

# Why Today's Digital Teams Need a New Class of Collaboration Tools and Solutions



## Top Aspects of Collaboration that Drive Business Success



72%  
Effective team communication



68%  
Collaborating with partners, customers and experts



56%  
Ability to find experts and information quickly

## What Defines Business Success?

Today's top business imperatives:

- #1. 34% Improving customer experience
- #2. 32% Greater operational efficiency
- #3. 27% Revenues growing

## What Gets in the Way of Great Teamwork?

Business imperatives suffer most when collaboration tools are:

Used too little by employees



44%

Not integrated with other business processes, or overly siloed



38%

Not aligned with user workstyles/preferences



35%

## How to Foster Great Teamwork with Collaboration Solutions

### #1 Consolidate Tools to Maximize Utility and Enable Faster Problem Solving



1 in 3

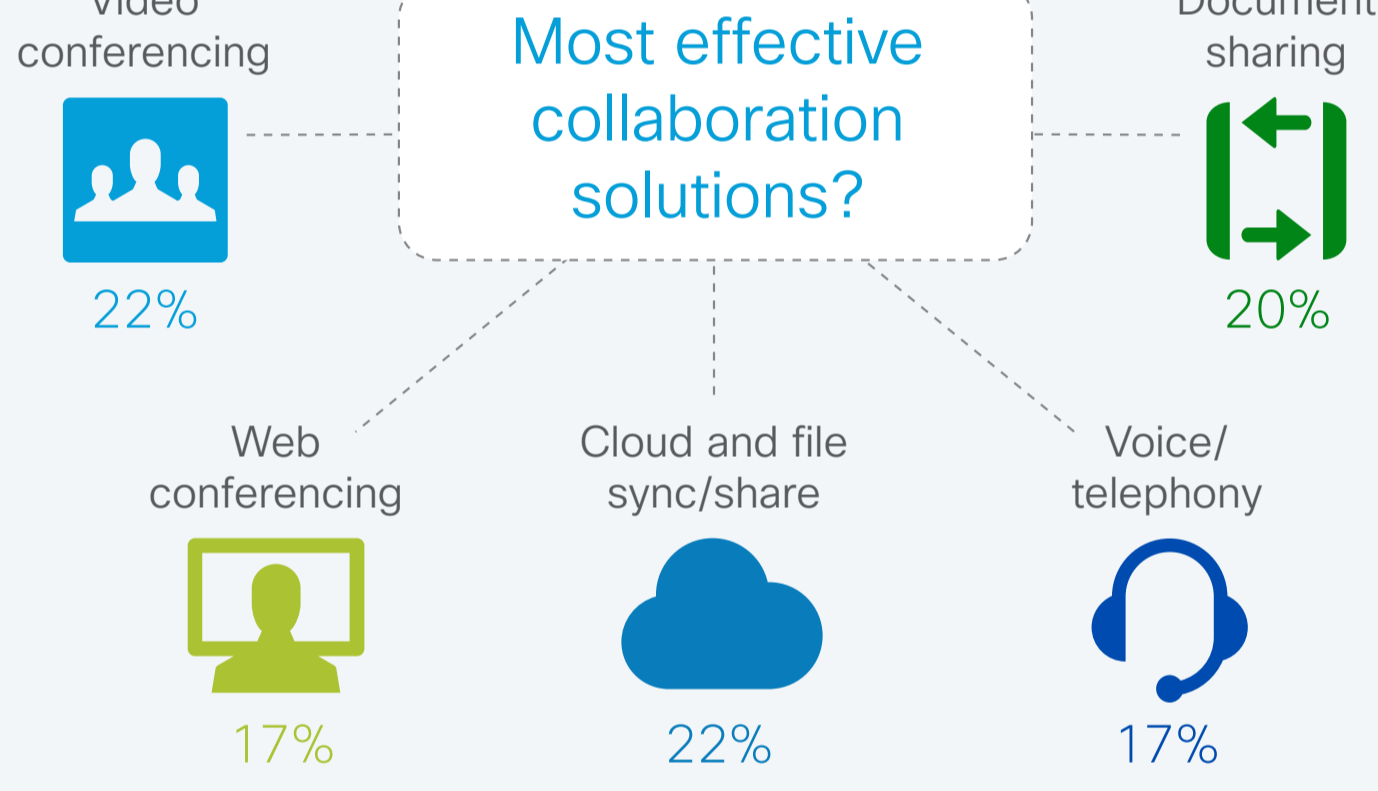
Executives are already consolidating solutions used to improve collaboration



High value workers are very quick to switch to the collaboration tool that's most effective for the task at hand.

