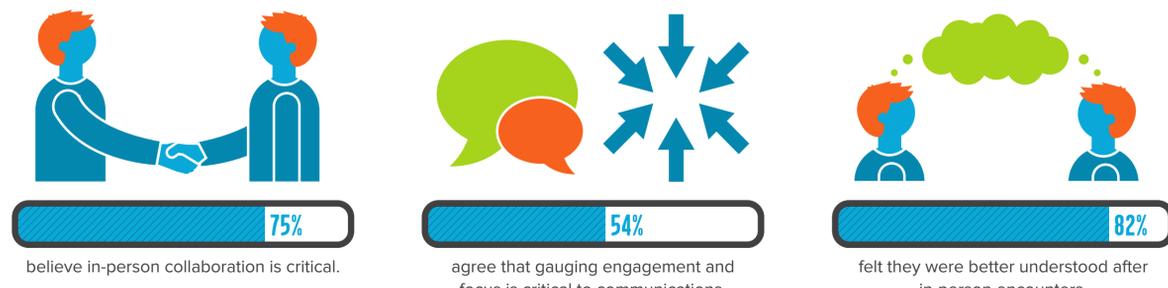


THE POWER OF IN-PERSON

The demands of a distributed globalized marketplace have altered the way organizations communicate with colleagues, supplier/partners, and customers who may be separated by long distances. A global survey conducted by The Economist Intelligence Unit, sponsored by Cisco, assessed 862 business leaders' sentiments about the **value of in-person meetings and their impact on more than 30 business processes**. So, what's the verdict? Is in-person communication as powerful as we think it is?

IN-PERSON MATTERS

Business leaders are virtually unanimous in agreeing that in-person communication is more effective, powerful, and conducive to success:

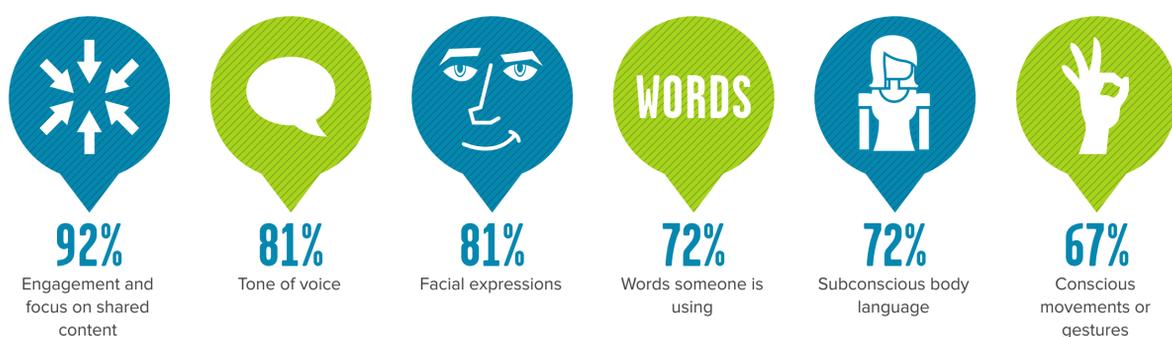


TOP MOTIVATIONS FOR IN-PERSON INTERACTIONS

The **TOP THREE MOTIVATIONS** among customers, partners, and colleagues for in-person interactions included:

- 1** Resolving major problems more efficiently.
- 2** Generating long-term relationships.
- 3** Resolving a problem or creating an opportunity quickly.

The following are seen as key to successful communications:



4 OUT OF 6 of the most important attributes of building a relationship cannot be achieved without the power of in-person, which requires a rich communication environment.

BUSINESS PROCESSES MOST CRITICAL FOR IN-PERSON

Executives also believe in-person collaboration is critical for more than **50 PERCENT** of key business strategic and tactical business processes when engaging with colleagues, customers, or partners.

PROCESSES WITH HIGH NEED FOR IN-PERSON:

- Project kick-offs
- Initial meetings
- Brainstorming new ideas or innovations
- Managing problems with many others
- Crisis management
- Coaching team members

PROCESSES WITH A NEED FOR IN-PERSON:

- Contract renewals
- Strategic planning or discussion
- Meeting new clients
- Co-development of project plans
- Contract agreements or expansions

THE GREAT DEBATE



PERCENTAGE OF BUSINESS LEADERS WHO BELIEVE IN-PERSON HAS A HIGHER IMPACT THAN EMAIL, PHONE, OR WEB CONFERENCE WITH THE FOLLOWING GROUPS:



THE POWER OF IN-PERSON TO AMPLIFY YOUR BUSINESS

Decision makers who have used telepresence to replicate in-person experiences have reaped the rewards:



Additionally, decision makers agree that telepresence:



Creating in-person communication experiences at scale can produce superior outcomes. So, what does the future look like for companies who are making the in-person imperative jump?

EXPLORE MORE AT – www.cisco.com/web/telepresence/economist.html