



# Better meetings anywhere, every single time

Cisco next-generation meeting solutions





## Are your meetings ready for today's workers?

The seamless technology experience we're used to at home has changed the way we want to work. The consumerization of IT is no longer a trend. It's a reality that has defined a new workplace.

People expect to connect with others instantly—from any location—across devices that work together automatically. Only one login needed. They want seamless HD video conferencing that works every single time and makes everyone feel like they're in the same room, no matter where they are.

Today's expectations for collaboration are different. Discover how next-generation meetings can help you stay one step ahead.

Explore the factors that are shaping the meetings of tomorrow, and make sure your organization is ready.

**1** The workplace: A new approach

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15 min  
of every meeting  
is wasted

getting the technology  
up and running.<sup>1</sup>



## The workplace: A new approach

These days, your teams are on the go, working from anywhere to keep things moving forward. Yet staying productive doesn't always mean staying connected—or secure—especially when it comes to meetings.

Many of today's meeting solutions come up short. A wide range of vendors are offering solutions that claim to manage and improve every aspect of meetings, and some at a lower cost. Yet these solutions vary widely in breadth of features, quality of service, or even data protection.

Modern meetings require a new approach. One that empowers employees to connect quickly and easily. To collaborate seamlessly and share work more securely, every single time.

### Moving past challenges to a better experience

Connect  
dispersed teams.

Connect your global teams from any location, anytime. Ensure that employees, customers, and partners can collaborate however they choose, using voice, HD video, and content sharing.

Make meetings  
work.

Get more done in less time. Start meetings right away with a consistent user experience across all devices and meeting rooms—all with simple installation and ongoing maintenance.

Manage  
complexity.

Spend less time chasing information and more time getting things done. By breaking down information silos and shortening ramp-up times, you can keep things moving forward while reducing costs.

Meet compliance  
needs.

Stay in front of complex compliance requirements. Simplified reporting and built-in security, as well as retention and search capabilities, can integrate with your existing compliance software.

Step up  
security.

Stay proactive and vigilant in an escalating threat landscape. Get the right level of protection needed for sensitive business data, and provide secure collaboration from any device or location.

1. *Are You Ready for the Meetings of Tomorrow?: A Guide to Choosing the Best Online Meeting Provider*, ZK Research, Sept. 2017.

# The people: Mobile and connected

Is your organization ready for tomorrow's workers? New generations of workers, from Millennials to Generation Z, will soon become the majority of the workforce. And they bring high expectations for a flexible, mobile, and connected workplace.

## Shaping the future of your business

To attract and retain these workers, your organization must meet—or exceed—expectations. This means providing innovative mobile technologies and flexible work schedules that increase work-life balance. Not to mention the ability to connect, quickly and easily, as if they were in the same room.

As the workplace becomes multigenerational, it's important to consider the technology needs of the entire workforce. When it comes to meetings, older workers may be accustomed to using more traditional technology, like a standard phone versus a PC.

It's critical to strike a balance for all workers, with the right cutting-edge collaboration tools that enable people to work from anywhere, at any time, as valuable, contributing members of the team.

## According to Gartner, Millennials want technology and mobility.<sup>2</sup>

**57%** of Millennials use storage and sharing tools at least once per week.

**44%** of Millennials say they have the “latest and greatest” personal devices.

**30%** of Millennials feel highly productive when working in public.

## What can you do to close the technology gap?

- Consult Millennials when identifying and managing new applications.
- Consider the Millennial perspective on applications for collaborating.

2. “How Millennials Disrupt Workplace Technology,” Gartner, Oct. 14, 2016.

3. “5 Tactics to Attract and Engage Millennials,” SocialTalent, May 24, 2016.

4. “Workforce 2020: What you need to know,” Forbes, May 5, 2016.

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If businesses are not focused on Millennials, they are at a competitive disadvantage.

Organizations that understand how much Millennials matter are going to win.<sup>3</sup>

— Anne Donovan,  
managing director, PwC

**75%**  
of the global  
workforce

will be made up of  
Millennials by 2025.<sup>4</sup>



Growth in machine intelligence is inevitable and will lead to more perceptive and intuitive voicebots. Soon enough, these AIs will be joining our work teams.

— Rowan Trollope, senior vice president and general manager, IoT and applications, Cisco



say that they dread meetings, but



## The future: Virtual assistants

The future of meetings is virtual. Beyond today's next-gen meeting solutions is the inclusion of artificial intelligence (AI). It's already in our personal lives in the form of Siri, Alexa, or Google Home—and it's quickly moving into the workplace.

