



The New Collaboration Experience

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How Do We Get Information?



What Do People Want?

“People don’t want computers.
They want to relate, share,
communicate, enjoy, learn,
discover, analyze and create.”

Gartner

How Fast Are Things Changing?

850K Android activations **per day**

Android is the #1 mobile OS, two years ahead of predictions

(Google 2/2012; Gartner)

Of the 5.9 billion mobile cellular subscribers, over 2.5 billion access the Internet.

Mobile broadband subscriptions outnumber fixed broadband by 2:1

(ITU 10/2011)

In 2015, 90% of traffic on networks will be video

(Cisco VNI)

Users share 30 billion pieces of content and spend 700 billion minutes on Facebook, **each month**

(12/011)

Nearly 1/3 of the collaboration market will be hosted by 2013

(Gartner, IBSG)

15% of enterprise desktops and laptops will be managed under a hosted virtual desktop model by 2014

(Gartner)

“Raising the productivity of employees whose jobs can’t be automated is the next great performance challenge and the stakes are high.”

McKinsey & Company, The 21st Century Organization

How Do People Work?



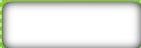
The Economist Intelligence Unit

7 AM

12 PM

5 PM

ASync



Sync



What's the Business Value?



Productivity

- Productive and accessible mobile workers
- Effective virtual teams
- Interactive and engaged employees



