

# A Day in the Life of the Modern Executive



**31**

bags of complimentary peanuts consumed per month.



**55**

handshakes per week, give or take a few.



**863**

PDFs downloaded per year.



**6**

cups of coffee per day, but who's counting?

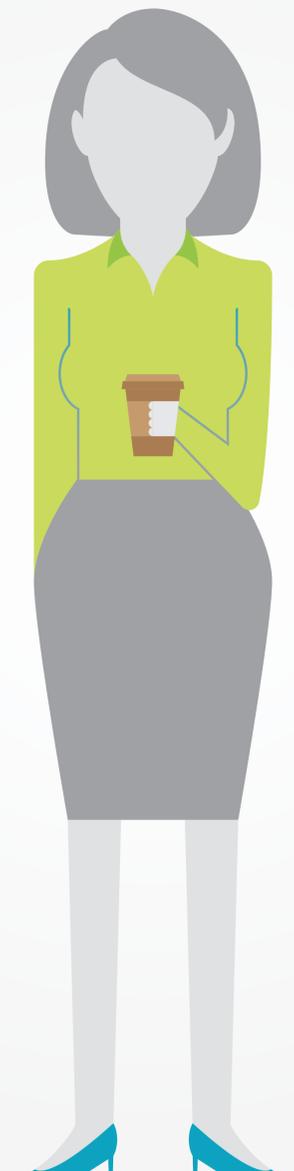


If any of these hypothetical numbers seem remotely true to you, keep reading to see how Cisco technology can help the busiest executives stay in touch throughout the day.



**19**

emails received per hour (on a good day).



**7:03** AM



Check email for global team updates and respond with feedback or approval.

*70 percent of executives use their mobile devices to gather business information while commuting.*

**8:12** AM



Commute by train into the city while reviewing quarterly marketing budget.



**8:47** AM

Stop by the corner coffee shop for the obligatory 8 oz.—double shot, of course.



**8:50** AM

Video chat with the China marketing team to discuss product placement analysis. Transfer call seamlessly from phone to the Cisco DX80.



*85 percent of engaged employees report that they trust their organization's senior leaders.*



**12:15** PM

Keep up client relations, with fries on the side.

**10:00** AM

Hold a series of videoconference calls with top customers, agency leads, comarketing partners, and HR, using the Cisco DX80.



**1:30** PM

Pitch a new marketing strategy to a client with a subject-matter expert on hand via Cisco Collaboration Technology to answer any questions.

*With videoconferencing capabilities, some companies have projected their annual travel costs to decrease by up to 30 percent.*



**3:22** PM

Get patted down by an overeager TSA agent.



**4:00** PM

Lead a sales team meeting via tablet while waiting in the airport terminal.



**8:05** PM

Check in to the hotel just in time to video chat with the kids before bedtime.



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