The smarter the meeting, the more productive. More collaborative. Even more enjoyable. According to Gartner, one upcoming trend will be the integration of virtual personal assistants (VPAs) to support team collaboration in "smart meetings."<sup>6</sup>

### What can you gain from smarter meetings with AI?<sup>7</sup>

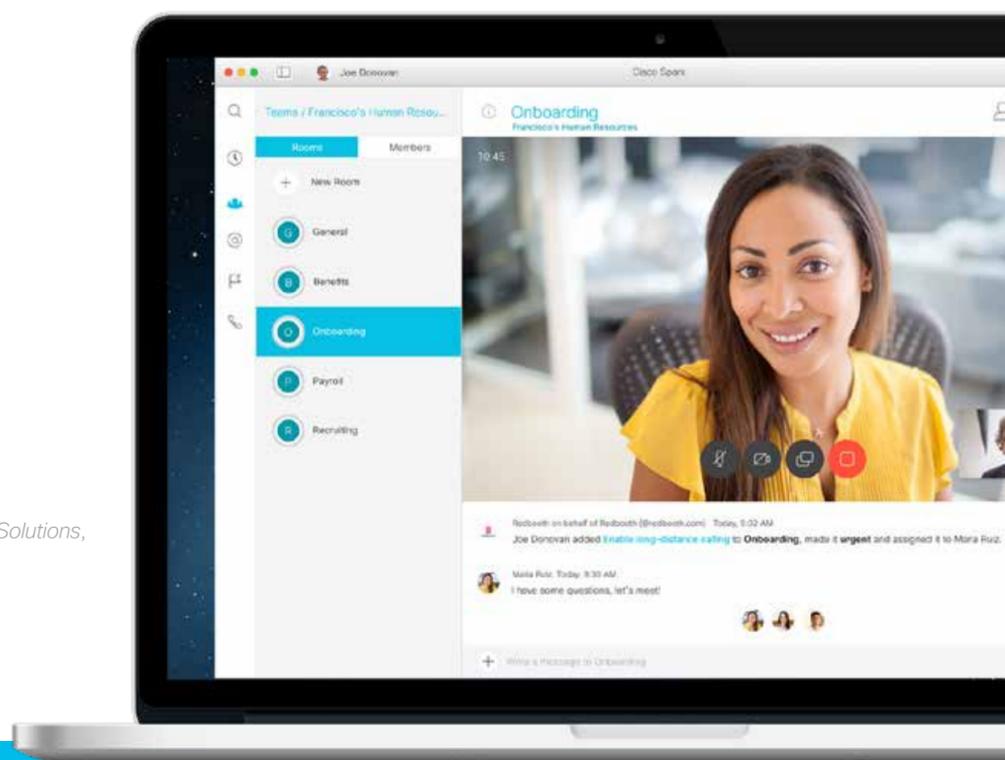
95% of workers say it will improve scheduling meetings and taking notes.

57% of workers say it will make meetings more productive.

51% of workers say improved focus will be the runner-up benefit.

### Meet one of the world's first voice assistants for meetings.

Cisco Spark™ Assistant is the latest enterprise-ready innovation on the Cisco Spark platform. Unlike all-purpose voice assistants, this assistant has one goal: to help you have great meetings that run more smoothly.



5. Cisco internal, Nov. 2017.  
6. *Magic Quadrant for Meeting Solutions*, Gartner, Sept. 18, 2017.  
7. *AI Meets Collaboration*, Morar HPI, Oct. 2017.

# The solutions: How Cisco can help

The benefits of next-gen meetings go beyond seamless collaboration. IT can simplify services delivery and speed deployment by using fewer vendors. With the ability to quickly deliver the right resources to the right people, productivity increases. So does employee satisfaction.

As the proven market leader of meeting and collaboration solutions—with a stronghold in AI—Cisco can help you meet the challenges of a changing workplace and be ready for the future. Cisco offers a robust portfolio of innovative, agile solutions, all under a single solution umbrella.

Are you ready to make next-generation meetings a reality?



## Cisco WebEx®

Secure, software-based platform for HD video conferencing and messaging, available on any device



## Cisco Spark

Cloud-based collaboration from any location, with messaging, online meetings, content sharing, and whiteboarding



## Cisco Spark Board

Touch-based wireless presentation, whiteboarding, and video and audio conferencing that connects virtual teams on any device



## Spark Room Kit

Fully integrated video collaboration room kits with automatic screen integration, in-room controls, and the ability to count participants



## Video conferencing

Scalable, affordable online meetings with flexible deployment models for organizations of all sizes and meetings on any device

Choose a collaboration solution designed for the digital age.

[View the infographic](#)

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Whether we're having a 500-person meeting or a five-person meeting, it's the same setup. You set up one meeting and you're good to go.

— Mike Conway,  
area technical manager,  
Constituency Management Group

[Read the case study](#)

## Ready to learn more?

[Explore meeting solutions](#)

