



## **Business Agility Drives the Need for Workstream Communications and Collaboration**

August 2015

Prepared by:

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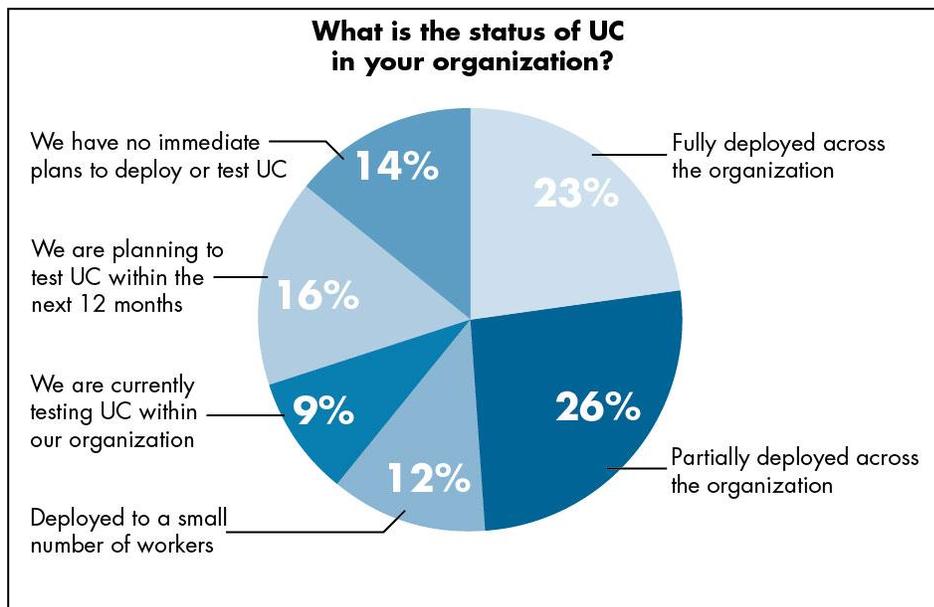
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## Executive Summary

Long-term competitive advantage and business success is no longer based on making the best widget or having a single core competency. Rather, it is determined by having the ability to make the best decision while involving the right people in as short a time as possible. Organizations need the ability to harness the collective knowledge of everyone across the extended enterprise. This includes, but isn't limited to, internal employees, remote workers, partners, suppliers and customers.

The need to collaborate better is one reason why unified communications (UC) is in use or is in the testing phase at 86% of organizations today (Exhibit 1). UC enables individuals to communicate and collaborate with team members using a variety of tools.

### Exhibit 1: Unified Communications Is Well Adopted



Source: ZK Research and Tech Target 2015 UC Purchase Intention Study

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However, effective collaboration requires more than just individual-centric communication tools. Collaboration requires conversations by the team, with the entire team. Historically, this has been accomplished through in-person meetings, but distributed teams and remote workers have forced companies to try using individual-centric tools such as email and chat to collaborate. Unfortunately, these tools are ineffective and too slow for agile teams, particularly in the digital era of business.

Workstream collaboration and communications (WCC) solutions are designed to promote an ongoing dialogue among team members by providing a forum for conversations. Collaboration requires that teams be agile and able to interact with every other team member easily, quickly and possibly even simultaneously. This includes the use of both real-time and non-real-time communication tools. Also, WCC organizes the information as a workstream, which could be a project, an individual chat or a group conversation—which is a much more efficient organizing principle than a tool like email that sorts information chronologically.

The vendor landscape for WCC is composed of a number of pure-play startups, such as Biba and Acano, as well as traditional UC suppliers including Cisco and Interactive Intelligence. There is a significant amount of overlap in the messaging and chat solutions from these vendors, but they also provide robust collaboration tools such as conferencing and video. This paper provides an in-depth analysis of four leading WCC vendors: Acano, Biba, Cisco and Interactive Intelligence.

Additionally, this paper provides some information on the challenges involved in evaluating WCC solutions and gives the reader some guidance on the important criteria to consider. It is critical that deploying organizations understand the different approaches employed by the wide variety of solution providers and choose a vendor whose solution aligns with the company's workstyle.

Digital transformation has made team collaboration mandatory, and because of this, businesses need a new type of tool to facilitate it. WCC is the right tool to enable agile teams to get together, quickly make a decision and then move on to the next project.

## Section I: Introducing Workstream Collaboration and Communications

The impacts of new technologies creep up on us. Devices and applications change more quickly than our behaviors. We often start by replicating established methods and then evolve entirely new processes. For example, the first PCs offered the same benefits as typewriters. They were used to write and print office memos that were routed physically through an office. As the technology matured, email replaced internal mail.

Communications and collaboration technologies have largely operated in two separate domains: asynchronous and real time. Email is an example of asynchronous communications, as each party participates independently of the other(s). Real-time communications such as voice and video conversations require participation from each party at the same time.

Throughout most of our collaborative history, these two domains were generally considered mutually exclusive because asynchronous communications were often subject to long delays—letters were transported by ships and ponies. However, ubiquitous connectivity now makes asynchronous communications occur in near-real time. In fact, text messaging services are the most widely used mobile applications today. Free and paid messaging apps (such as WhatsApp and WeChat) represent six of the 10 most popular apps globally.<sup>1</sup>

It turns out that messaging is highly effective in an always-connected world. It has the benefits of near-real-time communication without the imposition. Voice is intrusive—we frequently prioritize other activities over live call interruptions. Email inboxes are so crowded that responses are rarely immediate. Messaging solutions allow us the flexibility to carry on near-real-time conversations—or not. Asynchronous communications have many benefits. Messages can be sent to a single individual or an entire team, and they provide a written, shared history at the same time.

Today, our conversations frequently transition between asynchronous and real-time modalities, such as responding to a phone call with an email or responding to a missed call with a text. We are

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<sup>1</sup> Internet Trends 2015 by Mary Meeker, Kleiner Perkins Caufield & Byers, May 2015

adapting our communication methods to combine modalities of text, voice, video and shared content. The problem is that our conversations are scattered across multiple applications and devices.

WCC solutions represent a new category of enterprise communications. These new solutions embrace multiple modalities and content in a single application. When conversations and their related context are centralized into a single application, that application inevitably becomes central to workflow. This emerging space is also sometimes referred to as “continuous communications” and “team collaboration.” We prefer the emphasis on workstream.

None of the individual technologies are new, but their collective impact as an emerging category is significant. Continuous communications places an emphasis on persistent communications, but many IM-type solutions including SMS now offer this capability. Team collaboration stresses the importance of new tools that are built primarily for teams. This is a very important development, but many tools designed for individual communications are also becoming team oriented. We prefer WCC because it emphasizes that communications and collaboration should be central to the flow of work—not just complementary, as many tools are viewed today.

