



A world
of ideas in
one room.

Why have teams if you
don't have teamwork?

Cisco Webex

The more intuitive way to work

The more intuitive way to **meet**
work.
collaborate
communicate
innovate
succeed

1

Cultures of innovation
and the best laid plans

2

Someone has to
take the reins

3

A really big challenge:
The reality of modern
business life

4

Collaboration tools and
room for improvement

5

You know what
your teams need

6

So, what do you do?

7

Intuitive technology
is here today

8

Ignite the spark
of innovation

9

The more intuitive
way to work

10

There can only
be one leader



1

Cultures of innovation and the best laid plans

Disruptive new ideas are the catalysts of modern business, providing vital competitive advantage and a source of growth. So, it's no wonder business leaders spend a lot of time focusing on innovation. They talk about creating a culture of innovation within their companies. They form committees and institute initiatives to make it happen.

that's what it takes to innovate, right—teams from every corner of the organization thinking and working together, all hands on deck?

Yet even with today's incredible technology at their disposal, the collaboration—and the potential innovation—doesn't measure up to what it could be.

50% of senior executives don't believe leadership is doing enough to make innovation happen.¹

Then, somewhere along the line, the best laid plans fall by the wayside.

One reason is an inability to effectively brainstorm, share thoughts and ideas, and collaborate on fresh directions. Because

Business executives notice, too.

When surveyed, half of them expressed less than full faith in company leadership when it comes to creating those cultures of innovation.

¹ PA Consulting Group, Innovation Matters: New Innovation Research. 2017

2

Someone has to take the reins

Clearly something needs to be done to ignite the creative spark and inspire people.

Something that brings out the disruptive potential of your teams. Something that makes the culture of innovation a reality. Something that makes collaboration easier.

Someone needs to lead the charge—that someone just might be you.

And like all intrepid trailblazers, you might encounter a few challenges while on your quest to make collaboration easier.

3

A really big challenge: the reality of modern business life

Complex work. Specialized teams. They're in offices, homes, hotels, and airports.

That's the modern reality of business life—it's happening everywhere at once. Not only that, it's happening on all kinds of devices, from desktop to mobile. And every generation of worker—from Boomer to Millennial—expects to have its workstyle accommodated.

A significant portion of Millennials, in fact, expect to work from home and

teleconference regularly. That work-life balance concept? They take it very seriously. Important to know, considering they're now the majority of the workforce.

From everywhere, across assorted connected devices, and taking multi-generational workstyles into consideration, collaboration is absolutely essential. Yet when some companies try to bring their teams together, things can get complicated.

The American Workforce (2015)²



² PEW RESEARCH CENTER, Millennials surpass Gen Xers as the largest generation in U.S. labor force. 2017

4

Collaboration tools and room for improvement

What kind of complications leave room for improvement? Here are five.

Let's start with less-than-optimal user experiences.

We've all spent time in virtual teams, which means we've seen first-hand how collaboration tools fall short.

- The time we waste setting up, trying to get on, and making sure everyone's connected.
- The audio that skips, the video that drops.
- The distractions that cause us to drift off and disengage. And the challenge of trying to participate when we're on mobile.

As a result, your teams, vendors and customers don't look forward to collaborating and innovating together—they dread it. Sometimes, they aren't engaged at meetings; sometimes they don't even show up.

A second complication: Work that stops when the meeting stops.

65% of employees report doing other work during conference calls³

Following those less-than-optimal meetings, not all attendees are on the same page. Execution on projects can get bogged down

because people have to play catch up to fully understand their role in moving innovations forward.

So, from a productivity standpoint, what happens after your meetings is as big a deal as what happens during the meetings. You need to know that work is progressing, and when to correct course or expand scope.

True teamwork is a function of effective collaboration, before, during, and after meetings. In business, you simply can't have one without the other.

Which brings to mind those dreaded Information Silos.

Speaking of being on the same page, fast easy access to information, files, and teammates is crucial: Shared data is the key to shared business intelligence.

On top of that, if some teams have data and some don't, efforts are duplicated, deadlines are missed. It's inefficient; it's frustrating.

Even worse: Data that disappears when someone moves to another department or leaves your company. Is there a way to improve information sharing, keep collaboration moving forward, and preserve key data?

The topic of data inevitably leads to the topic of Security.

Your teams are scattered. They use every imaginable device to connect. You share sensitive data. This makes your collaboration environment a target rich landscape.

You need proactive protection from threat agents.

You need to comply with the highest security standards and industry policies.

You need meetings and sharing to happen with peace of mind.

Security is major priority—compromise on that and you put data, ideas, and people at risk.

Finally, let's not forget Scalability.

Whether you host meetings and workspaces for 10 people, 1,000 people, or even multiples thereof, you need to deliver the same frictionless experience to all of them.

