

TECHNOLOGY WITH PURPOSE



**THE WORLD OF WORK  
HAS CHANGED FOREVER**

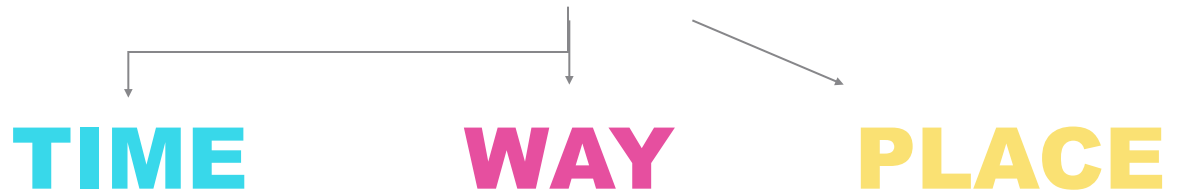
**HAVE YOU  
NEDAHCG  
WITH IT?**

# INTRODUCTION



**BUSINESS  
TODAY HAS  
NEVER BEEN  
HARDER  
WE'RE ALL  
SQUEEZED  
FROM A  
NUMBER OF  
DIRECTIONS**

## IMPROVE PRODUCTIVITY



Efficiencies, time, travel and costs

Improve communication and collaboration

Foster a culture of innovation

Improve sales & marketing effectiveness & productivity

Manage business risk

Get to market faster

Reduce office footprint cost, and make better use of the workspace

Better decisions, faster

Enable flexible working

Create competitive advantage

Work / life balance

Employee retention

Develop skill base of the business

Reduce carbon footprint

# SOME OF THE FACTS...

**18%**

of meetings are a waste of time

**53%**

of businesses report productivity gains as a result of flexible working

**55%**

of executives are concerned their firm is failing to deliver the necessary training for recovery

Real-time displays would increase room utilisation by **85%**

**46%**

of c-level decision-makers plan to increase budget on collaboration technology

**All stakeholders** now focus more on reducing travel and meeting costs

Over **55%** of desks are empty at any given time, but it's still hard to get a meeting room

**40%**

of business managers are changing their workplace models to be more collaborative

**81%**

of marketers cite operational efficiencies as their top strategic priority

Workers waste over **2.5 hours** Per week due to poor internal communication

**87%** of workers say they would work flexibly if given the option, but only **32%** believe they have the right tools

Each week **56%** Of employees are unable to contact their co-workers on the first attempt

Over **25%** of companies believe internal communication problems are a barrier to improving productivity

# COLLABOR8 WHITE PAPER



“

WHAT HAS CHANGED IS THAT **PEOPLE NO LONGER NEED TO SIT TOGETHER IN THE SAME SPACE** TO UNDERTAKE COLLABORATIVE WORK.

”

“

A NEW PARADIGM WILL EMERGE – WHEN PEOPLE COME INTO A SPACE OR BUILDING THEY WILL DO SO BECAUSE **THEY NEED** OR **WANT TO BE THERE.**”

“

ACTIVITY BASED WORKING HAS AS ITS **CORE PREMISE** THE BASIC ASSUMPTION THAT A WORK SETTING SHOULD NOT BE A REFLECTION OF THE CORPORATE HIERARCHY OR STATUS OF THE INDIVIDUAL, BUT **SHOULD REFLECT THE TASK AT HAND.**”

”

“

PEOPLE, ENABLED BY MOBILE TECHNOLOGY AND NEW CULTURE, AND AWARE OF THE NEED TO MINIMISE TRAVEL, WILL INCREASINGLY WANT TO **WORK ON THE PAUSE IN THIRD SPACE...**”

”

“

THE REALITY IS THAT ONLY ABOUT **44% OF TIME IS SPENT AT THE DESK.**”

”

# WHAT'S IMPORTANT?

# 83%

of the respondents who had joined their companies in the last two years reported that **flexibility** was important in their decision to take a job with the company.

