tracker

Employer	Employer HQ	Notes	Public Article Link
Facebook	Menlo Park, CA	Facebook's announcement regarding their new remote comp policy was one of the first to be publicly shared and will likely publicly shared the factors which impact their Localized Pay policy. The company has long supported remote work across.	HERE
GitLab	San Francisco, CA		HERE
Slack	San Francisco, CA	Reports they will adjust salary based on location and ensure the right to file in all 50 states.	HERE
Figma	San Francisco, CA	Is Localizing pay immediately for new hires and in 2021 for existing employees.	HERE
Zibor	Seattle, WA	Projects that there will be changes to pay but is still evaluating their approach.	HERE
VMWare	Plano, TX, CA	Employees who chose to relocate or work remotely will see a salary adjustment. For example, those moving from HQ to	HERE
Twitter	San Francisco, CA	Limited public commentary on the topic except that a spokeswoman said the company has a "contingent"	HERE
Servion	Seattle, WA, CA	CEO Bob McDermott says a final decision report has been made but they will try to create an official policy starting in 2021.	HERE
Bree	San Francisco, CA	The founders stated that Bree will ultimately adjust an employee's total compensation if they relocate to where pay	HERE

LESSONS LEARNED FROM TECH SECTOR PEERS

MICROSOFT

[MICROSOFT ANALYZED DATA ON ITS NEWLY REMOTE WORKFORCE](#)

Across their newly remote teams, managers carried a bigger burden and work hours spiked, but multi-tasking during meetings was not as common as expected.

GOOGLE

[GOOGLE'S CEO SEES A FUTURE GROUNDED IN FLEXIBILITY AROUND A HYBRID MODEL](#)

When Googlers were asked how often they need to be in the office to do their work, 62% said "some days" in July 2020, up from 53% when surveyed in May.

FACEBOOK

[ZUCKERBERG ON REMOTE WORK FACEBOOK LIVE - PUBLICLY RELEASED](#)

Experienced/tenured staff tended to want to work remotely more often than junior employees, "in some places, the delta is almost 2X."

STRIPE

[STRIPE'S REMOTE ENGINEERING HUB, ONE YEAR IN](#)

When only one member of the team was remote they often suffered a combination of isolation and organizational burden.



ELISA KONIK
 Managing Director
 Emerging Tech Advisory
 +1 510 891 5851
 elisa.konik@cushwake.com

RETHINKING THE TECH WORKPLACE AND WORKFORCE IN 2020



Webinar Follow-Up

WHAT WE FOUND GLOBALLY XSF@HOME

Total Workplace Ecosystem validated by our XSF@home survey of over 60,000 people and 3 million data points.

We Are Still Working



75%

Feel they effectively focus and collaborate

Personal Connections & Learning Are Suffering



50%

Struggle to connect to company culture

People Don't Feel "Well"



54%

Have a sense of wellbeing

Younger Generations Struggle More



70%

Of younger generations have WFH challenges

A Total Workplace Ecosystem

78%

Want remote working policies expanded and shift to balancing office, home and third places.

The office is vital and a critical driver of culture, learning and personal connections.

SOFTWARE DEVELOPER COMPENSATION TRENDS

As teams become more distributed and employers expand in secondary and tertiary markets, we will continue to see heightened awareness towards compensation variances by market, in part, instigated by Cost of Living adjustments. Below reflects compensation trends in 2020 for Software Developers and QA professionals.

TOP 20 METROS BY SOFTWARE DEVELOPER/QA RESIDENT WORKER

Metro	2020 Resident Workers	75 th Percentile Annual Earnings	Wage Delta to SF 75 th Percentile Salary
New York	95,856	\$154,534	-10%
San Francisco	72,074	\$172,523	0%
Seattle	70,285	\$156,814	-9%
Washington DC	65,293	\$148,223	-14%
San Jose	60,939	\$174,362	1%
Los Angeles	56,661	\$149,668	-13%
Dallas	47,695	\$133,094	-23%
Boston	46,680	\$145,270	-16%
Chicago	43,629	\$127,419	-26%
Atlanta	37,643	\$129,592	-25%
Denver	29,629	\$133,999	-22%
Philadelphia	27,594	\$128,171	-26%
Detroit	25,880	\$114,227	-34%
Minneapolis	25,581	\$127,550	-26%
Phoenix	23,806	\$123,350	-29%
Houston	21,371	\$127,719	-26%
Austin	21,010	\$130,560	-24%
San Diego	20,561	\$143,075	-17%
Portland	15,805	\$130,941	-24%
Baltimore	15,732	\$150,863	-13%

Source: Cushman & Wakefield, EMSI, ESRI, QCEW, 2019. Earnings data is based on Quarterly Census of Employment and Wages (QCEW), wages include "bonuses, stock options, severance pay, the cash value of meals and lodging, tips and gratuities." Salaries represent trends for Software Developers, QA Analysts & Testers.