

Cisco Connected World Technology Report (CCWTR)

November 2014

Introduction to Cisco's Connected World Technology Report (CCWTR)

A survey of:

- More than 2,000 people across 15 countries
- Gen X, Gen Y and HR white-collar employees

Topic:

The Future of Work: How the ubiquitous use of mobile devices and communications tools used by Generations X and Y is resulting in expectations from workers to be able to transition these technologies into the workplace.

Goal:

How will this technology influence the future workplace and how we work?



What's New in CCWTR 2014



Cisco Connected World Technology Report (CCWTR): Top Trends



1. Technology Use in the Office: Devices



3. Location, location:
Future of work is not an office



5. Supertasking:
The new normal?



2. Technology: Changing the way we work?

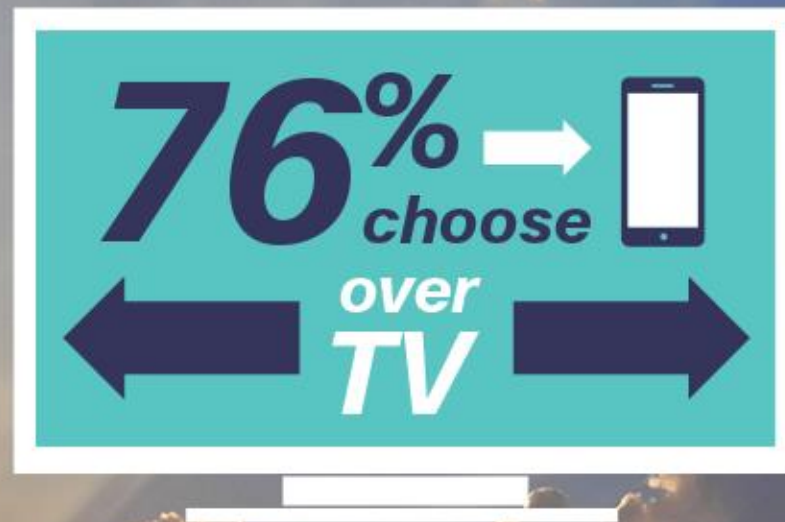


4. Gen Y vs. Gen X:
Side by Side Comparisons



6. HR: How Companies View Future Workplace Technology

Technology Use in the Office: Device Use



Technology Use in the Office: Device Use

Most
concerned
with their



**being stolen
during a
robbery.**

22%



26%

17%



21%

Would
have the
surgery



(if possible)

Technology Use in the Office: Device Use



Use
2-3
devices
DAILY

MAJORITY
MAJORITY

Prefer
to



53%
53%

Believe
will be
the most
important
device



34%
40%

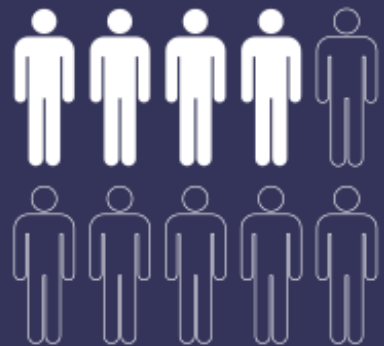
Technology Use in the Office: Device Use

7/10 HR Pros

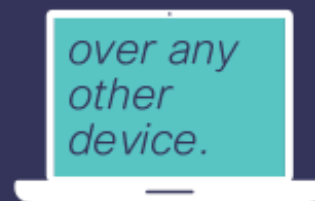


HOWEVER,

40%
of respondents



prefer ↓



and **only**



34%



27%

prefer



Technology Use in the Office: Device Use

63%
use

for
meeting
notes

vs.

13%



Out of those who use tech for notes:

39%


Microsoft Word

13%


Google docs

8%


EVERNOTE



Technology Use in the Office: Device Use



Those with **60-99**   **>**  **more than DOUBLES**  

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Technology: Changing the Way We Work?

