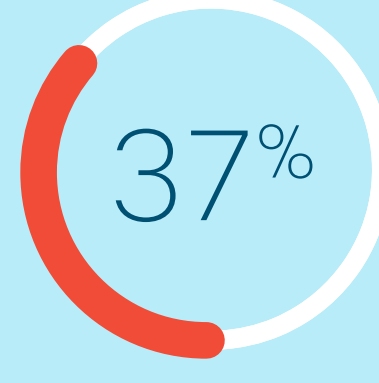
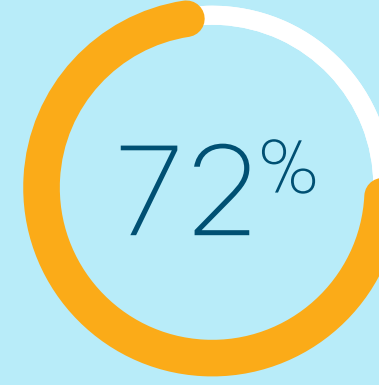


Get more done with Cisco Spark.

Continuous collaboration before, during, and after the meeting



of employee time is spent in meetings.¹



of executives rated effective team communication as the top aspect of collaboration that drives business success.²

Whether meetings are planned in advance or held when inspiration strikes, Cisco Spark helps you make the most of your team's time. With continuous collaboration, meetings can feel like a natural part of your workday—not an interruption.



8:58^{AM}

An important customer calls asking for a proposal and needs it fast! With little time to prepare, you create a new Cisco Spark space and add your team members.



9:08^{AM}

Within your dedicated space, you share the request using Cisco Spark messaging and post relevant documents using file sharing. The team can work through the agenda together and select a time to meet. Just include @spark in the location field of your meeting invitation, and it's scheduled!



10:00^{AM}

At meeting time, team members just click the Cisco Spark link on their calendar to join. Powered by Cisco WebEx, users can expect a seamless experience on any device, wherever they are.



10:16^{AM}

During the meeting, team members speak face-to-face using video, share their applications and screen, and even brainstorm ideas using the whiteboard.

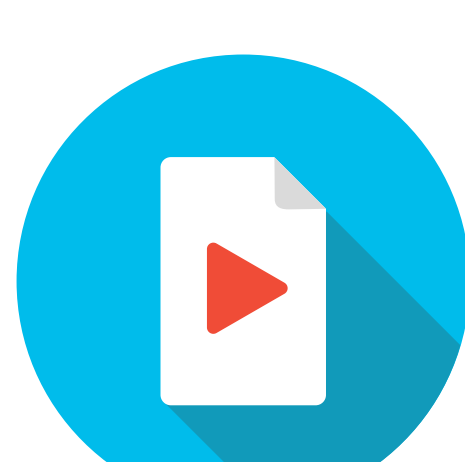
87%

of remote workers feel more connected to their team when using video.³



1:55^{PM}

The conversation continues for as long as you need. Team members message their task updates, share files, stay connected on deliverables and deadlines, and even initiate additional meetings—either scheduled or on demand.



11:12^{AM}

After the meeting, team members message about action items in your Cisco Spark space and post revised files so everyone can find the most updated version.

Cisco was recently identified as a leader in five collaboration-focused Gartner Magic Quadrants, including web conferencing and group video systems.



3:42^{PM}

You deliver the proposal to your customer, ahead of the 5:00 p.m. deadline. Plus all files, messages, whiteboard drawings, and action items are saved in your dedicated Cisco Spark space so you never lose context.



6:25^{PM}

The customer calls—you've won the deal! Other vendors were unable to provide viable proposals within the short deadline window. You share the good news via your Cisco Spark space, and the team makes plans to celebrate!

Cisco Spark—for continuous workflow before, during, and after the meeting.

[Learn more about Cisco Spark >](#)



1. "\$37 billion per year in unnecessary meetings, what is your share?" MeetingKing, Oct. 21, 2013. <http://meetingking.com/37-billion-per-year-unnecessary-meetings-share/>
2. Kim Austin, "Attention Leaders: Today's Teams Need New Tools," Cisco blog, Feb. 6, 2017. <http://blogs.cisco.com/collaboration/todays-teams-need-new-tools>
3. "Analyst Report: Why videoconferencing is critical to business collaboration," Gigaom. <https://gigaom.com/report/why-videoconferencing-is-critical-to-business-collaboration/>

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