And adding capacity shouldn't mean you jump through hoops to set up meetings, connect participants easily, and share information effortlessly and securely.

3 HARVARD BUSINESS REVIEW, What People Are Really Doing When They're On A Conference Call, 2014.



Your collaboration solution has to be flexible and adapt to changing needs quickly, with simple scalability built in.

5

You know what your teams need

Your teams need virtual meeting rooms and virtual workspaces with tools that can accommodate the anytime, anywhere nature of collaboration, keeping projects on schedule, and letting people work their way.

THAT MEANS THEY NEED



To have the **same optimal experiences** regardless of location or device.



To **stay in contact easily**, one-to-one or as a team.



To enjoy **high-def video**, crisp audio, and screen sharing on any size screen.



To **share files** and a whiteboard, and save work just like they would in person.



To have the ability to **pick up** their piece of a project where someone else left off.



What your teams need is the **most advanced** collaboration tools anywhere.

6

So, what do you do?

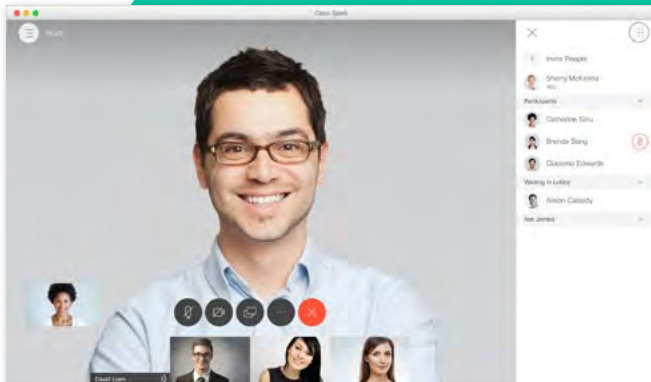
Collaboration. Innovation. Success.
It's all inextricably linked. Your job is to make it happen.

You buy meeting and collaboration solutions. You support the best possible user experiences.

Of course, among a wide range of vendors, various claims are made about being able to provide better meetings, possibly for a lower price. And, these solutions are all over the map in terms of the features they offer, how well they actually perform, and secure data protection.

With choices to make, you should ask yourself this:

With that culture of innovation you need to empower, can you afford to use yesterday's outmoded collaboration solutions?



7

Intuitive technology is here today

We're surrounded by intuitive technology in the here and now.

Technology that locates us and gives us directions, lets us buy things relevant to who we are, or quickly summons a ride on our smartphones.

Which, understandably, leads us to wonder: If so much of the technology we use can be simple and smooth, why not the collaboration tools we use at work?

Why can't they just fit with who we are and how we instinctively want to do things? Shouldn't digital technology help us move forward, instead of holding us back?

There is a suite of meeting and collaboration solutions that answer those questions perfectly.

A suite of solutions that knows what work should be. Intuitive.

Ignite the spark of innovation

A simple voice command from you sets your meeting in motion.

Others join effortlessly with the push of a button: No downloads, plugins or dialing. Distractions are automatically muted and minimized: No barking dogs or tapping keys.

Experiences stay consistently positive across devices so every participant feels fully included.

Freed from silos, content moves easily so projects flow smoothly. In a shared virtual room, teams draw on an interactive whiteboard. Work keeps moving forward, even after the meeting ends. Tools adapt, so teams

don't have to. Where and when no longer matter. Because you can be two places at once.

Distinctions like actual or virtual, near or far, laptop or smartphone, in-meeting or in-between, don't even apply. Because no matter how many teams are working at the same time, everyone always gets the same premium level of security and performance they need to fully contribute in their own unique style.

Innovation comes to life because all your teams share ideas and work together.

This is the experience you can provide to your teams.



9

The more intuitive way to work

This is the new and evolving Cisco Webex Meetings experience. The always-on meeting, sharing, and team experience.

Collaboration, leading to innovation, leading to success.

Based upon gathering together to share ideas and information.

Working together as a team to bring ideas to life.

And putting together a consistently reliable, secure, scalable, easy-to-use, and easy-to-integrate system to empower all of it.

Cisco collaboration solutions learn as they work together with your team.

Frictionless collaboration experiences make customers happy to work together with you.

Work with Cisco Webex.

And your teams will work better together.

10

There can only be one leader

Cisco Webex is the most widely trusted and adopted collaboration service on the market.

95%

of Fortune 500 companies
are using video-enabled
Cisco collaboration solutions.

27m+

meetings hosted a month

5b+

global meeting
minutes a month

113m+

meeting attendees a month

19

Red Dot
design awards

Learn how to make work more intuitive at www.cisco.com/webex

Gartner recognizes Cisco as a leader in Meeting Solutions⁴

4 Gartner, Magic Quadrant for Meeting Solutions, Adam Preset, Mike Fasciani, Tom Eagle, 18 September 2017. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