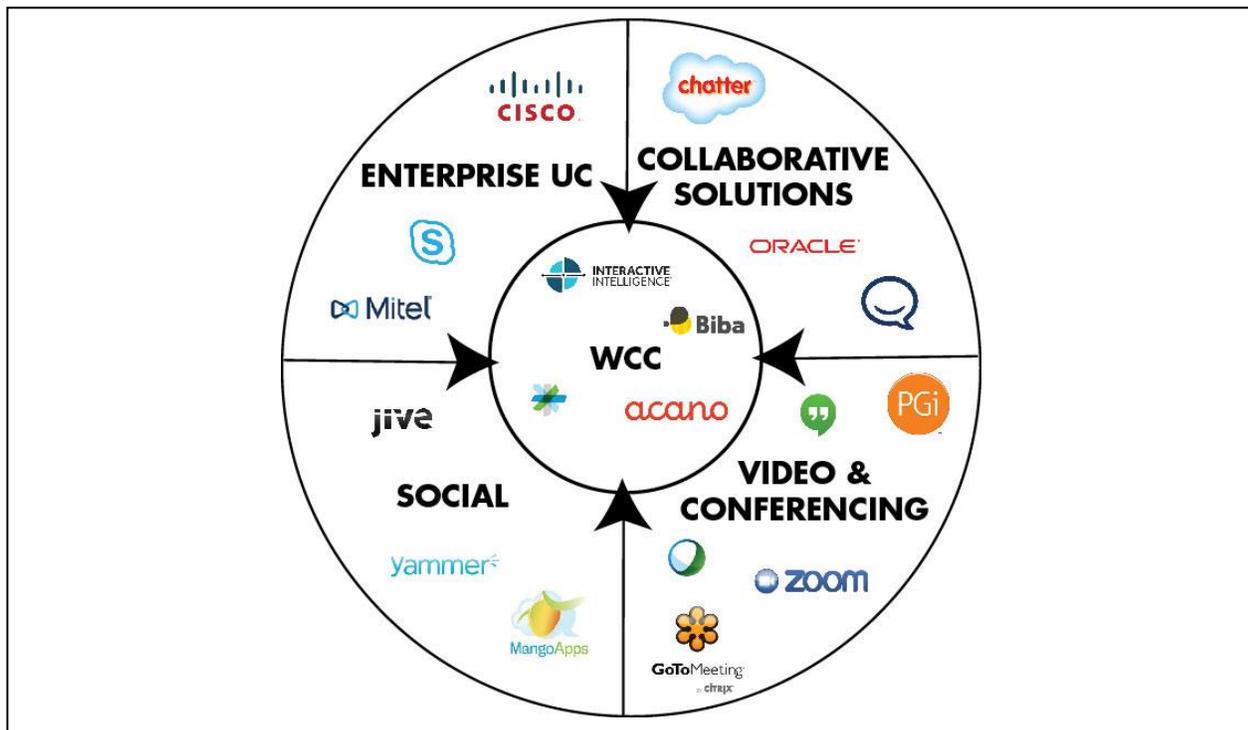
WCC solutions are similar to UC conceptually in that both foster online conversations. UC solutions evolved primarily from a real-time perspective. WCC solutions view communications more holistically and fill the gaps that exist between disparate email, voice, social, and conferencing products and services.

WCC solutions sit at the intersection of several existing and emerging forms of enterprise communications (see Exhibit 2), which have the following components:

- Persistent messaging engine designed for one-to-one and group communications
- Real-time capabilities
- Shared content such as documents and photos

Additional characteristics of WCC solutions include a mobile-first/cloud-first approach. The solutions generally span organizational boundaries and frequently leverage next-generation technologies such as WebRTC and advanced search. Another defining characteristic is that WCC solutions tend to be self-organizing. Conversations are contained by subject or participants far more effectively than other collaborative tools.

**Exhibit 2: The Emerging Workstream Collaboration and Communications Market**



Source: ZK Research and TalkingPointz, 2015

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### ***The Problem with Email***

*Never before have there been so many ways to communicate. This variety is one of the reasons why telephone usage has steadily declined. However, email continues to grow. Email is so simple and universal that it has become a communications clearinghouse, and now its success is becoming its liability.*

*All messages—be they important time-sensitive notifications, voicemails, social network alerts, travel confirmations or even shopping receipts—appear in chronological order all day, every day. A McKinsey study ([www.mckinsey.com/insights/high\\_tech\\_telecoms\\_internet/the\\_social\\_economy](http://www.mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy)) found that email is the most time-consuming activity for workers other than role-specific tasks and that it consumes up to 28% of our work time.*

*Each email message must be individually processed. Email is inherently an exclusive form of communications, and in fact it becomes even more disruptive when used inclusively with broadcast messages and inappropriate reply-to-alls. Email overload is a common complaint among modern knowledge workers. It was designed for communications but has become an uncontrollable inbox, filing system and social hub.*

*Email dates back to the early 1970s and became an essential tool of business in the 1980s. Initial deployments were mostly restricted to internal users, but then the Internet made it global. Fast and near-zero usage costs caused email use to explode. Email works across different devices and locations, and it was one of the Internet's first killer apps. Somehow we are expected to be on top of our inbox and up to date on all conversations while providing appropriate responses.*

*Many business processes heavily rely on email. It frequently becomes an informal hub for work requests and statuses. We build informal processes around our email, which causes us to respond to a request with "OK, but send me an email." The problem is that email is generally not well suited for project or task management, real-time communications or content sharing.*

*WCC solutions offer an elegant alternative. These products and services live in a new space that overlaps most forms of modern communications. They retain conversation history in a searchable and shareable format. They work across organizational boundaries, and they contain contextual information such as relevant documents. These products facilitate and record ongoing multimodal conversations in an inclusive manner that invites collaboration.*

*WCC reduces the use of email. This may not seem like a benefit, because it just moves messages from one tool to another, but the advantages of centralization and organization are tremendous. Conversations are grouped together by people and/or topics. By adopting most internal and project communications, WCC solutions also make email more effective.*

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## Inclusive and Exclusive Communications

UC and email systems operate by default as forms of exclusive communications. This means that communications take place between invited parties—others are excluded. In addition, there is a general expectation that email conversations are private. It can be awkward when these messages are shared or forwarded without the consent of all participants. When someone leaves an organization, it is customary for his or her entire inbox to be deleted even though it likely contains relevant history regarding various decisions and outcomes.

Social platforms or even internal blogs and wikis are forms of inclusive conversations. In this case, the conversation is shared beyond the active participants. This broader audience could include a project team, a department or an entire company—or even others who may be invited to participate. The conversation and its outcome are available and discoverable, and the history is accessible to a project team.

It is not a matter of which form is better—both inclusive and exclusive communications are important. What's really new is the increased flexibility. Most organizations simply don't have the tools to facilitate inclusive communications. Inclusive communications can boost productivity and create a form of organizational history while simultaneously reducing the burden of keeping others involved and informed.

WCC solutions offer asynchronous flexibility with rich real-time capabilities—designed for a mobile-first and cloud-first era. These new modern solutions are the first business solutions designed for inclusive and exclusive communications as well as asynchronous communications and real-time conversations.

## Section II: Workstream Collaboration and Communications Solution Providers

WCC is a new category that combines social messaging apps, shared content and real-time communications. Not all solutions on the market today contain all three elements.

