



The Changing Nature of Teams

Why a New Class of Collaboration Solution Is Required

September 2016



About the Report



More than 300 global business leaders from a broad range of industries and segments were **surveyed** about their attitudes and use of collaboration solutions



They were asked to **rate** the effectiveness of those solutions in achieving top business imperatives and desired collaboration initiatives

Get the Report: www.cisco.com/go/betterteams

Executive Summary

The study revealed:

- **Collaboration** is a chief enabler for an organization's top business imperatives
- Above all else, collaboration must enable **effective team communication** and foster seamless collaboration with external partners, customers, suppliers, and experts
- **A new class of collaboration solution** is required to keep up with the way today's digital teams work



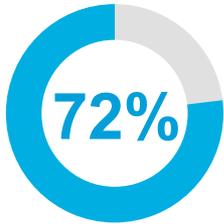
“There has been a **50 percent increase in ‘collaborative intensity’** over the past 10 years.”

—Robert Cross, Management Professor, University of Virginia

The Mandate for Building Great Teams

Teams, Near and Far, Are the Lifeblood of Organizations

Which aspects of collaboration best enable top business imperatives today?



#1
Effective Team
Communication

#2
Fostering collaboration
with external parties

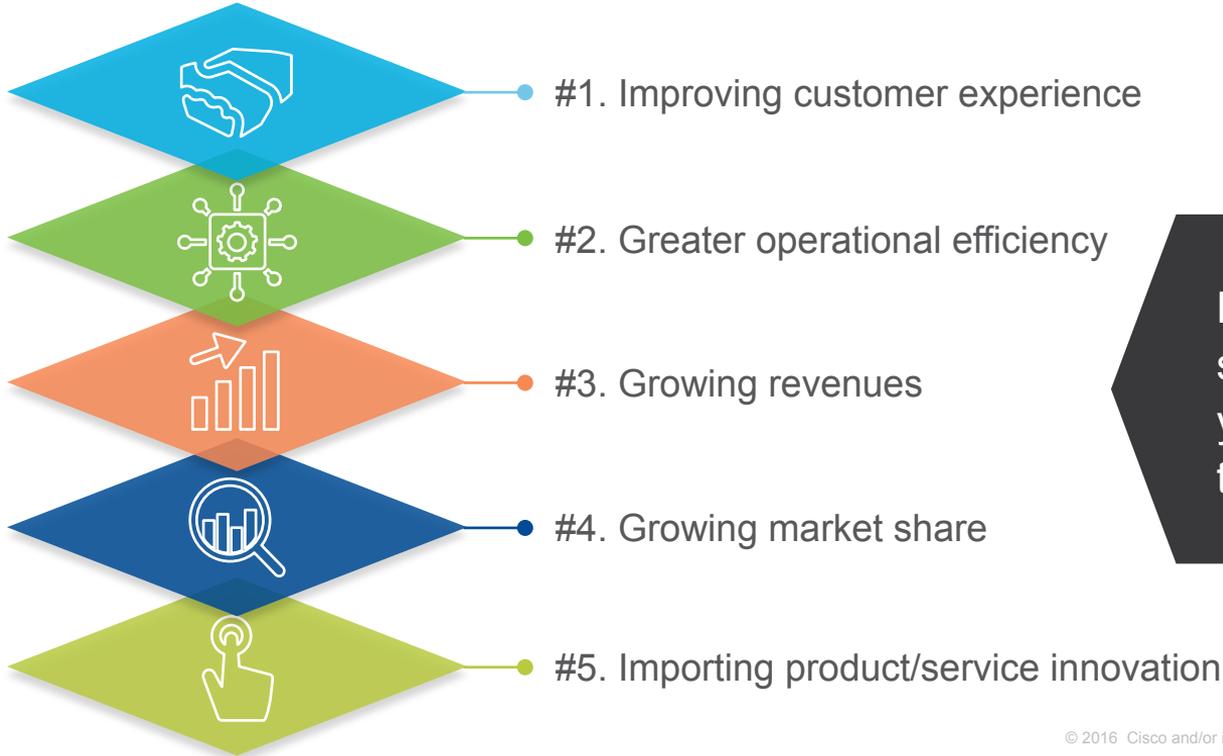


#3
Ability to find experts
and information quickly



Effective Teamwork Is Crucial to Achieve Your Top Business Imperatives

Today's most important business imperatives

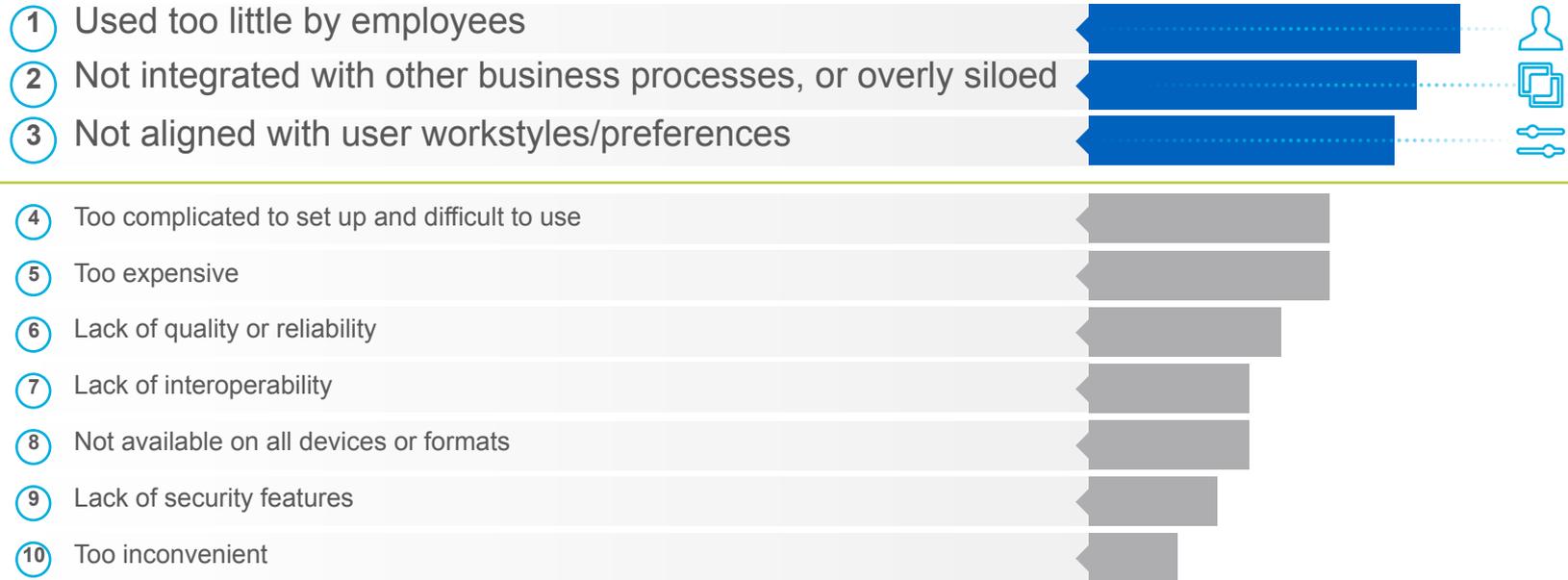


Do your collaboration solutions ensure your teams can achieve these business goals?

What Gets in the Way of Great Teamwork

And other top collaboration initiatives

Reasons why collaboration tools fall short of enabling desired initiatives



How to Build Great Teams with Collaboration Tools

Acknowledge that Teams Work Differently Today

“The **new class of collaboration tools** allows you to easily see what everyone on the other side world has been doing for the last eight hours.”

— Robin Gareiss,
President, Nemertes Research

Consolidate Solutions to Maximize Utility and Enable Faster Problem Solving



1 in 3

Executives are already consolidating solutions used to improve collaboration

“ High value workers are very quick to switch to the collaboration tool that’s most effective for the task at hand. ”