Telework Research Network

TASK BEGIN **FLEXIBILITY** BETTER GOALS

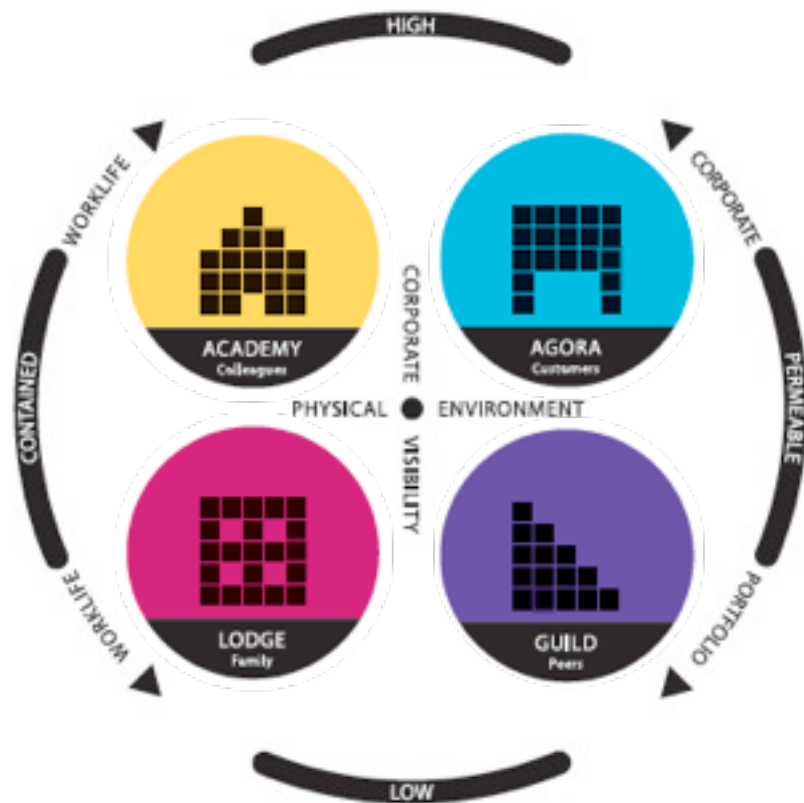
# MEETING SPACES OF TODAY



**12.8%**  
Working from home in 2009

# COLLABOR8 WHITE PAPER

## A NEW PARADIGM FOR TEAM SPACE



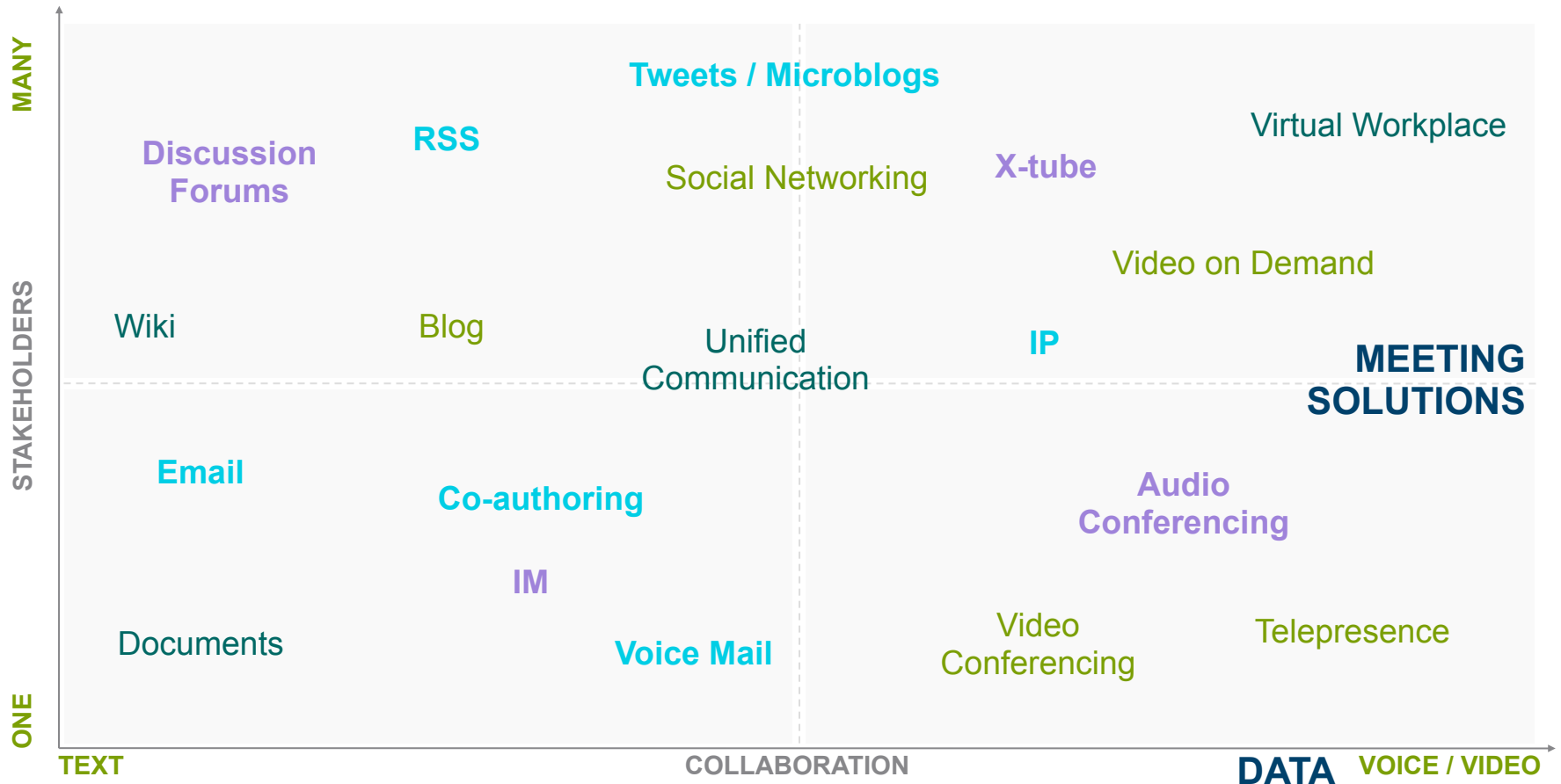
Space to Work<sup>2</sup> identified four key trends in the knowledge work economy