Over **HALF**  consider themselves **accessible 24/7** >  **3/10** via 

~2/3 believe  **COMPETITIVE ADVANTAGE** \neq 

About **HALF**  believe  adjusting towards  *

56%  indicate plans towards  ***BUT ~1/3** believe it's too **SLOW** 



Technology: Changing the Way We Work?



3. *Creating the*
SUPERTASKER



4. *Stretching the*
WORKDAY



5. *Making us*
DREAM of



Cisco Connected World Technology Report (CCWTR): Top Trends



1. *Technology Use in the Office: Devices*



2. *Technology: Changing the way we work?*



3. **Location, location:**
Future of work is not an office



4. *Gen Y vs. Gen X:
Side by Side Comparisons*



5. *Supertasking:
The new normal?*



6. *HR: How Companies View
Future Workplace Technology*

Location, Location: The Future of Work is Not an Office

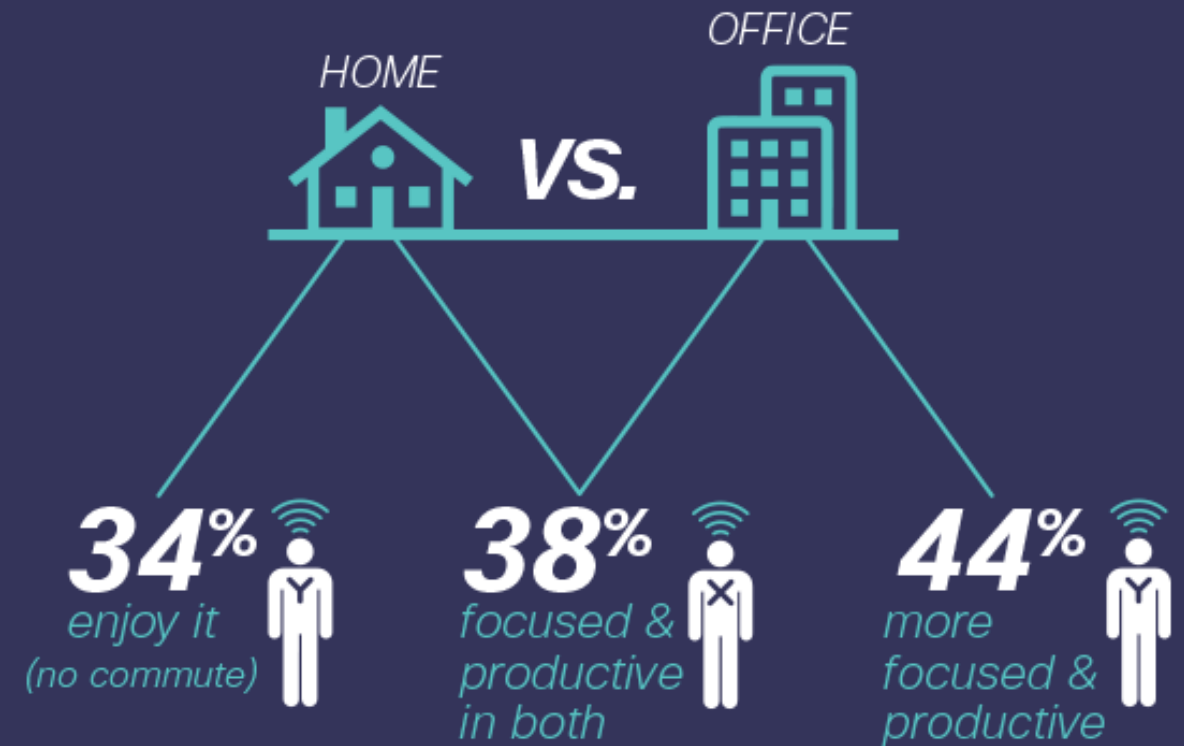
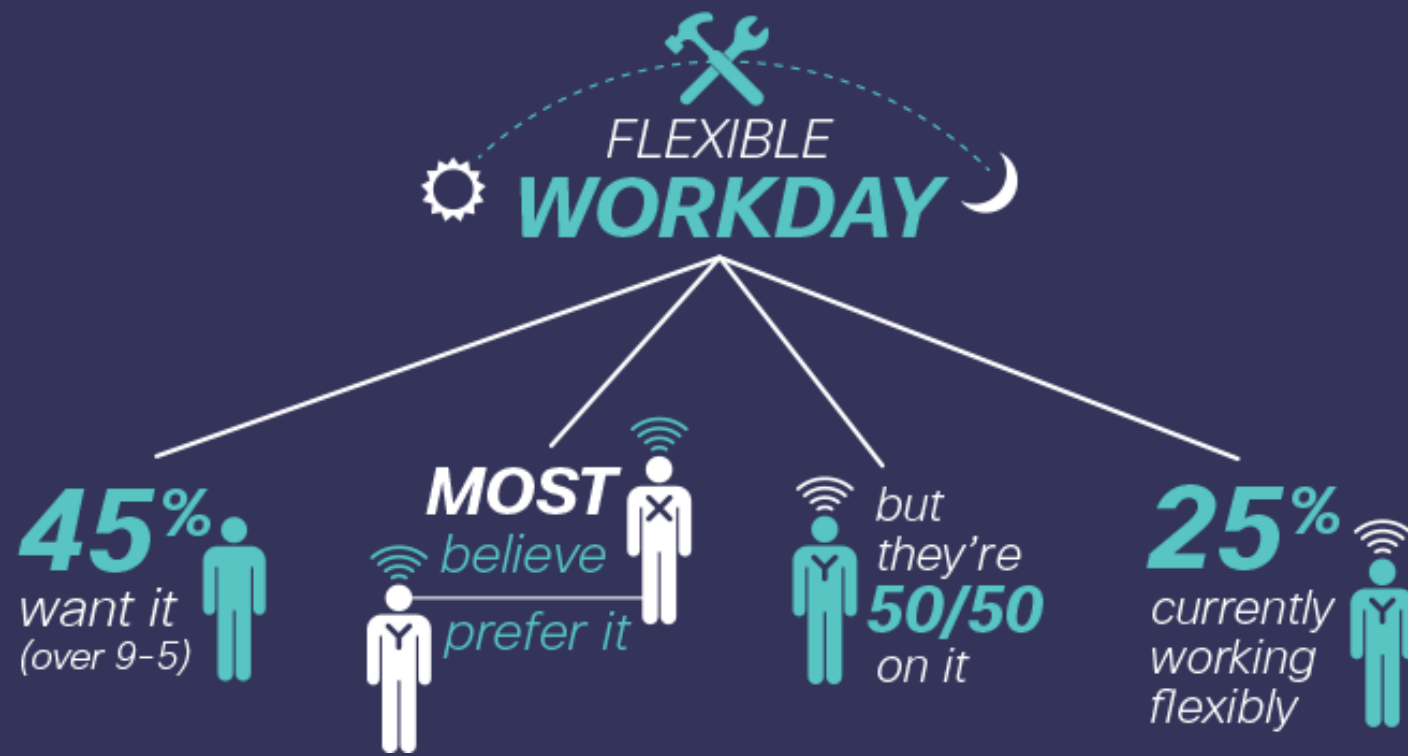
1/4



would
RELOCATE
to **MARS**
(or another planet)



Location, Location: The Future of Work is Not an Office



Cisco Connected World Technology Report (CCWTR): Top Trends



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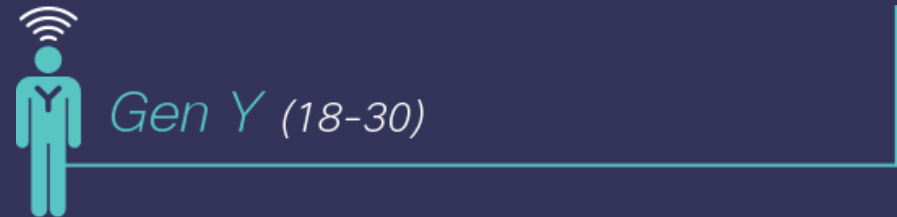


