

# Den åbne organisation

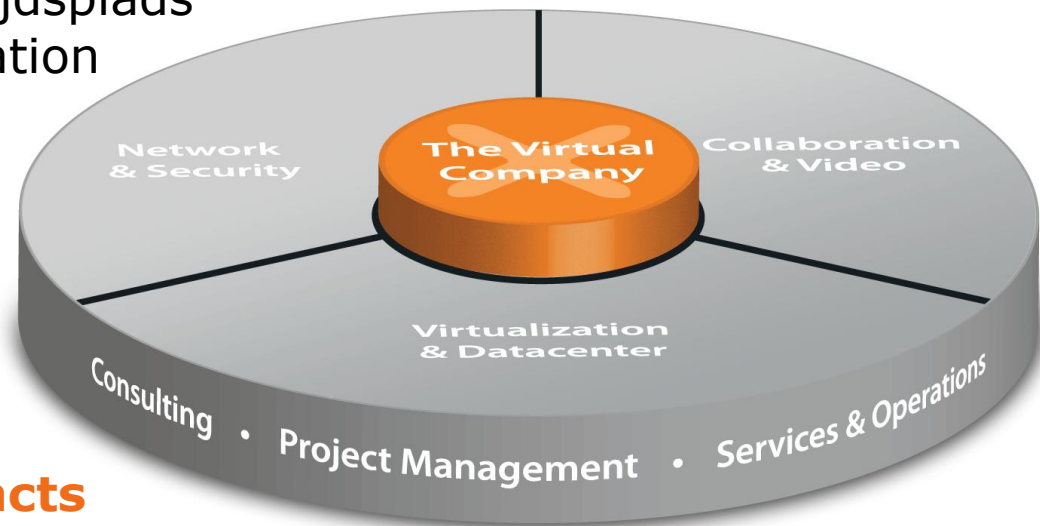


# Agenda

- Hvem er Axcess
- Hvad er den åbne organisation
- Hvilke tendenser ser vi
- Åbenhed vha. teknologi
- Hvad gør Axcess selv
- Hvad kan Axcess hjælpe jer med
- Opsummering

## Axcess

- › It-virksomhed grundlagt i år 2000
- › Systemintegrator inden for netværk- og kommunikation
- › Danmarks bedste it-arbejdsplads
- › Landsdækkende organisation
- › 3 fokusområder
- › 130 ansatte



## Collaboration & Video facts

- › Pioner indenfor IPT/UC/Collaboration
- › Cisco Guld + certificeret på:
  - › Cisco Advanced Specialization UC
  - › Cisco Advanced Technology Partner Video
- › +100 aktive kunder i DK / udlandet
- › Axcess' største fokusområde målt på ressourcer

## organization

### Definition

A social unit of people, systematically structured and managed to meet a need or to pursue collective goals on a continuing basis. All organizations have a management structure that determines relationships between functions and positions, and subdivides and delegates roles, responsibilities, and authority to carry out defined tasks.

Organizations are open systems in that they affect and are affected by the environment beyond their boundaries.



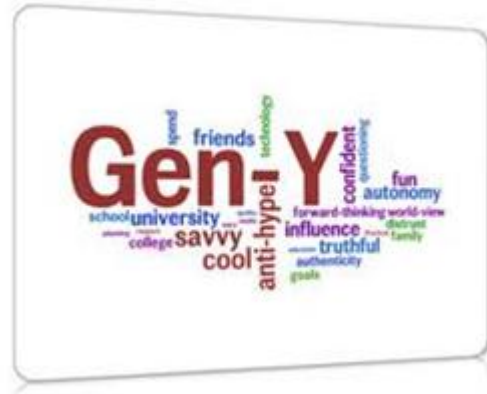
# Hvilke tendenser ser vi?