“

WHEN YOU IGNORE WHERE, WHEN AND HOW WORK IS DONE YOU EMPOWER PEOPLE TO BE MORE PRODUCTIVE, MORE CREATIVE, AND MORE SUCCESSFUL.”

Telework Research Network

# COLLABOR8 WHITE PAPER



# COLLABOR8 WHITE PAPER

## 8 PRINCIPLES OF COLLABORATION

### WORK TRIPTIC

The collision between people, place and technology created the potential for innovation that can change the way we work.

Activity based working : the agile business

Become less physical : migrating to the cloud

Adopting digital flow

Always on : the corporate jelly bean

Web2.0 : defining a corporate folksonomy

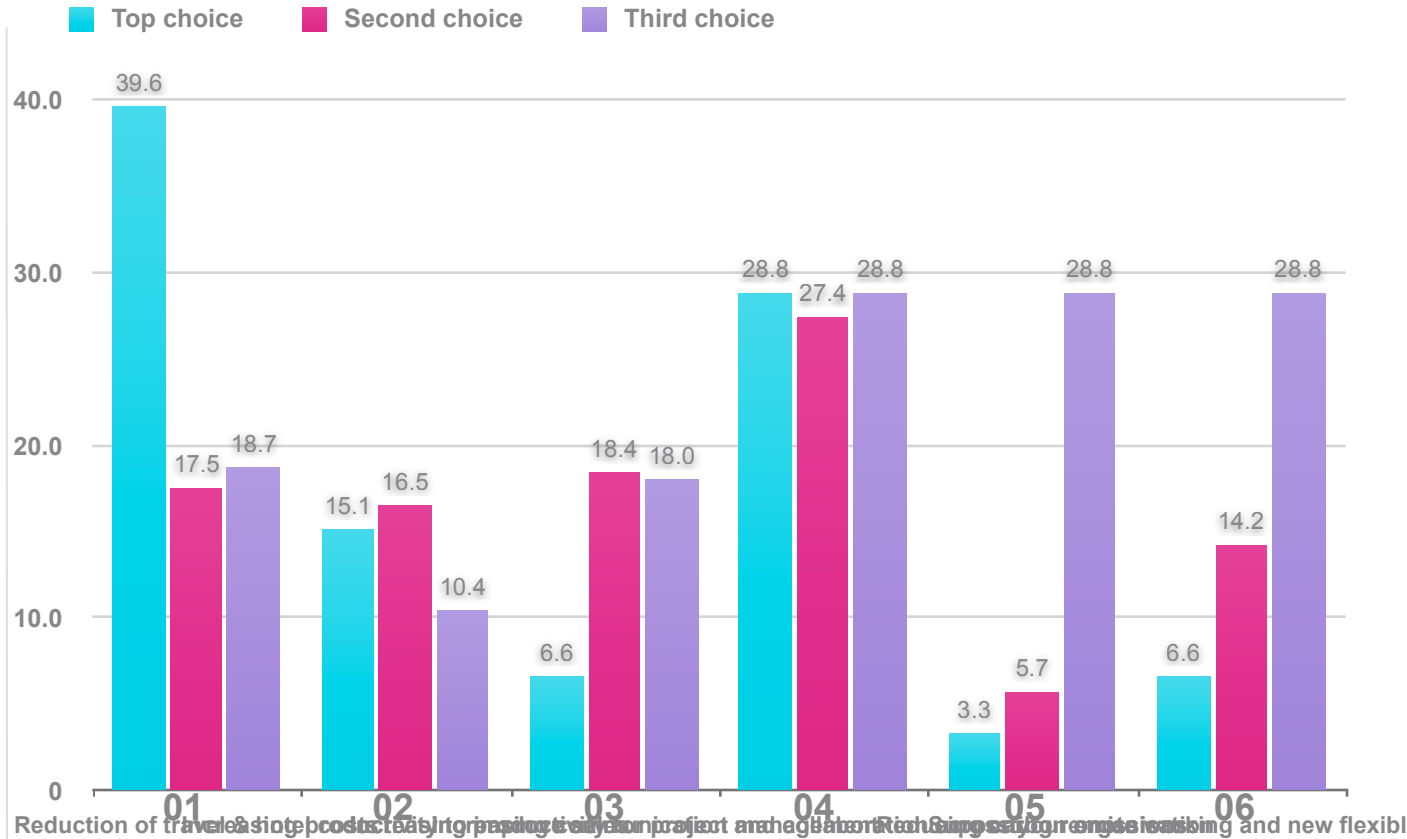
Collabor8 space | Collabor8 etiquette | Collabor8 behaviours