— Robert Cross
Management Professor,
University of Virginia



Ensure Users Are Equipped with Effective Solutions

Email/calendaring tops the list of solutions in use at

93%



BUT EMAIL FALLS BEHIND:

#8 out of 10

on the list of which solutions are viewed as extremely effective

Which are viewed as the **most effective** solutions*?



Video conferencing



File sharing



Web conferencing



Voice/telephony

*Top four of five solutions rated as extremely effective

Integrate Key Business Processes and Applications with Collaboration Solutions

Which of the following business processes or software systems would be improved by being integrated with collaboration technology?



#1: CRM
(Customer Relationship Management)



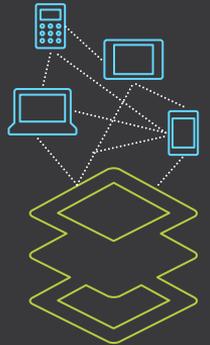
#2: Customer support



#3: Sales and marketing

“ It used to be which technology you should use. Now it’s **how to integrate the technology into your business processes.** ”

— Robin Gareiss
President, Nemertes Research



Optimize Mobile *and* In-Person Collaboration Experiences

To ensure collaboration initiatives are met successfully, it's about

mobile *and*
in-person
experiences



are investing in more mobile-based solutions



More than **33%**
believe that remodeling
physical office space will
lead to better collaboration

Cisco Spark Is Designed for Your Teams



The Teams feature in Cisco Spark comprises open work spaces that foster the institutional knowledge of an organization.

Cisco Spark Consolidates Solutions



Cisco Spark brings together collaboration tools in one complete service that delivers a great experience regardless of location or device. Connect, create, and share with anyone, anywhere, anytime.

Cisco Spark Drives Effective Communication



Cisco Spark blends persistent team chat with real-time communications. As a result, everyone is always on the same page and meetings are more efficient.

Cisco Spark Is the Hub for All Your Work



Cisco Spark easily integrates with your other business tools and processes with pre-built integrations and developer tools.

Collaboration from Pocket to Boardroom



Cisco Project Workplace helps you optimize video collaboration environments in every room.

Intelligent Proximity pairs mobile devices to video systems to improve the meeting experience.



See What's New with
Cisco Spark

www.ciscospark.com



