Collaboration in the Post-PC Era

The workplace is undergoing a dramatic evolution in the way people work, communicate, interact and conduct business. Businesses must be able to collaborate anytime, anywhere. With this evolution, companies can enable breakthrough levels of collaboration, innovation and productivity. Let's look at a day in the life of people working in this post-PC era.

Enter the Cloud

Cloud collaboration offers a rich and easy-to-use browser experience combined with increased business agility, financial planning of CapEx to OpEx and deployment flexibility of centrally managed and maintained applications. For collaboration, the cloud can deliver a high-quality experience – across devices, across clouds, and from cloud to on-premises securely.

Doug, VP of Sales
His team is dispersed in their use of devices and applications. His goal is to extend existing investments with add-on of voice, video and conferencing; however, he knows cost is a burden for IT.

50% of CIOs expect to operate applications via the cloud by 2015[1]

Collaboration is the most common cloud application[2]

40% of enterprise IT spend will be OpEx by 2014[3]

The Rise of the New Workplace

People are inherently more mobile and distributed, yet workers still expect a consistent, rich user-experience across all communications on their choice of devices. To address this new workplace, IT teams around the world are focused on mobility, security and virtualization.

Lee, Engineering Designer
Uses combinations of a smartphone, a tablet and a Mac to design product materials. Uses web conferencing with HD video to present work to international teams and IM/presence to pull in experts when needed ad hoc.

90% of workers work outside corporate headquarters

34% of the US workforce is completely mobile

28 Hours per week now spent writing emails, searching for information and collaborating internally[4]

Video is Transforming the Way We Do Business

Video is changing the game. In exponential orders of magnitude, video is transforming the business and collaboration process.

Sarah, Field Marketing Manager
Uses Cisco TelePresence to coordinate marketing efforts to support the sales team. Interfaces daily with international printers to ship collateral. She is 'always-on' from the coffee shop to school pick-up.

90% of network traffic will be video by 2013

73% of business leaders believe in-person collaboration fosters better understanding of critical strategic concerns[5]

Over 50% of mobile traffic is video[6]

Social is the New Way of Working

Workers are increasingly starting their day in social applications and expect to bridge their world of work with apps that are in sync with their communication style.

Ben, Intern
Uses his smartphone every morning to check his status on Facebook, Twitter and update his blog. He sees no distinction between his work network and his friend network. Social applications are part of his daily routine and he reaches for his iPhone before his toothbrush.

78% of organizations that have deployed collaboration tools have or plan to deploy an enterprise social network[7]

$1.3 trillion in value added by incorporating social technologies to business processes[8]

1.5 billion social network users globally[9]

Managing a Universe of Devices

PCs are being outsold by smartphones, tablets, desktop phones and video units. Workers are using them at home, in the office and in the field.

Bijad, VP of IT
Responsibilities include maximizing and extending IT investments and budget. He supports bring your own device (BYOD) and wants to ensure IT business relevancy. Mobility, security, and virtualization are hot topics for him when he makes IT decisions.
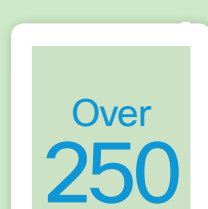
850 thousand smartphones activated daily

vs. **More Apple iPhones sold** than babies born each day globally[10]

Over 250 thousand Apple and Android tablets sold daily[10]

Enabling the Collaborative Workspace

Do you recognize yourself in the above? You are part of collaboration in the Post-PC era. You recognize how effective collaboration is mission-critical to your organization.

The compass points for this new collaboration are the five "anys"– anyone, anytime, on any device, with any content, from any place. The next breakthrough levels of business innovation and efficiency will come from your ability to find a solid, well-developed and proven engine that manages these interactions.

Cisco has the collaboration solutions to support the post-PC era.
✓ 95% of the Fortune 500 use Cisco Collaboration
✓ Over 200 thousand enterprise customers worldwide
✓ Over 70 million Cisco endpoints shipped to-date globally
✓ Cisco Unified Communications Manager is the most widely deployed unified communications platform in the world with more than 100 million connected devices deployed worldwide

[1] Source: Gartner 2011
[2] Source: McKinsey Survey published on CIO Zone, 2010
[3] Source: Gartner
[4] Source: McKinsey, July 2012
[5] Source: The Economist Intelligence Unit, Power of In-Person whitepaper, December 2011
[6] Source: Cisco Connected World Technology Report, September 2011
[7] Source: ESG Research Report, Social Enterprise Adoption Trends, June 2012
[8] Source: McKinsey Global Institute, The social economy: Unlocking value and productivity through social channels, June 2012
[9] Source: TheNextWeb, January 2012
[10] Source: GigaOm, September 2012

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