# COLLABORATIVE TECHNOLOGIES

## SURVEY REPORT

**WHAT ARE/WOULD BE THE BIGGEST DRIVERS FOR ADOPTING MEETING ROOM COLLABORATION TECHNOLOGIES?**



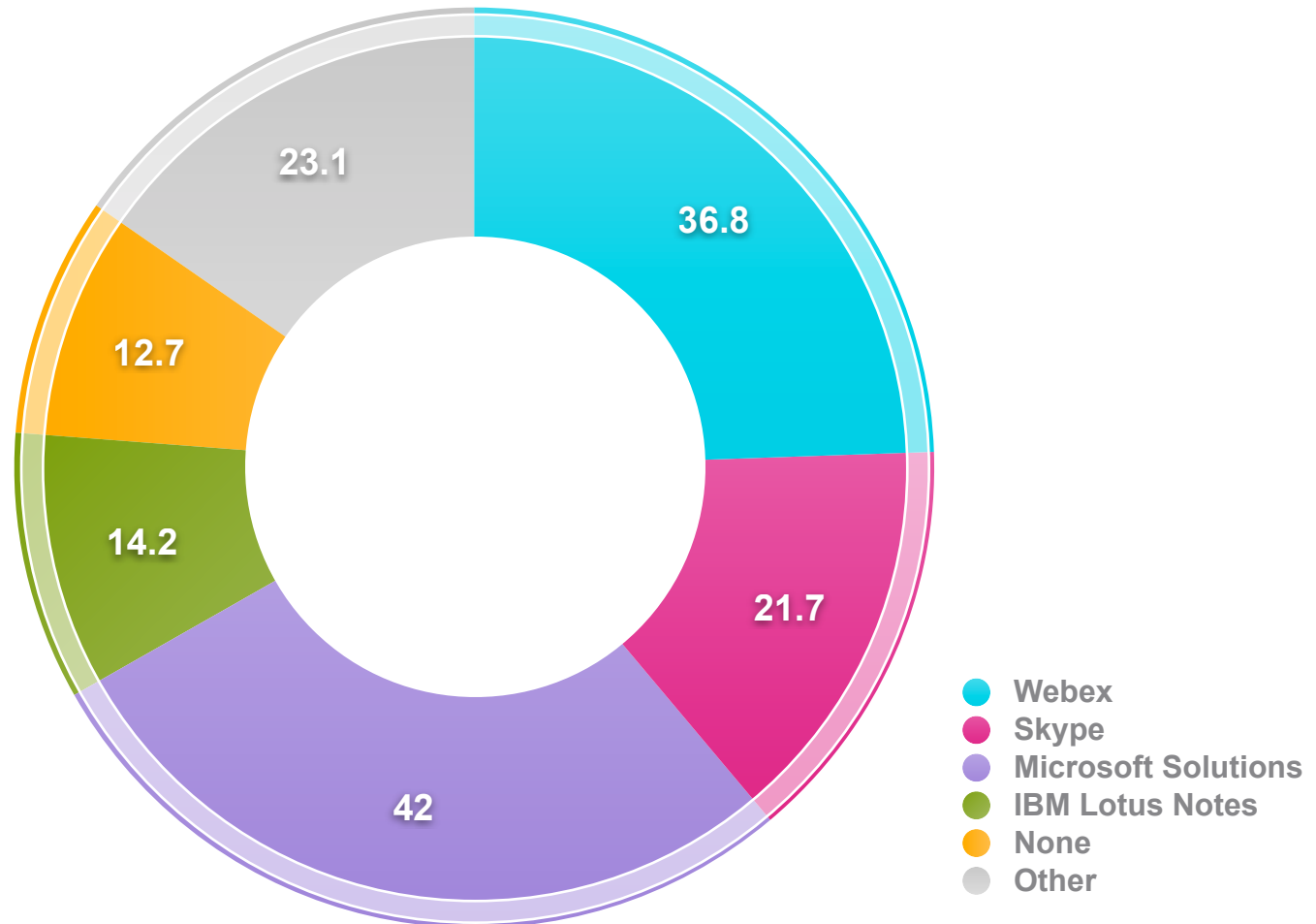
# COLLABORATIVE TECHNOLOGIES

## SURVEY