Innovation

- Strategically aligned organization
- Flexible and innovative working options



Growth

- Satisfied and loyal customers
- New and innovative IT models

Proof of Impact

Productivity



10% Increase
in Productivity Using
Voice Ordering App



Statoil

75% Faster
Decision Making by
Using Remote Experts

Innovation



3x Average
Success Rate
Treating Stroke Patients



Supply Chain of Ideas
for Envisioning and
Delivering New Products

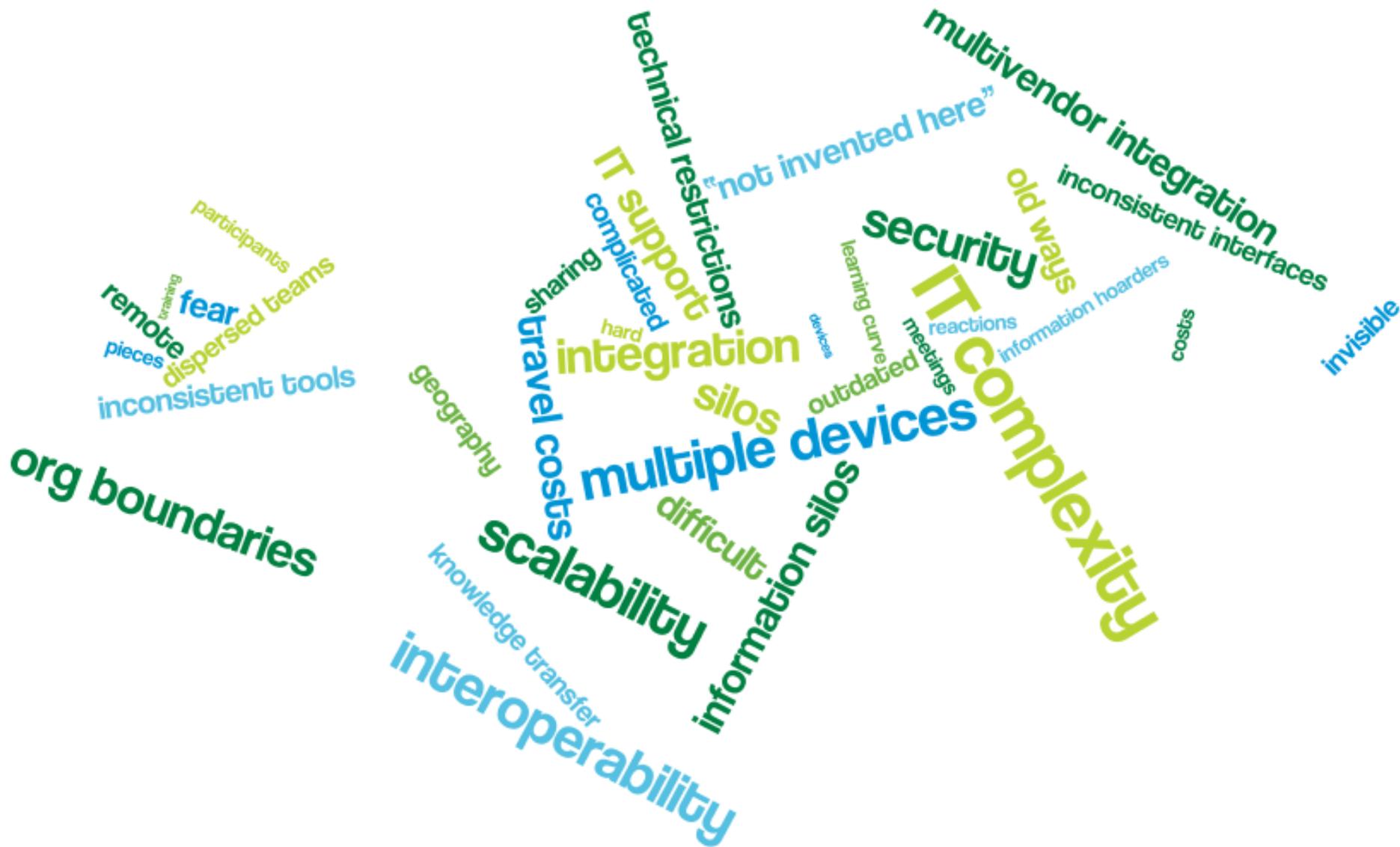
Growth



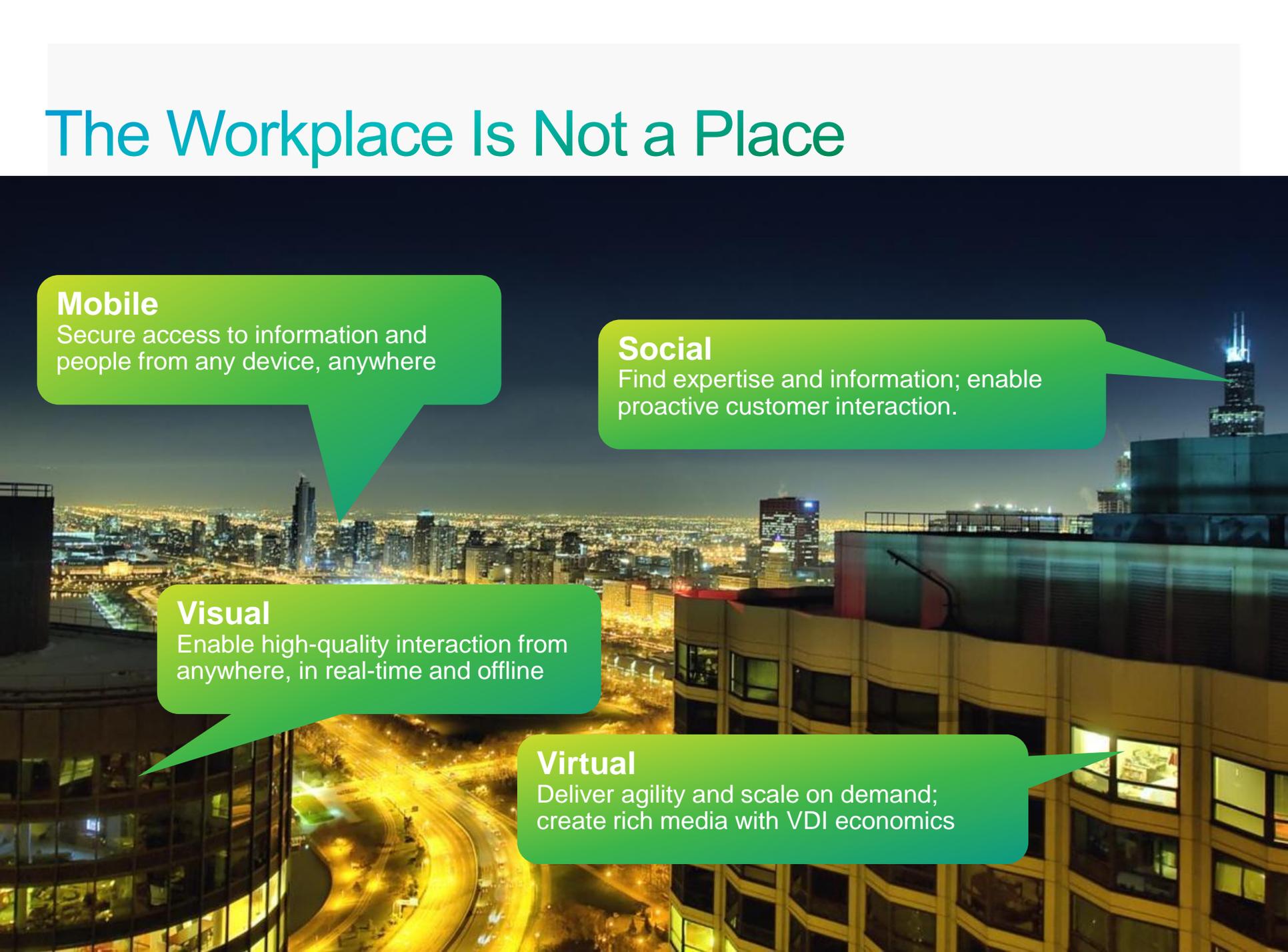
25% Growth
Year-Over-Year
for Past 4 Years