- **Acano\***: Best known for its video technologies, Acano's offerings are available as both a product and a service. Its coSpaces feature rich video-conferencing capabilities with a persistent group chat capability. ([acano.com](http://acano.com))
- **Atlassian**: The company became involved in group messaging with its 2012 acquisition of

**HipChat**, and in 2015 it acquired **Jitsi** and **Hall**. Jitsi is an open source project that includes WebRTC technologies that will expand HipChat's video capabilities. Atlassian has historically focused on developers, but HipChat is gaining traction among non-technical teams. With Hall, Atlassian picked up users across several sectors including some large enterprise accounts. ([www.atlassian.com](http://www.atlassian.com))

- **Biba\***: Biba is a San Francisco service that recognized early the collaborative nature of workstream conferencing. Biba initially came into WCC from a mobile perspective. It has since broadened its platform for any-device WCC that includes full-featured meetings with screen, VoIP calling, video, chat and more with attractive pricing. ([www.biba.com](http://www.biba.com))
- **Bitrix24**: This company's "social intranet for business" collaborative solution takes a relatively comprehensive approach that includes task and project management, content sharing, chat and video, CRM and telephony. ([www.bitrix24.com](http://www.bitrix24.com))
- **Campfire**: This collaborative service from Basecamp provides a web-based group chat tool for groups. The service utilizes a concurrent "chatter" model instead of a per-user license. Although Campfire is not a freemium service, it does offer a 30-day free trial. ([campfirenow.com](http://campfirenow.com))
- **Circuit**: Unify was the first major UC company to launch a WCC solution, which is known as Circuit. The service is expanding internationally, mostly through regional partners. Circuit can be used as a standalone service, or it can be integrated with premises-based telephony solutions. ([www.circuit.com](http://www.circuit.com))
- **Cisco Spark\***: The networking giant launched Cisco Spark early in 2015 and has been steadily improving and expanding the service. It is utilized as a standalone service, combined with WebEx, and is expected to seamlessly integrate with Cisco UC and video premises-based equipment. ([ciscopark.com](http://ciscopark.com))
- **Flowdock**: Developed in Finland, Flowdock is a team collaboration application for desktop, mobile and web. It is free for small groups and nonprofits. In addition to persistent chat, it offers a team inbox. ([www.flowdock.com](http://www.flowdock.com))
- **Fuze**: In May 2015, video-conferencing-as-a service provider Fuze acquired LiveMinutes. Fuze will be adding LiveMinutes' persistent group chat, project workspaces and integrated document sharing to its video and web conferencing portfolio. ([www.fuze.com](http://www.fuze.com))

**Exhibit 3: Selected Vendor Profiles**

Vendor	Acano	Biba	Cisco	Interactive Intelligence
Product Name	<b>coSpaces</b>	<b>Biba</b>	<b>Spark</b>	<b>PureCloud</b>
Text Messaging	✓	✓	✓	✓
SMS				
Real-Time Voice	✓	✓	✓	✓
Real-Time Video	✓	✓	✓	✓
Voicemail				✓
Video Messaging				
Broadcast	✓	✓		
Persistent Groups	✓	✓	✓	✓
File Sharing	✓	✓	✓	✓
Photo Sharing	✓	✓	✓	✓
Desktop Screen Sharing	✓	✓	✓	✓
Code Snippet Sharing		✓		
Web Client	✓		✓	✓
iOS Client	✓	✓	✓	✓
Android Client		✓	✓	✓
Windows Phone Client			✓	
Windows Desktop Client	✓	✓	✓	✓
Encryption	✓	✓	✓	✓
Freemium		✓	✓	✓
Subscription	via third-party provider	✓	✓	✓
Purchase	✓			

Source: Acano, Biba, Cisco, Interactive Intelligence

- **Jive Software:** Known for its enterprise social tool, Jive Software announced Jive Chime as a new, complementary messaging product. ([www.jivesoftware.com](http://www.jivesoftware.com))
- **Interactive Intelligence\*:** Interactive Intelligence is mostly associated with its enterprise contact center solutions. The company launched its PureCloud portfolio, which includes Collaborate as a new enterprise cloud communications and

collaboration solution, and Communicate as a complementary hosted voice solution. ([www.inin.com](http://www.inin.com))

- **Redbooth:** Headquartered in Redwood City, California, Redbooth offers a WCC, web-based solution that includes chat, task management, HD video conferencing and file sharing. Redbooth offers integrations with other cloud services such as Box, Zendesk, Google Drive and Microsoft Project. ([redbooth.com](http://redbooth.com))
- **RingCentral/Glip:** In June 2015, the UC-as-a-service (UCaaS) provider announced the acquisition of Glip, a persistent messaging platform. Upon completion of the integration, the new solution will be known as RingCentral Teams, and it combines the provider’s UCaaS offer with group messaging, file sharing, task management, calendaring and notes. ([www.ringcentral.com](http://www.ringcentral.com))
- **Slack:** Slack is a Silicon Valley startup that found quick success with its messaging-based collaboration tool. The company has experienced rapid growth with its freemium model, but so far its offerings have been limited to asynchronous communications. Earlier this year, Slack acquired Screenhero—presumably with the intent to add screen sharing and voice chat to its service. ([slack.com](http://slack.com))

*Note: There are numerous vendors and providers in this emerging space. The above solutions offer various degrees of group messaging and content sharing. There are many more emerging solutions that do not yet support real-time communications but likely will soon via WebRTC technologies. WCC solutions combine group messaging (asynchronous communications) with real-time communications.*

*\*The four starred vendor solutions are further profiled in the following pages to better demonstrate the benefits and impacts of WCC solutions (Exhibit 3).*

**A Word About Slack**

*Slack is one of the better known messaging-first collaborative services. Its rapid adoption rate validates the need for messaging-based collaborative solutions. Although Slack has made acquisitions that suggest real-time services will be forthcoming, its offerings are currently limited to asynchronous communications. While Slack explores real-time solutions, several UC firms are expanding their portfolios with rich messaging and asynchronous communications. The authors of this report correlate the effectiveness of WCC to a single solution for both real-time and asynchronous communications.*

### Acano

During its short time in the collaboration market space, UK-based Acano has gained significant traction. The company, which was founded in 2012, was built around the idea of integrating and scaling all collaboration technologies available to users in the enterprise market, including strong support for mobile devices. To support large enterprises and service providers, the company built a platform that interoperates among all major video, voice and messaging vendors, and it created a software-based system in which workers have their own virtual “spaces” to collaborate (Exhibit 4).

Acano coSpaces are virtual collaboration rooms where teams can meet and communicate over video, share content and chat with each other. Similar to channels or private groups in Slack, Acano users can create as many coSpaces as they wish and invite both internal and external people to these “rooms.” coSpaces have proved to be an innovative way of integrating team workflow. Users can create team spaces for designated projects, organizing all project-related documents and communications in one place. coSpaces are also useful for collaboration with others, especially when communicating with both internal and external stakeholders, such as when interviewing a potential job candidate. The solution is available directly from Acano as a product and also from third-party providers that offer services based on the Acano solution, such as Tata Communications, BT and Interoute. Any reseller or service provider that offers a cloud service can either use Acano’s technology to build its own cloud service or resell the service of an existing cloud provider. Earlier this year, Acano released its own cloud service to enable potential users to try Acano. During a 30-day trial period, customers get free access to Acano’s collaboration platform, an enterprise-class service with globally distributed data centers. When customers are ready to buy, they are referred to one of the 25 service providers selling Acano as a service or one of the partners installing the Acano service on premises.