4. **Gen Y vs. Gen X: Side by Side Comparisons**



6. *HR: How Companies View Future Workplace Technology*

Gen Y vs. Gen X



Gen Y (18-30)

37%

36%

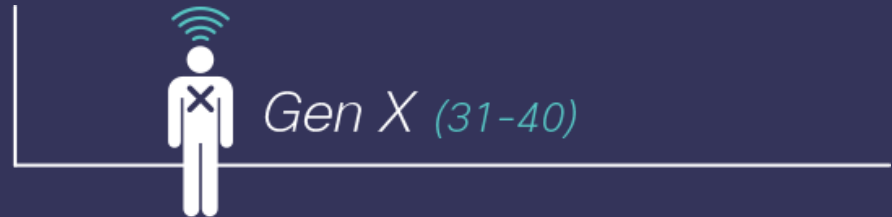
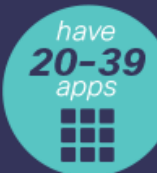
63%

54%

44%

53%

prefer



Gen X (31-40)

41%

29%

59%

43%

36%

45%

Gen Y vs. Gen X



Gen Y (18-30)

27%

56%

26%

43%

55%



Gen X (31-40)

31%

49%

21%

37%

70%

Cisco Connected World Technology Report (CCWTR): Top Trends



1. *Technology Use in the Office: Devices*



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5. **Supertasking:**
The new normal?



2. *Technology: Changing the way we work?*



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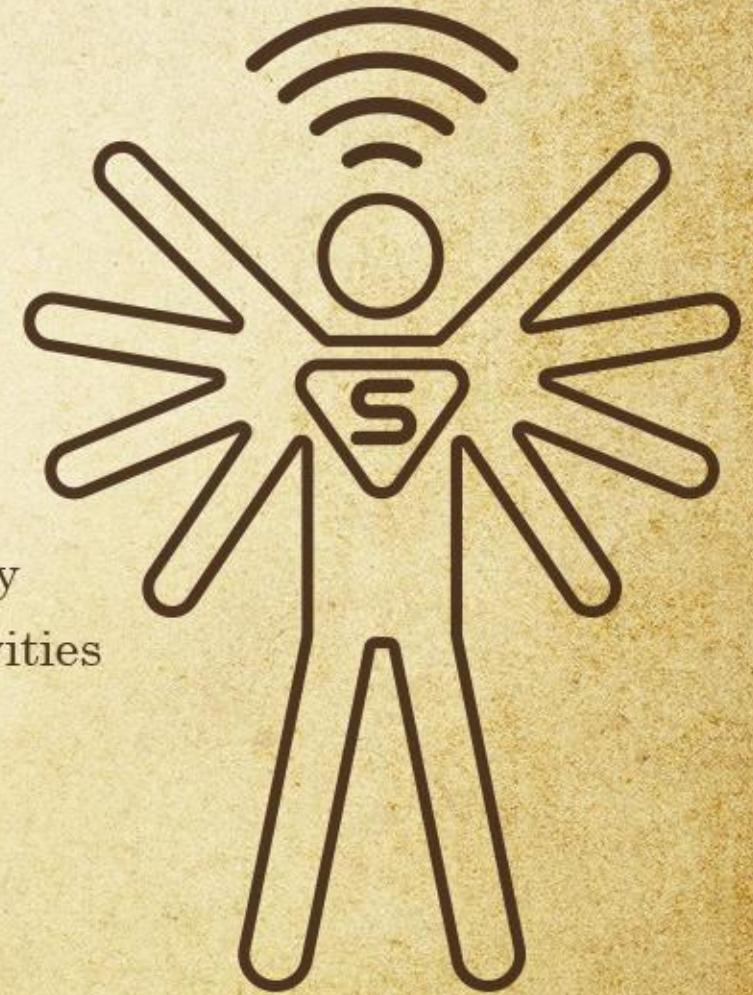
6. *HR: How Companies View Future Workplace Technology*

Supertasking: The New Normal?