# Hvad handler det egentlig om?



# Hvad driver tendenserne?



# Åbenhed vha. teknologi



## Video – Giver bedre forståelse



### Analyse: Video er nettets nye kommunikationsform

AF STEN LØCK

Onsdag den 15. juni 2011, 06:00

**"Video will account for nearly 90 percent of all consumer Internet traffic by 2013." - Cisco Visual Index study**

## Chat – Optimer dialogen



**krifa**  
Kristelig Fagbevaegelse  
Chat med os

## Why Instant Messaging is Better for Collaboration than Email

By Anne Zelenka | Jan. 6, 2007, 4:38pm PT | 28 Comments

*"Teens who participated in focus groups for this study said that they view e-mail as:*

- a) something you use to talk to "old people", institutions, or*
- b) to send complex instructions to large groups.*

*When it comes to casual written conversation, particularly when talking with friends, online instant messaging is clearly the mode of choice for today's online teens."*

## Social – Lyt og interager



"If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends."

- Jeff Bezos, CEO at Amazon.com

"Samme minut som en nyhed kommer ud, bliver den til en samtale. Det er bare et spørgsmål om hvor høj en volume samtalen vil have." – Doug Frisbie, Toyota, US National Social Media Manager

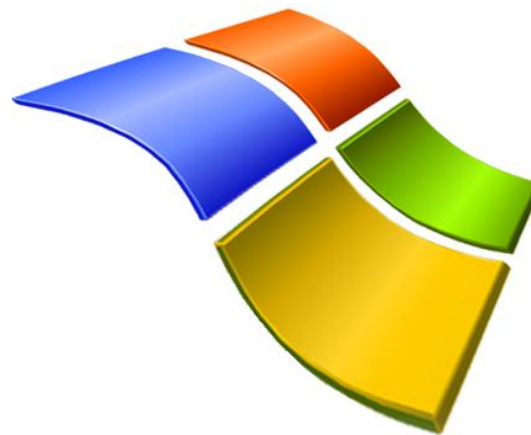


Næsten alle virksomheder regner med at opnå stor værdi fra sociale medier

Halvdelen overvåger, hvad andre siger om virksomheden

Stort set alle vil øge indsatsen på sociale medier

## Any device – Flexibel og attraktiv



### Nu er Apple verdens fjerdestørste pc-leverandør



Tæller man iPad med, er Apple nu blandt de fire største leverandører af personlige computere på verdensplan, viser tal fra Canalys.

*"Salget af internet opkoblede smartphones har allerede overhalet PC salget, og salget af tablets estimeres til at overgå PC'er ved 2013" – Forrester Research inc.*