—Robert Cross, Management Professor, University of Virginia

### #2 Ensure Users are Equipped with Effective Solutions



\*Top four of five as rated extremely effective on a 5 point scale

### Email is not the collaboration bedrock of the future

Email/calendaring tops the list of 10 solutions in use at 93%

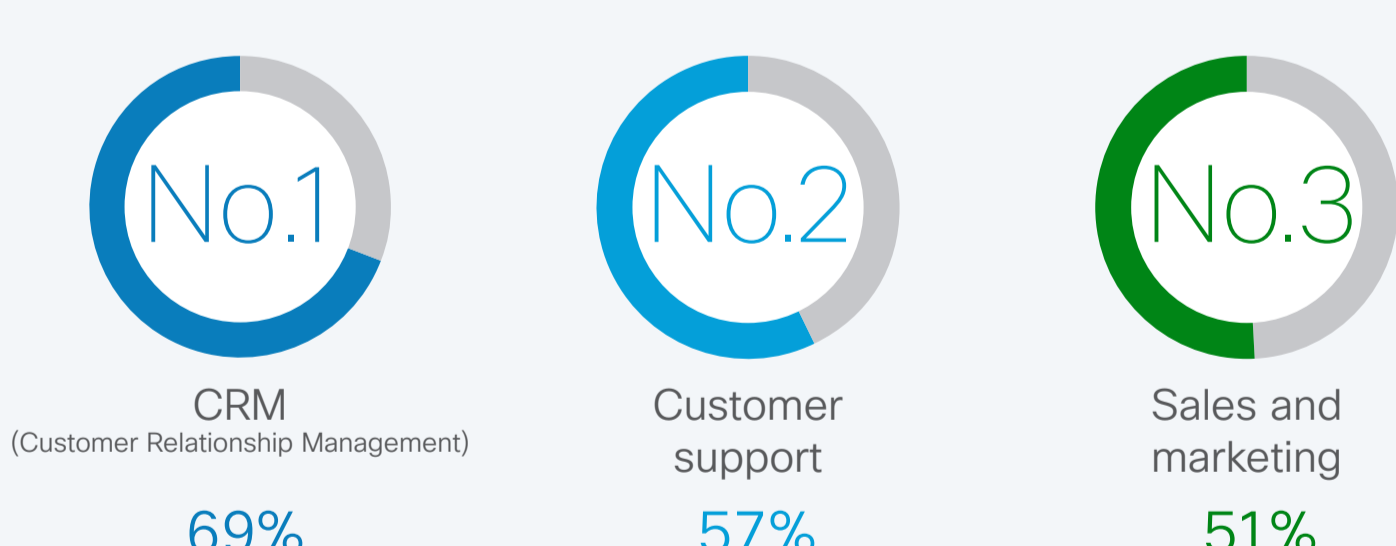
**BUT EMAIL FALLS BEHIND**

to number 8 out of 10 on the list of which solutions are extremely effective



### #3 Integrate Key Business Processes and Applications with Collaboration Solutions

Which of the following business processes or software systems would be improved by being integrated with collaboration technology?



### #4 Optimize Mobile AND In-Person Collaboration Experiences

To ensure collaboration initiatives are successfully met

Nearly 1 of every 2

More than 33%



Executives are investing in more mobile-based solutions



Believe that remodeling physical office space will lead to better collaboration

There's no doubt that enabling successful team collaboration can have measurable impacts on your business results.

**Do your teams have the tools and solutions required?**



For more, read the Cisco-sponsored report by Harvard Business Review Analytic Services

[www.cisco.com/web/go/betterteams](http://www.cisco.com/web/go/betterteams)