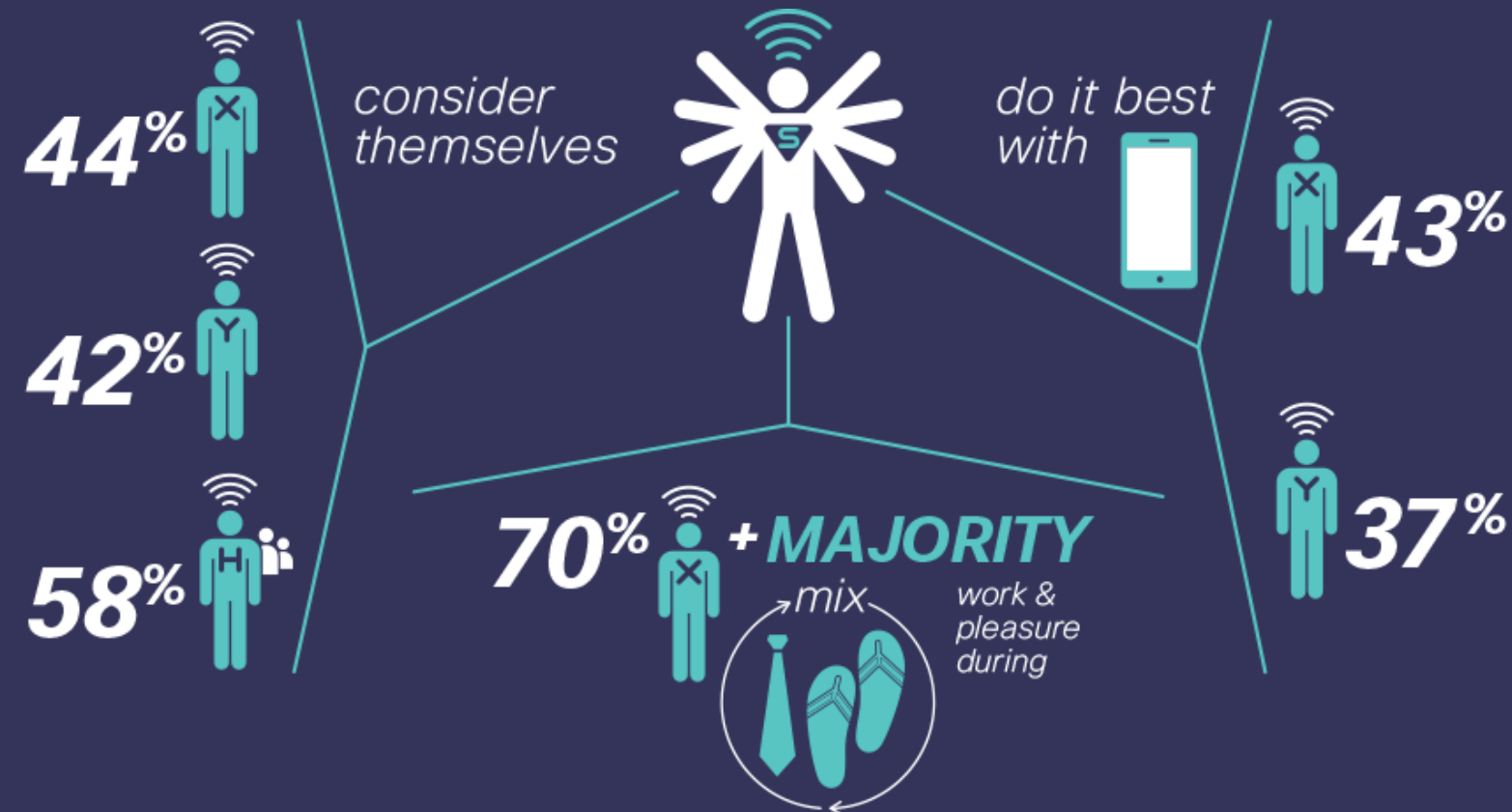
Supertasker [su-*per*-tas-ker]: *noun*

DEFINITION(S)