REPORT

### WHAT SOFTWARE DO YOU USE FOR COLLABORATION TODAY?



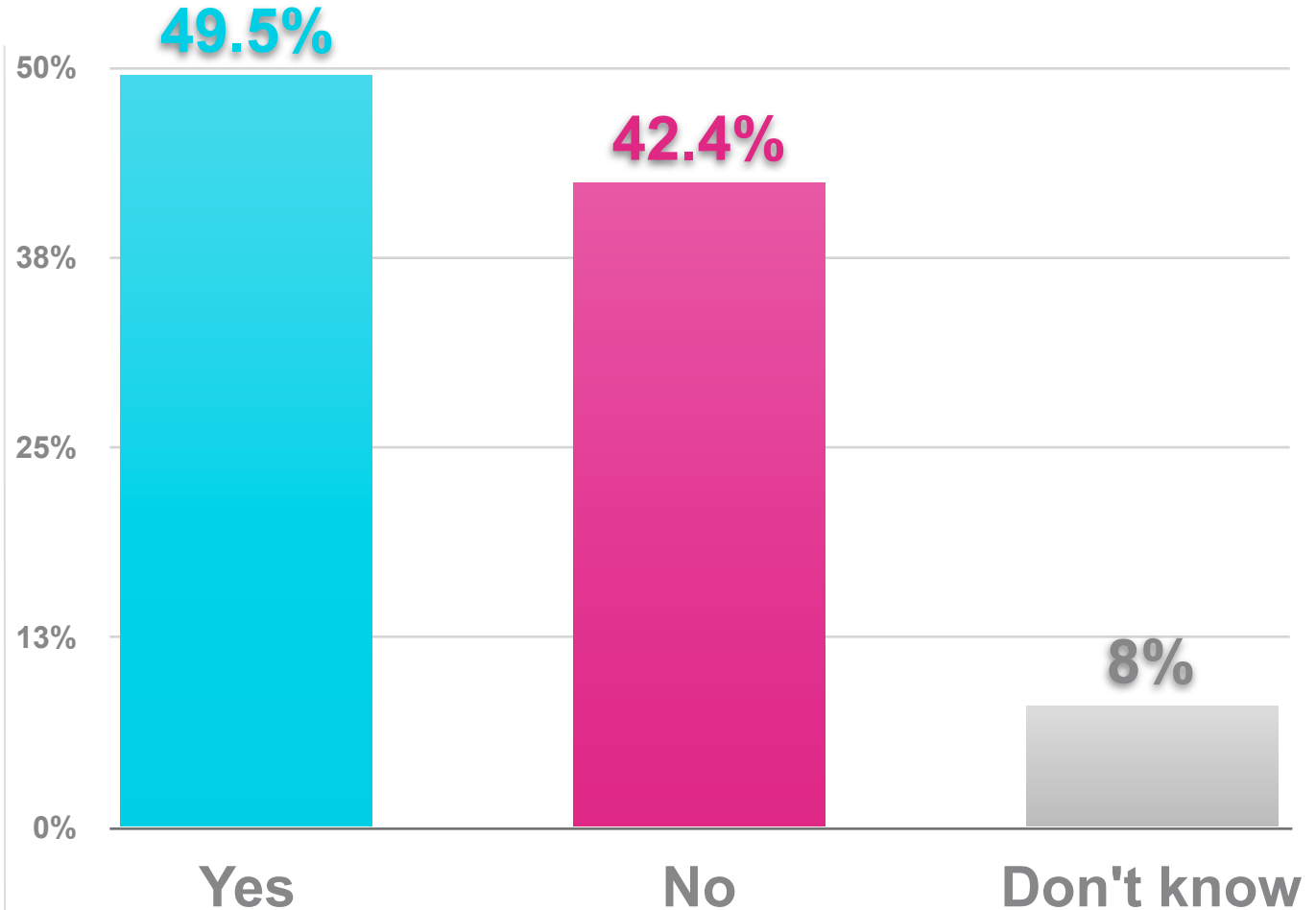
IT IS NOT JUST ABOUT INTRA-COMPANY COLLABORATION, **INTER-OPERABILITY** IS KEY FOR INTER-COMPANY COLLABORATION.