The thesis behind Acano’s coSpaces is that UC isn’t the best tool for team collaboration because it’s individual-centric and does not facilitate group communication. Acano offers a rich team collaboration tool that is user-centric and offers high-quality video, scalable audio and the ability to chat and share content.

Because the engine that drives coSpaces is a highly scalable video interoperability solution, Acano has first targeted large organizations that have multiple

video vendors. The first step in an Acano installation is often solving the operational challenge of combining multiple video vendors and Skype for Business (formerly Lync) together in one meeting. From there, the customers expand to audio conferencing. The company currently has 800 customers using the premises-based solution, most of which are considered enterprise class. This includes four of the top five investment banks and five of the top 10 asset management firms. Acano also has more than 2,000 cloud customers using the service through its 25 service provider partners.

### Exhibit 4: Acano’s Solution

	Acano
Price	Concurrent user-based enterprise agreement, free trial
Presence	✓
VoIP Support	Support for SIP
Video Conferencing	Native and H.323/SIP
Screen Sharing	✓
International Availability	✓
Room Moderation	✓
Messaging	✓
Video Calling	✓
File Sharing	✓
Persistent Meeting Rooms (coSpaces)	✓
End-to-End Encryption	✓
WebRTC Support	✓
Calendar Integration	✓
Mobile Apps	✓
Single Sign-On with Sync	✓
APIs and SDKs for Integration	✓

Source: Acano

Despite its strong team collaboration features, Acano’s initial sales efforts have been focused on video interoperability, particularly with Microsoft’s Skype for Business (Lync), because integrating Microsoft’s platform with outside video systems is a significant challenge for large enterprises. Once users are comfortable with Acano for multivendor video interoperability, they can explore using the team collaboration capabilities. The early deployments of Acano were largely driven by customer demand for video interoperability. In fact, initially about 65% of the company’s total

deployments were for video interoperability. Increasingly, customers now come to Acano for its powerful collaboration tools. The company reports that 50% of its deployments are for video interoperability and 50% are for collaboration. As customers become more familiar with the Acano platform, they increasingly take advantage of its collaboration tools, so the “land and expand” strategy seems to be successful.

Acano is available globally in 10 different languages (US English, Japanese, Korean, Chinese (zh\_CN) aka simplified Chinese, Taiwanese (zh\_TW) aka traditional Chinese, French, Italian, Norwegian, Spanish and Swedish) and is available in two pricing models: as a traditional capital purchase or as a monthly recurring charge. For customers with fewer than 2,500 employees, Acano offers a monthly recurring user license, which ranges between \$12 and \$20 per user, per month, depending on the size of the deployment. For customers with more than 2,500 employees, Acano offers the option of the monthly user model or the enterprise license agreement (ELA), which covers all employees within the organization.

The CapEx model puts the onus on the customer to understand how many users require the solution, and then the customer buys video, audio and web conferencing up front. This costs \$2,950 per concurrent license, with a \$550-per-year maintenance fee.

Key considerations:

- The offering is available both as a premises-based solution from Acano and as a cloud-based solution from an authorized service provider. It is also available as a hybrid solution (on premises and cloud) from some service providers.
- Customers can start using Acano for video interoperability, and then migrate to using team collaboration when they're more comfortable (“add and grow” rather than “rip and replace”).
- Acano's solution is built on a highly scalable model that accommodates both transcoding and switching as appropriate, giving Acano increased versatility and scalability.
- The user interface is undergoing significant upgrades to increase the app's appeal to a broader audience and improve the quality of self-service.
- Recording capabilities are on the road map, which will improve meeting record keeping.

Acano approaches WCC with strong conferencing capabilities, particularly with video. Large service providers and enterprises will find Acano's solution especially compelling as a way to transition their enterprise communication from being dependent on the IT staff to becoming a user-driven collaboration experience. The Acano solution puts a strong emphasis on driving this transition in a controlled manner. Organizations with a significant investment in video conferencing, especially from multiple vendors, will find Acano's path to improved collaboration particularly interesting.

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### **Acano Vendor Profiles: Vodafone and Charles River Laboratories**

**Vodafone** initially turned to Acano to create a Skype for Business video gateway service. However, the company found that Acano could connect users across multiple platforms, giving its employees choices with their communication software instead of just implementing a “rip and replace” initiative. Vodafone realized the workflow potential of Acano’s coSpaces as “always available” virtual meeting rooms, and the company rolled out “VoSpaces” to its 130,000 employees. VoSpaces are being used for acquisitions, HR interviews, RFP responses and collaboration among employees, vendors and clients. Vodafone is now consuming about 3,000 meetings or a total of 1.3 million minutes per week.

**Charles River Laboratories** is a clinical research firm with more than 8,000 employees. The company was using both audio conferencing services and room-based video rooms for its conferencing needs. Because its desktop video usage was increasing with Skype for Business (Lync), the company wanted a solution that could bridge Skype with its existing video-conferencing rooms.

Ray Beaulieu, senior director of network operations and infrastructure, was specifically attracted to Acano’s licensing model, especially because Charles River is a global operation. “Acano’s concurrent model reduced the number of licenses we needed,” said Beaulieu. The concurrent model reduces licenses, but Beaulieu is still buying more because adoption of the solution has been so popular. “The project started as a small pilot,” said Beaulieu, “and then really expanded quickly.”

Beaulieu said that one of the biggest surprises during the deployment was the unexpected preference for the Acano app. “Expanded use of the Lync client was our initial driver for a new solution, but our staff increasingly preferred using the Acano app.” The workspaces are easy for users to set up without needing IT involvement. The Acano app is included in the licensing package.

The system paid for itself with cost savings associated with external conferencing, but the true value of using Acano at Charles River was the increased collaboration among employees. “You can sense the increased camaraderie and collaboration among our staff and locations,” said Beaulieu. Charles River has integrated spaces into several aspects of its workflow, including hiring and recruiting.

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**Biba**

Founded in 2012, Biba is a private company based in San Francisco that set out to tackle mobile-first conferencing. As Biba has grown over the last few years, its product has expanded to a mobile and desktop communication platform that integrates conference calling, meetings, video conferencing and chat for one seamless experience. Several of its principals and investors previously worked together at Symantec and SuccessFactors/SAP, and they carried over security and collaboration principles from those companies. The Biba platform embodies WCC with persistent hyperconnectivity and a user experience (UX) designed to make communications easier. For example, users with one-to-one chat, group chat and chat rooms have the ability to pull

entire groups into a meeting with the option to add video or a screen with a single click. This natural progression makes it simple for remote/mobile teams to communicate using the method that’s needed to get work done.

