

# Work Your Way

**Transform the traditional workplace into a productive workspace that moves with you.**

Work is no longer defined by offices or cubicles. Employees increasingly move from desktop to tablet or smartphone. And they expect access, functionality, and security no matter which device or location they choose.

## Redefining the Workplace

**56%** of U.S. workers are located outside of an office.



From 2010 to 2011 there was a 30 percent increase in the number of consumer devices accessing business applications.

**30%**  
more devices

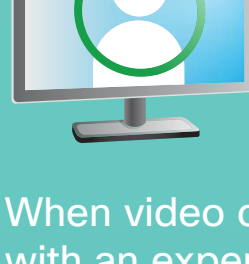
**61% of IT executives**

are deploying desktop virtualization to support mobility and multiple-device strategies.



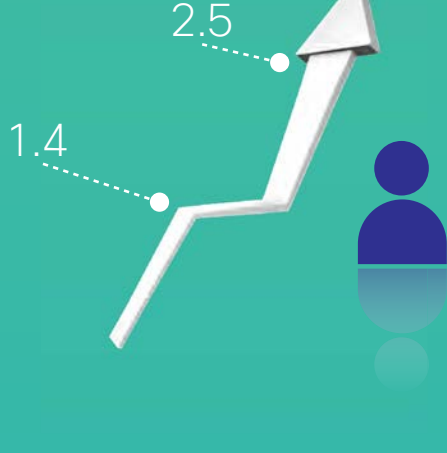
**ONLY 30%**

If local expertise is not available, only **30% of customer contacts** are converted to eventual sales.



**EXCEEDS 90%**

When video collaboration with an expert is available, conversion **exceeds 90%**.



**Cross-sales of products increase from 1.4 to 2.5** when a remote expert is available over video.

## Introducing Cisco Unified Workspace

Unify mobile, social, visual, and virtual workspaces more securely on any device so employees can access the data, applications, and people they need to be productive anywhere.



The Cisco Unified Workspace can be a crucial component of your enterprise workspace strategy. It provides benefits up and down the organization.

### For your employees

Offer employees greater choice and freedom in work styles and locations.



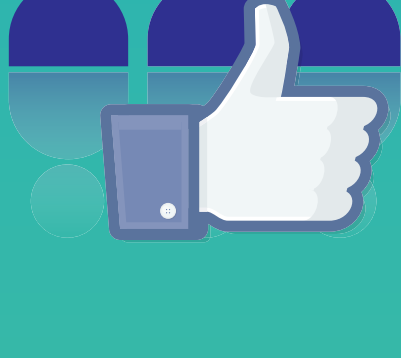
### For your IT organization

Speed IT operations and lower risk for IT organizations and the business.



### For your business

Meet increasing demands for innovation at optimal cost.



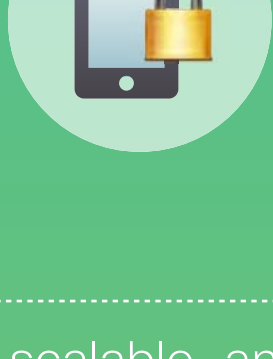
### For your customers

Create new engaging buying or customer-care experiences.

## Smart Solutions

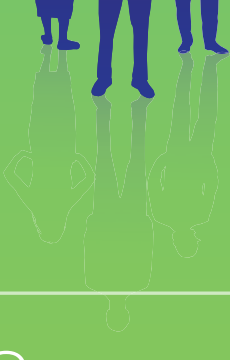
## Cisco Smart Solutions power the Unified Workspace

Built on a common technology stack, each solution is fully integrated, validated, and supported by Cisco and its partners.



Provide a simple, scalable, and verified blueprint to help solve your biggest problems around mobility, virtualization, and collaboration with experts.

## Get Started Today



Learn how you can create a powerful Unified Workspace solution that provides richer collaboration experiences, increased productivity, and greater return on investment.

**To learn more visit [cisco.com/go/uw](http://cisco.com/go/uw)**

### Sources

Forrester  
IDC  
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