En interessant rapport om Macs

# People Who Use Macs At Work Are Richer And More Productive

Matt Rosoff | Oct. 28, 2011, 6:39 PM |  1,806 |  8

 Recommend  134

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 Tweet  330

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A A A

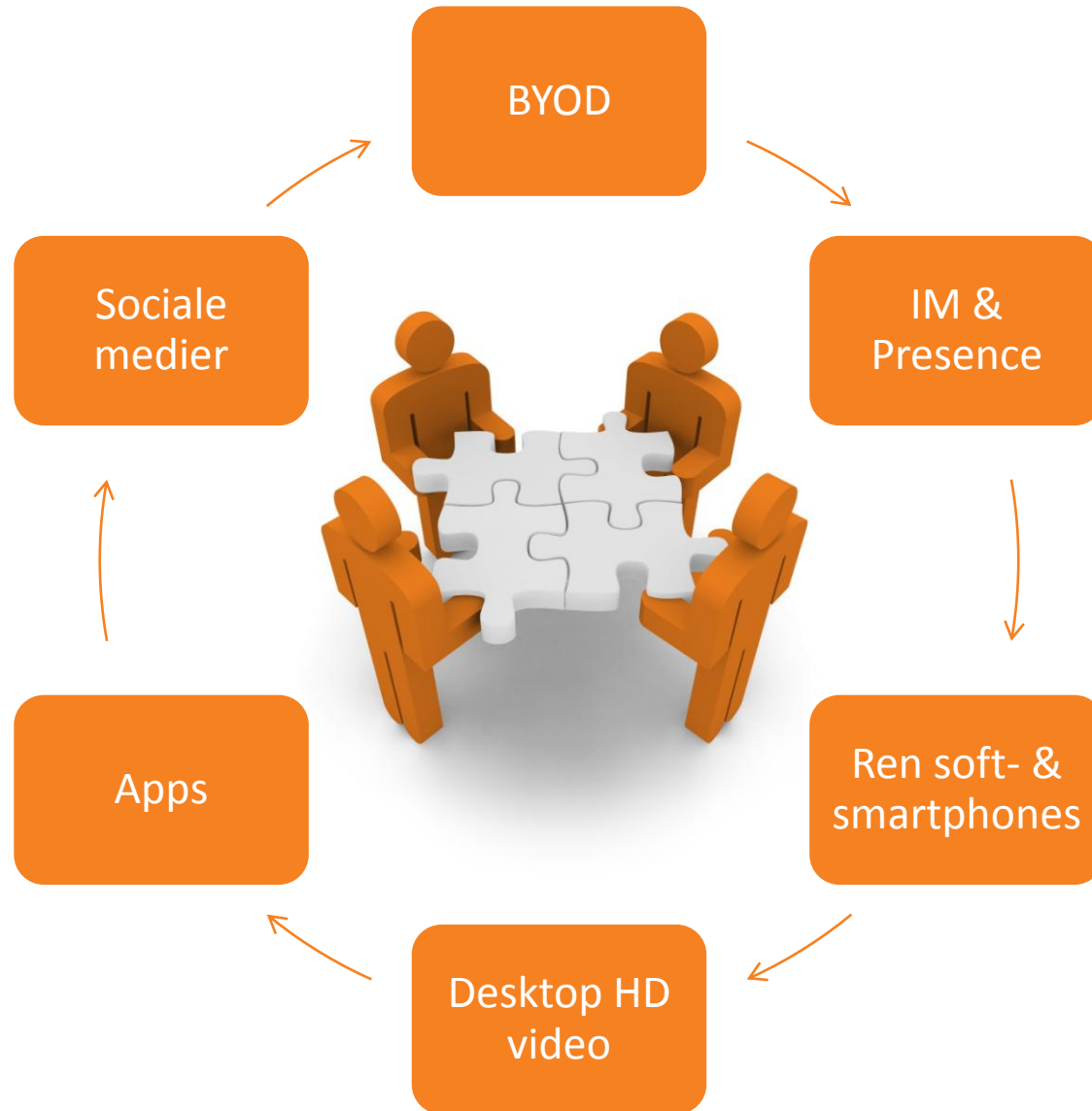
**Mac use is growing.** 22% of organizations expect Mac use (not iPad use) to increase at their within the next 12 months.

Companies may not be willing to pay the Mac premium, but employees are.



**These employees tend to be the richest and most productive.**

# Hvad har Axcress selv i "støbeskeen"



# Hvad er udfordringerne?

A different model of ourselves:

Rider: Rational, long term thinking.