Biba is an all-in-one cloud-delivered service that unifies meetings, video conferencing and persistent group chat (Exhibit 5). The service was designed first around conferencing as it was one of the pioneers that combined audio-, video- and web-conferencing services into a single offering. Today, Biba supports up to 100 participants with up to 16 simultaneous people on video on a single web conference that can be recorded and automatically accessed via corporate credentials (i.e., single sign-on).

**Exhibit 5: Biba Basic and Biba Pro**

	Biba Basic	Biba Pro
Monthly Cost per User	<b>Free</b>	<b>\$10 per user/month (annual contract)</b> Try Biba Buy Now
Attend Meetings	✓	✓
1:1 VoIP	✓	✓
Chat/Chat Rooms	✓	✓
Presence	✓	✓
Scheduled Meetings	–	✓
Personalized Join Links	–	✓
Unlimited VoIP & US Toll Dial-Ins	–	✓
16 Desktop Video Streams (8 on iPad)	–	✓
Screen Sharing	–	✓
Remote Desktop Control	–	✓
Support (Phone, Web & Biba Chat)	–	✓
Dedicated Customer Success Manager	–	✓
Enterprise Administration	–	✓
Single Sign-On (PingOne® and Okta)	–	✓
In-Room Video (H.323/SIP)	–	\$500/room/year
Biba Event (Up to 250 Attendees)	–	\$500/year for two licenses
International Dial-In Numbers	–	See rates

See the latest rates at [www.biba.com/pricing](http://www.biba.com/pricing).

Source: Biba

Biba offers a robust, high-touch conferencing service. Customers consistently note Biba's comprehensive approach to customer care including onboarding and training. As a conferencing service alone, Biba is robust and competitive. For audio-conferencing participants, Biba offers AutoCall (the service calls the participants on multiple devices at start time) for meetings, which eliminates calendar monitoring and PIN codes. The video experience offers 16 simultaneous participants and is based on WebRTC technologies, but it uses desktop and mobile clients for an improved experience. Web conferences include chat, screen and window sharing, and HD recording.

Biba is included in our research because the service includes some simple and logical messaging features. The client supports private and group persistent messaging features. Participants can share documents, photos, emojis and even code snippets (which are frequently problematic for chat applications). Retention of persistent messages and other options can be configured by the administrator.

Biba's conferencing-centric approach required early support for guest or external users. Participants have the option to use the client or web browser interface regardless of whether they are a registered user or a guest. All data connections use the public Internet for access to Biba, though the client performs network encryption. Biba offers a strong value for conferencing alone, and these built-in WCC features give it even more compelling value.

Biba's pricing is very simple. The Basic level is free and is designed to accommodate guests and infrequent users. The Pro level costs \$10 per user, per month with an annual subscription. Biba Pro unlocks many more features including web conferencing for up to 100 participants with up to 16 simultaneous people on video. An optional event license can expand meetings to 250 participants, and an optional video room license connects Biba meetings to H.323 systems. Global PSTN rates vary but average around \$0.02 per minute.

Key considerations:

- Biba delivers a very strong solution for conferencing, including rich conferencing features at a very competitive price. The solution offers seven ways to join a conference: PC, Mac, iOS, Android, browser, H.323 system and dial-in.
- The solution can displace multiple services including audio-, video- and web-conferencing services as well as group collaboration services.
- Users can dynamically switch between desktop and mobile devices.
- For meetings, the pricing model is more in line with that of conferencing solutions. For chat and limited audio capabilities, a freemium model exists.
- Although a free user/guest level exists, Biba does not position itself as a freemium model. Its pricing model is more in line with that of conferencing services.
- The Biba solution requires a client, and the browser experience is limited. Perhaps as WebRTC matures, this will change; but for now, the company has opted to focus on clients to ensure a consistent and rich experience.
- Biba does facilitate an increase in video conferencing; however, the company does not offer a hardware solution at this time. If customers have video hardware with H.323/SIP capabilities, Biba's video room solution interoperates with it.

Consider Biba if your organization has a current or expected need for regular conferencing services. Biba targets customers that are seeking a better value and experience than that offered by traditional audio-, video- and web-conferencing providers. Customers that are new to collaborative messaging and wish to explore WCC will find Biba's client intuitive. Biba stands out for its value and simplicity. The company targets companies with fewer than 500 users, but it can and does service much larger implementations.

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### **Biba Vendor Profile: HZO**

*HZO, a materials engineering firm with offices in the US and China, selected Biba to foster collaboration among its employees. The company was spending on average \$235 per employee, per year on conferencing services such as Skype for Business and WebEx. The problem was that employees and managers did not find these services to be intuitive. IT Director Sam Holmes said he was chartered to find a simpler solution for collaboration, specifically a solution “as easy as buttering your bread.”*

*Biba offered a simple unified collaboration platform—inclusive of chat, chat rooms, meetings and video conferencing, with VoIP that was architected to perform in low-bandwidth environments. Additionally, the service’s flat-rate pricing came in about a third lower than the company’s spend at the time.*

*HZO now has Biba deployed company-wide for meetings, video conferencing and chat. Holmes reported that collaboration is up and costs are down: HZO is now spending an average cost of \$51 per employee, per year—representing a 78% savings in hard costs. More intuitive tools free up valuable time for his IT team as well. Holmes said that the IT department is only now involved with or aware of 1% to 2% of the online meetings: “Before Biba, IT was touching most video calls. Once we switched to Biba, not only did the support costs drop, but usage increased.” He added, “Biba doesn’t have all the stumbling blocks that we’ve had with other software when trying to just do what we need to do: get onto meetings and get on with our projects.”*

*HZO is also a heavy user of Biba’s persistent group chat feature. Homes said that “persistent chat didn’t really take off at HZO until Biba. We operate in many time zones, and face-to-face meetings are not always reasonable. Biba allows us to continue conversations through messaging.” He also said that the use of email significantly dropped off, too. Email and the corporate phone system are primarily used for non-project-related external communications.*

*Biba’s customers consistently cite both the quality of the experience and its value. A third differentiator that delights many of them is the level of support that Biba provides from both the product angle and the customer care side. Holmes said, “What really sets Biba apart is that it feels like we’re part of one big family. That ability to get in touch, live, within the Biba app—to be able to actually reach out to someone and say hey this is what we’re experiencing and how immediately we’re responded to—that to me is the icing on the cake.”*

*Many customers discover Biba as a lower-cost conferencing alternative, but it’s the versatility of the service for broader forms of collaboration as well as the customers’ interaction and relationship with the Biba team that wins their hearts and converts them into believers.*

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**Cisco**

San Jose–based Cisco is a global leader in UC with successful products such as WebEx, Jabber and CallManager. In March 2015, the company announced a new, yet complementary, product called Cisco Spark, a WCC solution. Spark is intended to simplify teamwork by combining asynchronous and real-time communications in a single, mobile-first application.

Team members can use Cisco Spark to create virtual “rooms” for two or more people that act as a persistent, centralized location for communications and content. Each room is accessible to all users from any device at any time and from any location. Spark also enables meetings with screen sharing and face-to-face video conferencing to further accelerate decision making. Users who are part of multiple rooms across organizations can stay informed via notifications.