8 out of 10
Callers Use Video
Customer Support



The Workplace Is Not a Place



Mobile

Secure access to information and people from any device, anywhere

Social

Find expertise and information; enable proactive customer interaction.

Visual

Enable high-quality interaction from anywhere, in real-time and offline

Virtual

Deliver agility and scale on demand; create rich media with VDI economics

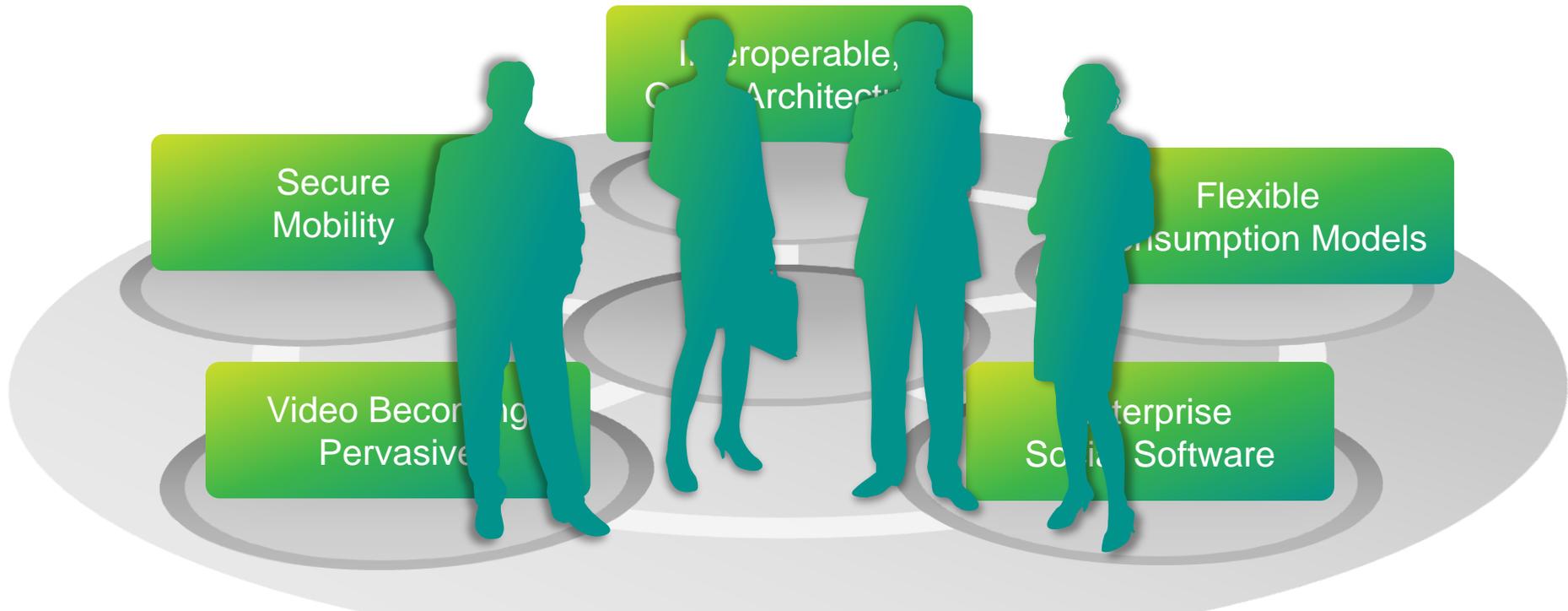
Process, Culture, Technology



“Collaboration isn’t just about technology.
We’re using collaboration to change the way we work.”

John Chambers

How Is Cisco Improving Collaboration?