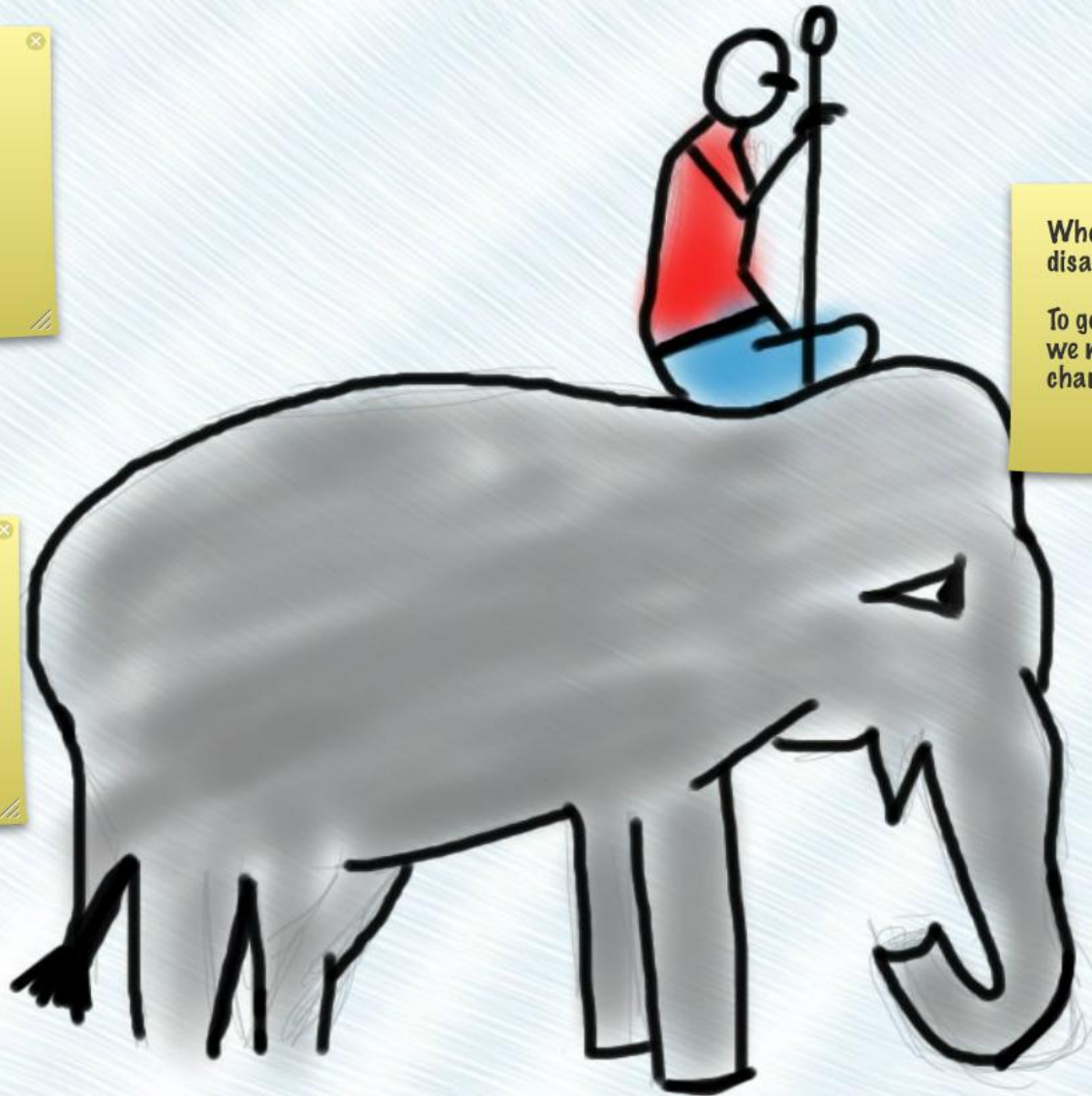
Elephant: Emotional. Short-term thinking.

When rider and elephant disagree the elephant wins.

To get elephant on board - we need motivation for the change.

Rider: Get up earlier to exercise. Will feel better in the long run.

Elephant: Presses snooze button and goes back to sleep.