# COLLABORATIVE TECHNOLOGIES

## SURVEY REPORT

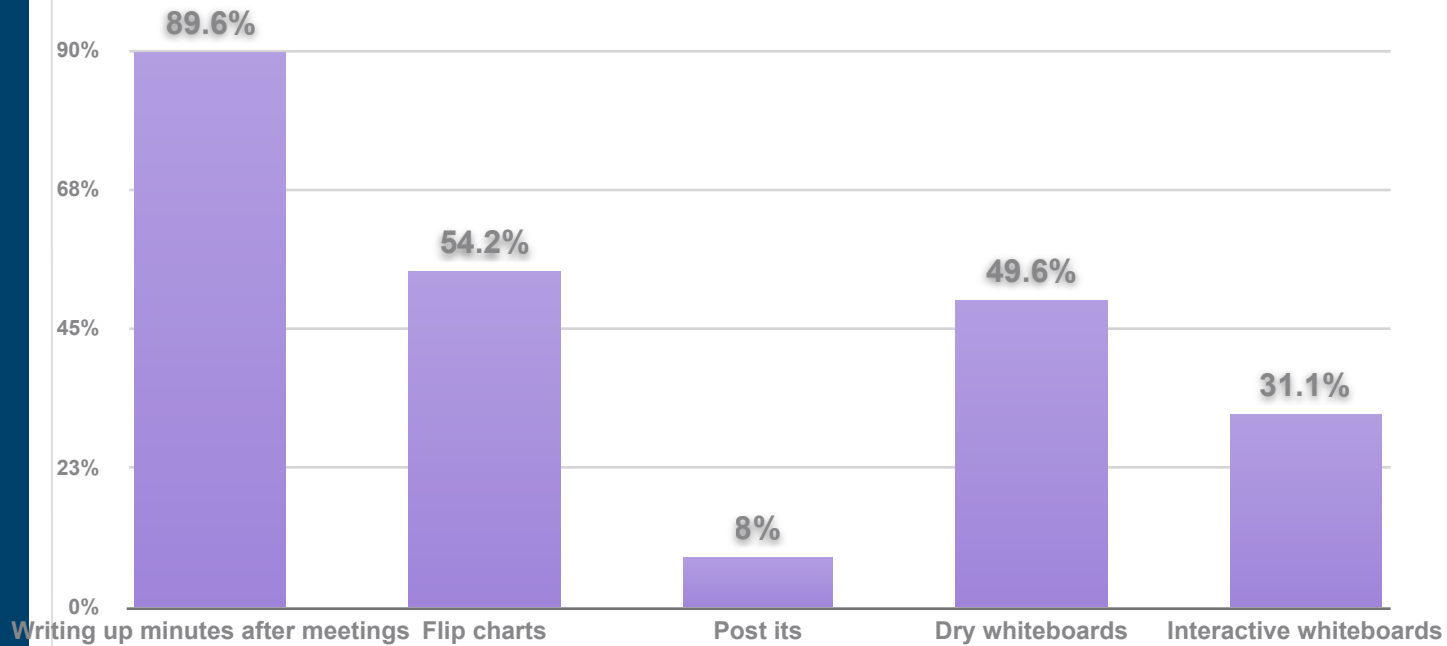
**WHAT REALLY GOES ON IN YOUR MEETING SPACE? DOES YOUR ORGANISATION HAVE A COLLABORATION TECHNOLOGY STRATEGY FOR YOUR MEETING SPACES?**



# COLLABORATIVE TECHNOLOGIES

## SURVEY REPORT

**HAVE THE TOOLS CHANGED YET?  
HOW DO YOU CURRENTLY COLLABORATE, PRESENT & DISTRIBUTE IDEAS/MEETING NOTES AS AN ORGANISER?**