Cisco Spark utilizes a freemium model that enables users to try the application and measure its value prior to purchase. Cisco also offers two upgraded plans with enhanced features and functions. The details of the Message package and the Message and Meet package are shown in Exhibit 6.

Cisco Spark is currently available for purchase through Cisco channel partners. Although prices

vary based on the usage model chosen, as well as volume and customer discount tiers, Message features have a list rate that begins at \$13 per user, while the Message and Meet level (which bundles Spark with WebEx Meeting Center) has a list rate starting at \$25 per user.

Although messaging is the core of Cisco Spark, the product has a number of other team collaboration capabilities including file sharing, file preview, audio, HD video, screen sharing and other features shown in Exhibit 6. Spark also has connections with Box, Dropbox and Google Drive for mobile cloud storage and document sharing. On Spark for mobile, users can connect their calendars to view a list of all upcoming calendar entries and tap to move any of them into a Cisco Spark room, instantly creating an ongoing workspace with the meeting attendees. Additionally, any WebEx meeting in this view will display a Join button prior to the meeting start time to easily attend from a mobile device.

Cisco Spark takes measures to protect user privacy. A common criticism of cloud-based WCC services is the amount of confidential content stored in the cloud. Most providers offer encryption, but this doesn’t keep out the provider itself. Cisco Spark offers end-to-end encryption whereby the service encrypts messages, files and room names on a user’s device before sending them to the cloud.

**Exhibit 6: Cisco Spark**

	Free	Message	Message and Meet
Messaging	✓	✓	✓
File Sharing	✓	✓	✓
1:1 Video Calling with Screen Sharing	✓	✓	✓
Meeting with Screen Sharing in Rooms with Three Participants	✓	✓	✓
Mobile Calendar and Contacts Integration	✓	✓	✓
Online Self-Service Support	✓	✓	✓
End-to-End Content Encryption and In-Transit and Media Encryption	✓	✓	✓
Room Moderation		✓	✓
External Participants Indication		✓	✓
Directory Sync		✓	✓
Single Sign-On		✓	✓
Live Support		✓	✓
Meetings with Screen Sharing in Rooms with up to 25 Participants			✓
Entitlement to WebEx Meeting Center or Enterprise Edition			✓

Source: Cisco

Thus, content arrives at Cisco servers in encrypted form and is processed (data in use) and stored (data at rest) that way until it is decrypted on the intended recipients' devices. Cisco further protects the confidentiality of shared content by allowing access only to authorized and authenticated recipients.

Additionally, Cisco Spark also offers user- and IT-level features to provide additional security controls. When the teamwork is sensitive, subscribers can "lock" their rooms to moderate who can enter and what is shared. IT teams can add features that use existing security policies such as single sign-on.

The integration of Cisco Spark with the rest of the Cisco collaboration suite has interesting potential. For example, WebEx already has dedicated meeting spaces for workers to "meet" and share content. With an upcoming WebEx product update, meeting hosts will be able to move seamlessly from a WebEx meeting to a Spark team room with the same participants.

Key considerations:

- Cisco Spark enables intercompany collaboration. It was designed to work across any network and on any device, so workers can use it to collaborate with other users inside or outside their organization.
- The solution has a low IT overhead. It was designed to be self-installed by the user with no IT intervention required. Businesses can roll out Cisco Spark without the concern of overwhelming IT with support calls and training issues.
- Cisco Spark is optimized for team collaboration. The solution is ideally suited for customers that require a tool to enable agile teams to make decisions or solve problems quickly.
- Cisco Spark complements existing Cisco UC investments by providing a number of intended integration points with Jabber, TelePresence and CallManager, in addition to the current product connections between Cisco Spark and WebEx.
- The solution delivers end-to-end encryption. Therefore, only the intended recipients can read shared messages and files. In addition, it provides user and IT controls such as room moderation and single sign-on, ensuring privacy and security for teams.
- Cisco Spark has an easy-to-use interface. The solution is organized around persistent workstreams and teams that are viewable in a single interface. It also has an HD video meeting experience offering screen sharing for up to 25 participants.
- The solution is built on and leverages Cisco's Collaboration Cloud platform, making integration with other cloud or premises collaboration products possible with a consistent user experience.
- Cisco Spark's freemium model enables customers to try it before purchasing.

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### **Cisco Vendor Profile: Zdi**

*Zdi is an Illinois-based audio/video integrator with anywhere from 50 to 75 employees depending on the number of contractors and engineers in the field. The company's primary business is the installation of large video room systems, theater systems in enterprises, conference room designs and other solutions focused on AV products.*

*The installation of AV equipment is highly technical and often requires collaboration among a number of team members as well as the coordination of equipment. Years ago, Zdi and other firms like it used two-way radios to enable instant communications among the entire field force. If an installer required some help with a particular problem, he or she could direct a message to the entire company and someone would respond. Another example would be an engineer looking for a particular piece of equipment. The engineer could make the request over the two-way radio, and the person who had the equipment could respond. Every person with a two-way radio could hear all the chatter across the company and could respond instantly.*

*Eventually, two-way radios gave way to cellular phones, which enabled Zdi's workers to reach a broader group of people. However, the switch to cellular phones took away the ability for workers to "broadcast" messages to every other worker, creating a significant disruption in the workforce. A task that once involved sending only one message over a two-way radio now took up to 15 phone calls.*

*Aaron McArdle, CEO of Zdi, saw the benefit of Cisco Spark immediately and offered this statement in support of it: "We were looking to create organized chatter but still be efficient. Looking through emails and waiting for responses wasn't working for our organization. Spark gave us the capability of enabling anyone to communicate with the entire team at any given time."*

*McArdle was also impressed with Cisco Spark's ease of use and low learning curve. Because the product is based on messaging, which is a significant part of the way most people communicate, it was not intimidating at all. No training was required, and Spark has significantly cut down on the number of phone calls and emails between workers since being deployed.*

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### Interactive Intelligence

Interactive Intelligence is based in Indiana, and its shares are traded on NASDAQ (ININ). The company is primarily associated with its enterprise contact center products and hosted services. Interactive’s portfolio also includes UC solutions and endpoints.

In 2014, Interactive acquired OrgSpan, which offered a profile-based employee directory that provided a way for people to communicate via chat and to form working groups based on attributes in their profile (e.g., same skills, office location, language). That directory capability is now a part of PureCloud Collaborate, the first of (currently) three PureCloud applications. PureCloud is Interactive Intelligence’s new portfolio of cloud-delivered WCC and customer engagement services. Collaborate includes group chat, IM and presence, file sharing, storage, content management, video conferencing, advanced search and screen sharing for up to five participants. It offers an integrated content management solution designed to span across multiple organizations. Collaborate is designed for the Chrome browser and offers clients for Android and iOS mobile devices.

In June 2015, two complementary services were added: PureCloud Communicate and PureCloud Engage, which both add real-time telephony services. PureCloud Communicate provides complementary and integrated hosted telephony services, making Collaborate the first WCC solution to offer an integrated, cloud-delivered telephony component

(complete with IP phones, unified messaging, IVR, speech recognition, fax and call recording).