Anywhere

Icons: Globe with star, Building, House

Any Device

Icons: Laptop, Computer monitor, Smartphone

Any Content

Icons: Film strip, Telephone, Document, Speech bubbles

The New Collaborative Workspace

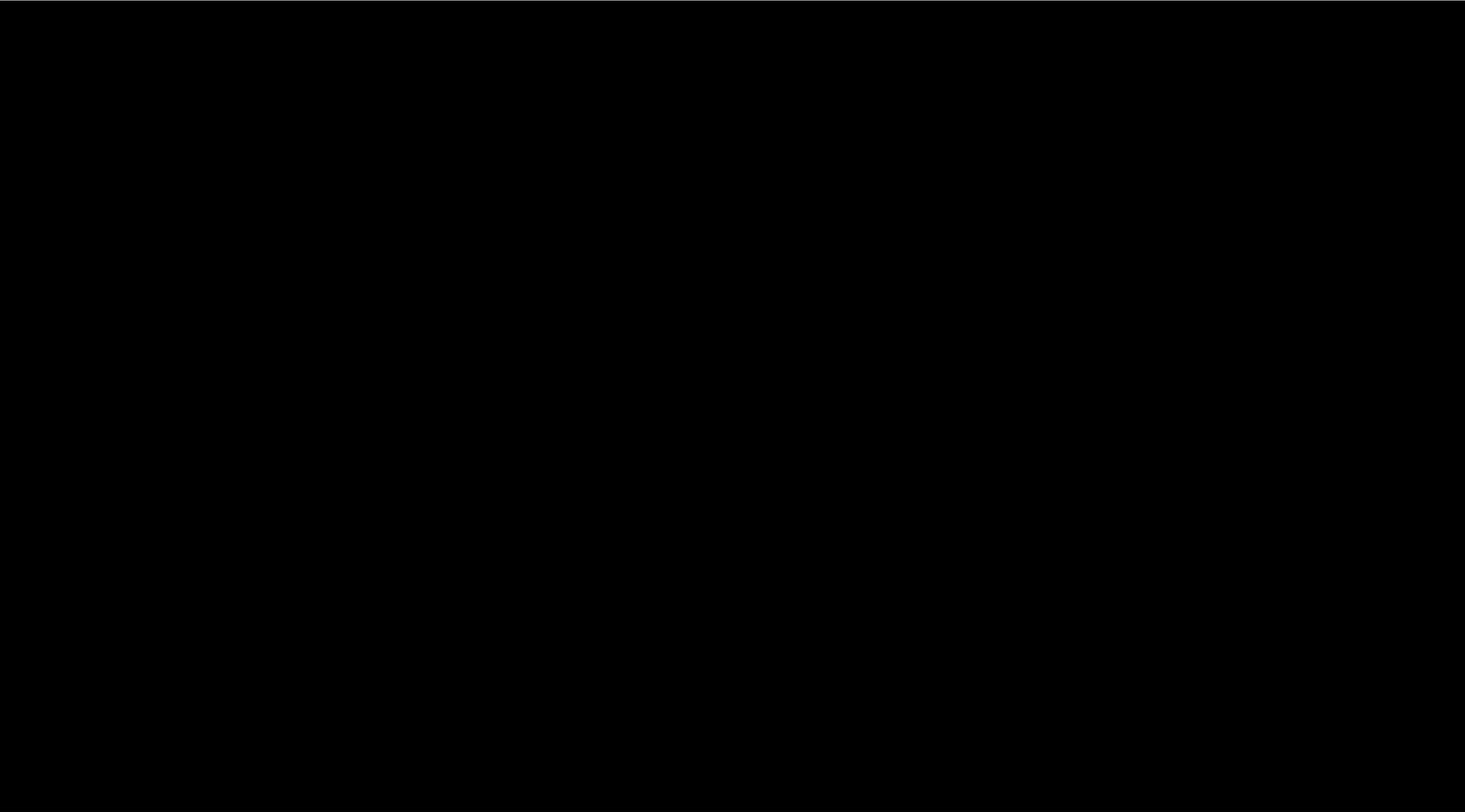
Mobile, Social,
Visual, Virtual





Experience

Matters



More Resources

- Explore how improving collaboration can help you [meet your business objectives](#).
- Review the [online guide](#) to Creating a Collaborative Enterprise.
- Check out the new business book, [The Collaboration Imperative](#), or read a [white paper](#) from the authors.
- Keep up-to-date with Cisco on the [Collaboration Blog](#).

Thank you.