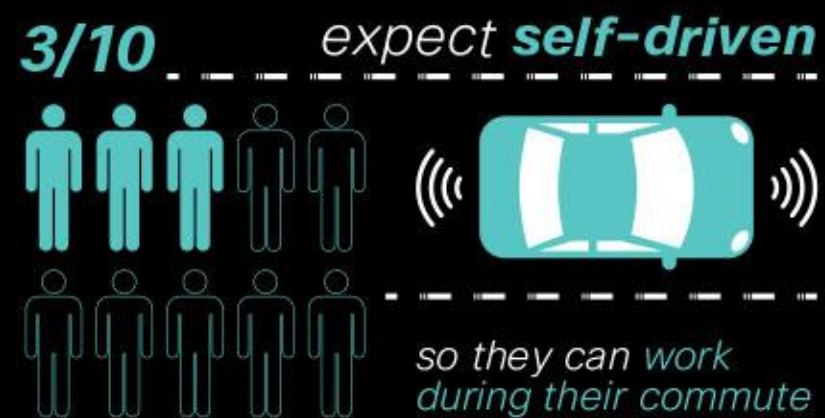
1. A person who excels at completing many cognitive tasks simultaneously
2. A person who utilizes multiple technologies to manage concurrent activities
3. The *new normal*?



Supertasking: The New Normal?



Supertasking: The New Normal?



...but the majority says:
not by 2020.

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HR: How Companies View Workplace Technology



50/50 on
talent vs. culture

MOST
believe the
traditional
workday
will remain

44% believe
flexibility will
be required

34% believe
“I want it now”
ambition is
greatest
challenge for—



47%
believe



are best at



by 2020

48% believe
managers won't
need to be in the
same office as
their boss




38% believe
24/7 accessibility
will be expected
(but constant
work will not be)

HR: How Companies View Workplace Technology

The majority of *professionals*  believe *mid-income workers* will have  for work tasks in the future

7/10 think  *maybe not* ~~2020~~ but maybe  **2030**

37%  *willing to hire without meeting*  to  *and to interview remotely* 

 *India*  *Australia*  *Brazil*
 *very open*
 *less willing*  *Japan (only 16%)*

Cisco Connected World Technology Report (CCWTR): Key Takeaways



*Smartphone
vs.
Laptop*



*The
SuperTasker*



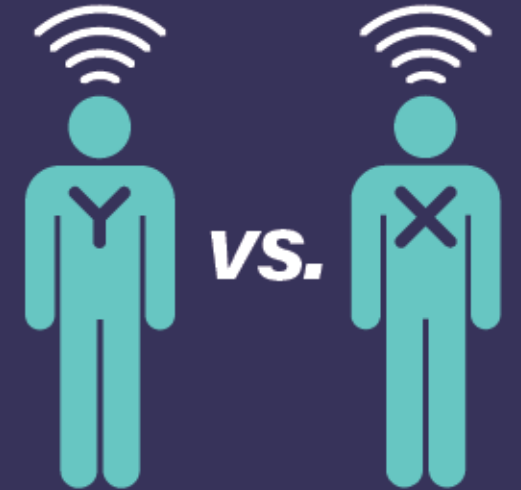
vs.



*Flexible
vs.
Traditional
Workday*



*Robots
at Work*



*Gen Y
vs.
Gen X
More in common
than we think?*