PureCloud Engage bundles Communicate with advanced contact center features such as multichannel routing, speech-enabled IVR, outbound campaigns, multichannel recording and quality management, reporting, CRM integrations and graphical scripting. Conceptually, Collaborate could be implemented enterprise-wide, general office users could utilize Communicate, and customer service staff could use Engage. One strength of the PureCloud Platform is that all the services work seamlessly together, while assigning cross-functioning teams specific features as needed.

In a July 2015 interview with TalkingPointz’s Dave Michels, CEO Don Brown revealed that several more PureCloud applications will be coming. Brown said the next planned application is Automate, which ties together an organization’s key business processes combining telephony, messaging, documents and customer interactions. Automate is expected to be released in 2016.

The PureCloud family of solutions (Exhibit 7) is a fairly unique approach that leverages Interactive’s experience with real-time voice in this new, broader segment. The underlying PureCloud architecture is also unique. The Collaborate service utilizes Amazon’s highly scalable cloud infrastructure service (Amazon Web Services [AWS]), which enables Interactive to quickly expand its offering both domestically and abroad. For example, Collaborate was regionalized on launch.

### Exhibit 7: Interactive Intelligence’s PureCloud Offerings

PureCloud Collaborate <b>FREE</b>	PureCloud Collaborate Pro <b>\$9.99</b> per user/month	PureCloud Communicate Starts at <b>\$19.99</b> per user/month	PureCloud Engage Starts at <b>\$99.99</b> per user/month
<b>Solution Features:</b> <ul style="list-style-type: none"> <li>Limited support</li> <li>Unlimited users</li> <li>Storage (1 TB)</li> <li>Instant messaging</li> <li>Video conferencing (five participants)</li> <li>Desktop sharing (five participants)</li> <li>File sharing</li> <li>Content management</li> <li>Active Directory synchronization</li> <li>Mobile apps</li> </ul> <b>Coming Soon</b> <ul style="list-style-type: none"> <li>Searchable chat archive</li> </ul>	<b>Everything in Free, and:</b> <ul style="list-style-type: none"> <li>Standard support</li> <li>Unlimited storage</li> <li>Full text search (documents, images)</li> <li>Searchable audit trail</li> <li>Business integrations</li> </ul> <b>Coming Soon</b> <ul style="list-style-type: none"> <li>Usage statistics</li> <li>Single sign-on (SSO)</li> <li>Video conferencing (up to 20 participants)</li> <li>Desktop sharing (up to 20 participants)</li> <li>HIPAA compliance</li> </ul>	<b>Everything in Pro, and:</b> <ul style="list-style-type: none"> <li>Sophisticated cloud IP PBX</li> <li>Speech-enabled auto-attendant</li> <li>Multiple voice endpoints: IP phones, remote numbers, softphones</li> <li>Multiple sites, remote employees</li> <li>Inbound faxing</li> <li>Audio conferencing</li> <li>Call recording</li> <li>Remote survivability</li> <li>Unified inbox</li> </ul> <b>Coming Soon</b> <ul style="list-style-type: none"> <li>Dial by name</li> <li>Call forwarding</li> <li>Group ring</li> <li>Call twinning</li> <li>E911 support</li> </ul>	<b>Everything in Communicate, and:</b> <ul style="list-style-type: none"> <li>Multichannel routing</li> <li>Speech-enabled IVR</li> <li>Outbound campaigns</li> <li>Multichannel recording and quality management</li> <li>Reporting</li> <li>CRM integrations</li> <li>Graphical scripting</li> </ul> <b>Coming Soon</b> <ul style="list-style-type: none"> <li>New channels</li> <li>Additional integrations</li> <li>Advanced analytics</li> </ul>

Source: Interactive Intelligence

For voice services, PureCloud utilizes a modern hybrid model that combines cloud-delivered services with a premises-based server known as the PureCloud Edge Server. This appliance is required for both Communicate and Engage. It keeps PSTN call routing as well as voicemail, audio conferencing, encryption, IVR and other services on site. The server is managed/controlled via the cloud service but will continue to operate should that connection fail. By keeping these real-time services local, Interactive eliminates the quality concerns associated with many Internet-delivered services. The Edge Server is both a gateway for cloud-delivered services and a survivable appliance that keeps calls flowing in times of cloud failure.

The PureCloud platform is separate from Interactive's other products and services. Although it leverages the company's expertise in cloud, UC and contact center, it represents a totally new platform and service. Collaborate is delivered as a freemium service with up to 1 TB of storage. Advanced search tools, integrations and support are included with paid options.

#### Key considerations:

- Collaborate offers a very strong directory by complementing corporate directory information with social networks.
- The PureCloud platform is ideally targeted toward new "greenfield" opportunities or organizations

willing to replace legacy investments in telephony and contact center.

- The PureCloud platform is new and evolving rapidly. It is better suited for younger and smaller organizations that will mature with it as opposed to organizations with immediate, complex requirements.
- The PureCloud Edge device is somewhat unique. It will appeal to organizations that are concerned about quality over the public Internet but will detract from organizations seeking a purely cloud-based deployment model. Interactive intends to support remotely hosted Edge servers.
- This is the first enterprise-wide WCC solution that has tight integration with the contact center. Interactive Intelligence is known for its expertise in contact centers.
- The PureCloud platform is a fully integrated experience with enterprise telephony.

The PureCloud offering is a highly innovative implementation service. Interactive has combined the core concepts of WCC such as persistent messaging and content management with hosted telephony, an advanced contact center service and a new approach to hybrid architecture. Using Amazon Web Services in the back end positions Interactive to rapidly expand PureCloud's availability in terms of both scale and global availability.

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### **Interactive Intelligence Vendor Profiles: Interactive Intelligence and EDCi**

PureCloud services were launched during the writing of this report, so there were few customers that could share their experiences. The largest customer is **Interactive Intelligence** itself. The company had quietly deployed Collaborate across its 2,200 employees. CEO Don Brown stated, “We badly needed a way to keep track of our people, their skills, their locations and their place within the organization. We also needed to make it easy for them to interact across devices by voice, video, instant messaging, chat rooms, you name it. And we didn’t want to have to assemble a patchwork quilt of technology in order to make that happen. We find Collaborate to be a life saver, and are rapidly iterating to make it better.”

**EDCi**, an Interactive Intelligence partner, is expanding its Collaborate trial company-wide. The company is also a partner for VMware, Microsoft, Citrix and Cisco. Collaborate has become EDCi’s primary platform for collaboration, effectively replacing Yammer and Skype.

Jake Beyer, the solutions architect at EDCi, said Collaborate was initially evaluated by just a small team, but the pilot kept growing. “Everyone wanted to use it,” he said, mostly driven by Collaborate’s video conferencing. Beyer was surprised because even employees who are somewhat reticent to change were requesting access to Collaborate. He added, “We could not roll it out fast enough.”

When asked about adoption hurdles, Beyer said the service itself was intuitive, but he offered some deployment tips. Beyer advises organizations considering a company-wide implementation to explain the motivation. It’s not like email and telephones, for example, where employees already “get it” before they walk in the door. Collaborate is a new type of tool, and providing tips for proper usage can go a long way. Beyer suggested offering tips on chat etiquette and best practices around video meetings, especially lighting considerations.