## > **Lytter**

- > IT-rådet
- > Taskforces

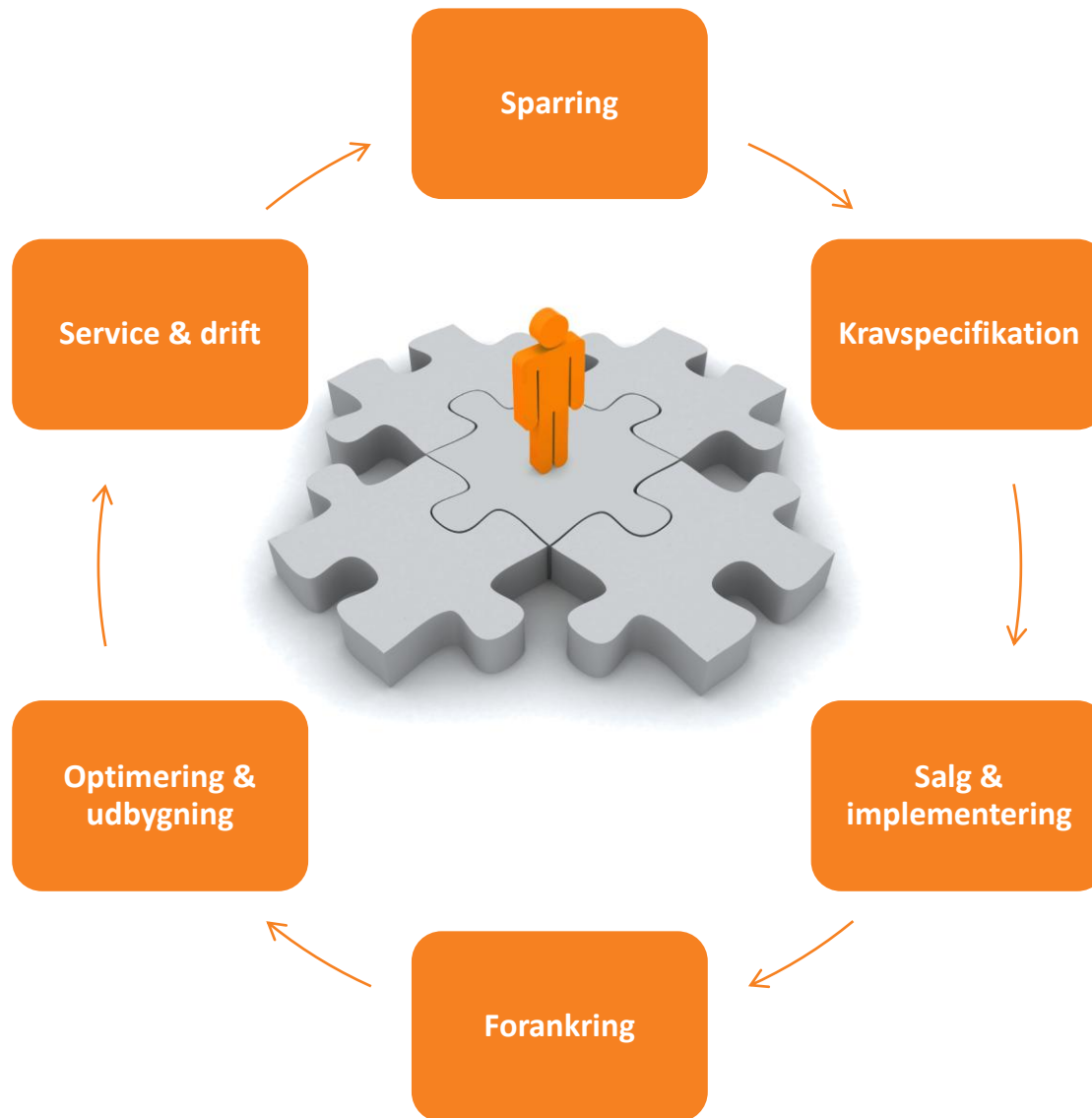


## > **Giver information**

- > Intranet
- > Video'er
- > Træning



# Hvad kan Axcross så hjælpe jer med?



## Åben jeres virksomhed vha.:

- **Video** - **Opnå bedre forståelse**
- **Chat** - **Optimer dialogen vha. realtids kommunikation**
- **Sociale medier** - **Lyt og interager med omverdenen**
- **Any device** - **Bliv mere fleksible og attraktive**



Spørgsmål?