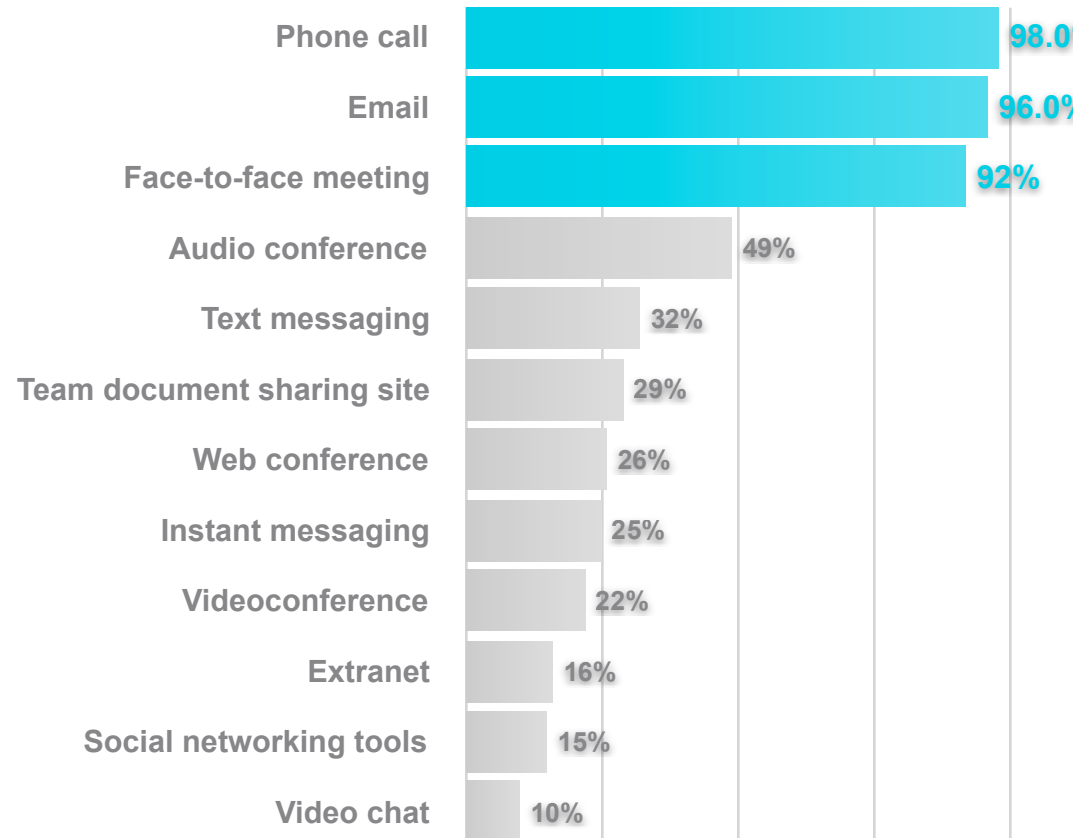


# HAVE PEOPLE CHANGED?

**HOW DO YOU WORK, COLLABORATE AND SHARE INFORMATION WITH THE PEOPLE YOU INTERACT WITH IN YOUR JOB?**

Source : A commissioned study conducted by Forrester consulting on behalf of Citrix Online

## THEY DEFAULT TO THE **PHONE**, **EMAIL** AND **FACE-TO-FACE MEETINGS**



# HOW DO WE MAKE IT ALL WORK?

**THE  
TIME**

**THE  
WAY**

**THE  
PLACE**

**THAT WE  
DO IT**

**THAT WE  
DO IT**

**THAT WE  
DO IT**

IMPLEMENT TECHNOLOGY THAT CREATES A NATURAL WAY OF WORKING, SIMPLE AND EASY TO USE, ENGAGING, WITH A MEASURABLE RETURN ON INVESTMENT.