Beyer also recommended that the company make it clear what exactly it is trying to accomplish with the new technology. Solutions such as Collaborate are more effective when everyone is on board. Employees rarely just embrace new technology without training and buy-in, and this is particularly important with collaborative technologies.

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### Section III: The Challenges of Evaluating WCC Solutions

The WCC industry is an emerging market, and businesses can find it challenging to evaluate and compare solutions. One of the more significant challenges of product evaluation is that each vendor is approaching team collaboration from a different perspective. Some are messaging oriented, while others are conferencing focused, and others focus on content management. Which is better? It depends on the type of organization, the size of the team and the tasks that are being completed. Further complicating the problem is the fact that different teams in the same organization may have different needs, so finding a solution that meets the needs of the entire organization can be challenging. Most of the offers include various forms of free trials, but keep in mind that evaluations require teams—individual users will not see many benefits on their own. Businesses need to consider the following key points when evaluating solutions.

#### Recommended Evaluation Criteria

Defining effective evaluation criteria can be difficult. Given the breadth of vendors and the variety of different workers who participate in project teams, developing evaluation criteria that can be mapped across the vendor landscape can be a significant hurdle. Much of how the tool fits into the company's workflow will depend on the organization's processes. Some key considerations for evaluation that every business should consider are:

- **Incumbent UC solution provider:** Migrations are generally easier than replacements. Inquire with incumbent vendors regarding their offers or plans to offer WCC solutions.
- **Recording capabilities:** Businesses may want the ability to record interactions between team members. This can be for compliance and regulatory purposes or for playing back information for team members who could not attend meetings.
- **Anchor application(s) (messaging, conferencing, video, etc.):** Most WCC vendors build their solution around an anchor application. So, for example, if the customer is a heavy web-conferencing company, it makes sense to ensure that the chosen solution is built around web conferencing.
- **Connectivity to other tools (SMS, PSTN dial-out, video systems):** Inquire about interoperability between technologies already

deployed and potential WCC solutions. WCC solutions should have the ability to interface with other products, including the ability to dial out to a phone or send SMS messages.

- **Mobile operating system support:** Given the rise of bring your own device (BYOD), a solution should work across Apple and Android at a minimum, and possibly Windows Mobile as well.
- **Inter-organizational:** The rich capabilities of UC have largely been restricted to internal users, but teams are increasingly likely to include external users. These participants can be partners, contractors or even customers. Video-conferencing solutions were quick to embrace guest links, but they were only good for a specific meeting. WCC solutions can provide external participants with full-feature functionality, including the ability to participate asynchronously on their own schedule.
- **End-to-end encryption:** Most WCC solutions are cloud based, so inquire about encryption for both data transport and storage. Also inquire about the provider's access to encrypted content. Some solutions are available for premises-based deployments. Regardless, security and encryption will become increasingly critical as the amount of stored data increases.
- **Video interoperability:** This would include the ability to interface with other desktop and room-based video systems. Consider not only owned systems currently in place, but also potentially systems utilized by key partners.
- **Desktop operating system support:** The solution should include support for both Mac OS and Windows.
- **Browser-based capabilities:** There is still a gap between browser-based capabilities and those found in some clients. Some organizations are beginning to prioritize web-based solutions for desktop users. Be sure to inquire about functionality, browser support and optional clients.
- **Pricing model:** Customers should have the choice of purchasing the software or paying for it through an "as a service" model.
- **File sharing:** The solution should include some kind of file-sharing solution, preferably integration with Box, Google Drive or other third-party solutions.

It will be difficult to make comparisons among feature sets. Consider the preferred solutions based on expected use cases. The WCC market is young

and still emerging, and its solutions are changing rapidly. Comparing the products will require an understanding of what features are available today as well as in the near term.

### Training

Companies should develop a training plan suited for all workers. Most workers who are comfortable with mobile and consumer messaging applications should not require much training to use WCC tools. However, the effectiveness of WCC relies on broad participation. It is common for users to resist change and cling to their old tools such as email. Organizations should plan to implement training programs and other methods to motivate adoption.

### UC Integration

Integration with traditional UC systems could be a challenge. Although WCC is a tremendously powerful tool, it will not replace traditional UC tools such as email, video conferencing and web conferencing. Either the tool selected must integrate with existing solutions, or businesses must implement procedures to address when to use what tool for what purpose.

### ROI

Demonstrating the ROI of WCC is not easy. Given the relatively young age of the WCC market, there aren't yet many case studies highlighting best practices for deployment or established ROI metrics. Because of this, organizations will have to develop their own methodology to understand the value returned to the organization. Most organizations are citing improved collaboration and increased productivity, but these benefits are admittedly hard to measure. A reduction in the volume of email might be one metric, but companies should also try to calculate whether projects are completed faster or use other key performance indicators to understand the ROI of WCC.

## Section IV: Conclusion and Recommendations

The digital business era has transformed enterprise IT. More and more applications have moved to the cloud, and many organizations have adopted a "mobile first" mentality when it comes to application development. One area of enterprise IT that has yet to transform is enterprise collaboration. Traditional collaboration tools such as chat and email are optimized to enable an individual to communicate with another individual or a group of people. However, they do not enable efficient team-wide collaboration.

In this competitive business climate where new companies are disrupting traditional industries almost overnight, the speed of decision making is a key to survival. Those that are able to become agile, digital organizations will lead their industries, while those that cannot will rapidly become irrelevant and struggle to survive. WCC can deliver the highest level of team agility and rapid decision making.

WCC adoption must be a top initiative for business and IT leaders looking to create an agile business. However, there will be some challenges to deployment. To help organizations make a smooth transition, we offer the following recommendations:

- **Develop evaluation criteria that meet your business's unique needs.** Every business operates differently, and it's important that the specific requirements of the organization are mapped to particular products. For example, if the team that will be using the tool is messaging-, video- or conferencing-centric, then the business should choose a tool that matches that criterion.
- **Choose a system that meets your security needs.** Not all solutions offer the same level of security. Understand all of the security implications before choosing a vendor. Factors include—but aren't limited to—the need to archive information, compliance and regulatory requirements, data sensitivity and business-to-business needs. For example, some businesses may need a solution that offers end-to-end encryption, while others may not handle sensitive data, and so encryption would not be a concern for them.
- **Think "mobile first" when evaluating the product.** Organizing information and moving data among collaboration tools is challenging on a desktop computer but almost impossible on a mobile endpoint. WCC can greatly improve mobile collaboration by giving workers access to the right information and people no matter where they are and what device they are using. Businesses should consider highly mobile workers as an initial group of users to trial WCC.

WCC is transforming how enterprises communicate and collaborate. This new market category enables agile teams to quickly get together, share information and complete tasks or make decisions as quickly as possible. It remixes many existing solutions such as UC, video and enterprise social into a new single solution that streamlines communications, fosters collaboration and facilitates workflow. In addition, WCC leverages the latest technologies regarding cloud, mobility and web.