**WE NEED IT TO BE EFFICIENT,  
EFFECTIVE, ENRICHING, ECONOMICAL  
AND KIND TO THE ENVIRONMENT.**

**INTRODUCING**  
**BUSINESS**  
**PRODUCTIVITY**

# INNOVATIVE TECHNOLOGY SOLUTIONS THAT CHANGE THE WAY WE WORK FOR THE BETTER

PRODUCTIVE MEETINGS

VIDEO AND DATA CONFERENCING

WORKSPACES

TRAINING

MARKETING AND COMMUNICATIONS



# PRODUCTIVE MEETINGS

**MAKE EVERY  
MEETING COUNT  
ENABLE RICHER  
COLLABORATION AND  
KNOWLEDGE SHARING  
TO GET TO THE  
ANSWER FASTER**



# PRODUCTIVE VIDEO AND DATA CONFERENCING

**A REAL MEETING  
EXPERIENCE  
WITHOUT  
REQUIRING  
FACE-TO-FACE  
PRESENCE**  
collaborative technology



# PRODUCTIVE WORKSPACES

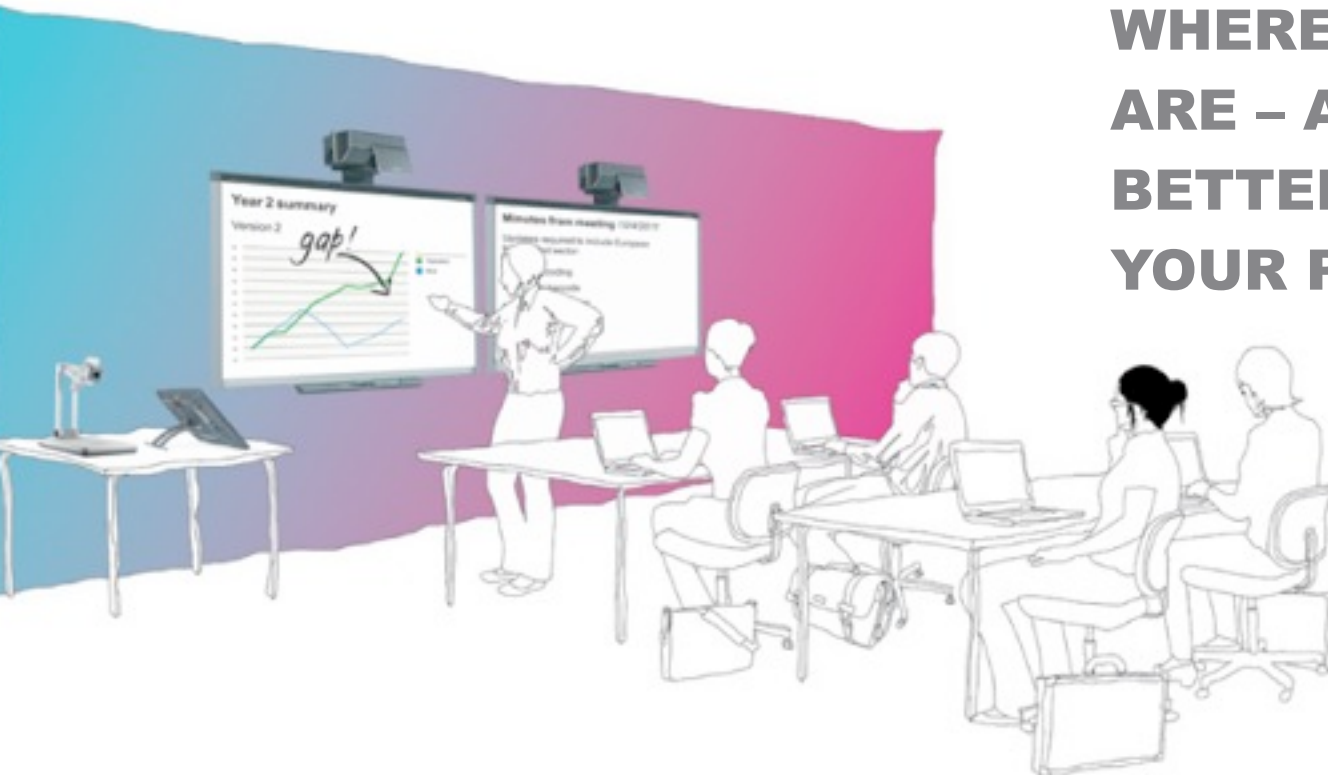


**CREATE  
AN EFFICIENT AND  
EFFECTIVE WORK  
ENVIRONMENT  
BOTH IN THE  
OFFICE AND  
REMOTELY**



# PRODUCTIVE TRAINING

**BRING A RICHER  
LEARNING EXPERIENCE  
TO YOUR EMPLOYEES  
WHEREVER THEY  
ARE – AND GET A  
BETTER RETURN ON  
YOUR PEOPLE**



# PRODUCTIVE MARKETING AND COMMUNICATION



**81%** GET YOUR MESSAGE TO MARKET FASTER WITH LESS COST

of marketers cite operational efficiency as their top strategic priority

**25%** THROUGH A HIGH IMPACT MEDIUM

Over 25% believe that their comms problems prevent productivity



TECHNOLOGY WITH PURPOSE



**HOW DO YOU  
MAKE IT ALL  
WORK?**