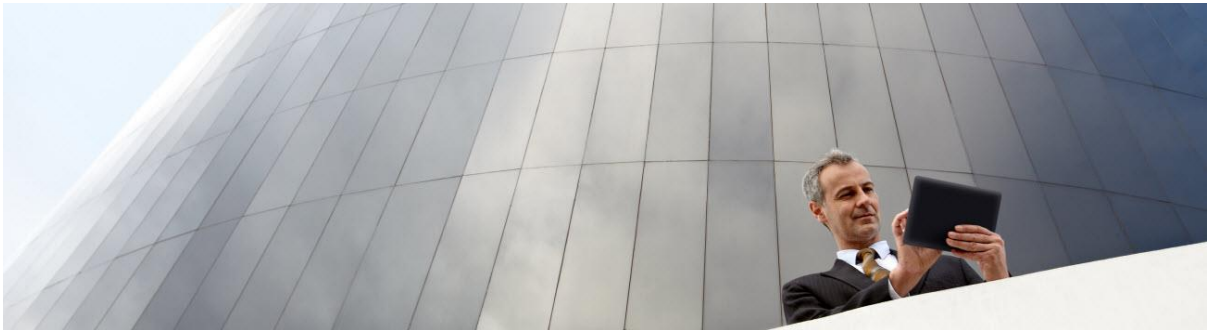


# Collaborate within Business Applications

## *Use Case Benefits*



Simplify workflow and improve productivity by accessing voice, video, instant messaging, presence, voicemail, and conferencing directly from the business applications you use most often.

### Cisco Advantage

Cisco's open APIs, native integrations and SDKs offer a comprehensive toolset to embed collaboration services into any business process.

### Implementation Benefits

- Access collaboration tools directly from business applications instead of having to switch between applications.
- Save time, streamline workflows, and increase workforce collaboration and productivity by integrating collaboration functionality within primary applications.
- Connect, communicate, and collaborate within your line of business application or web portal.
- Eliminate the need for users to juggle between web-based and desktop applications while maintaining meaningful interactions and seamless workflows.
- Customize your collaboration user experience to be consistent with your applications.
- Embed voice, presence, and IM into any application to greatly reduce the cost, complexity, and time to market to deliver these capabilities.
- Maintain investments in office software such as email, calendaring, and document sharing, while adding complementary value with UC functionality.
- Initiate meetings instantly from Microsoft Office, Microsoft Outlook, and a variety of IM solutions. Use open APIs to integrate with existing applications.

### Statistics & Proof Points

- Top-performing businesses are 38% more likely to seamlessly integrate the agent desktop with enterprise systems.<sup>1</sup>

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- On average, agents spend 15% of their time seeking relevant data & knowledgebase articles via the agent desktop. Assuming an annual labor cost of \$35,000 per agent, this means that a 300-seat contact center incurs \$1.57 million each year in unnecessary costs, resulting from sub-par agent productivity. <sup>2</sup>
  - The time agents save by easily accessing relevant data helps companies improve agent utilization and productivity. <sup>3</sup>

## For More Information

Go to the [Selling Collaboration Use Case Tool](#).

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<sup>1</sup> Aberdeen Group: Agent Desktop Optimization (Oct 2015) [http://v1.aberdeen.com/launch/report/research\\_report/11186-RR-ADO.asp](http://v1.aberdeen.com/launch/report/research_report/11186-RR-ADO.asp)

<sup>2</sup> Aberdeen Group: Agent Desktop Optimization (Oct 2015) [http://v1.aberdeen.com/launch/report/research\\_report/11186-RR-ADO.asp](http://v1.aberdeen.com/launch/report/research_report/11186-RR-ADO.asp)

<sup>3</sup> Aberdeen Group: Omnichannel customer care (Dec 2015) [http://v1.aberdeen.com/launch/report/research\\_report/11426-RR-Omni-channel.asp](http://v1.aberdeen.com/launch/report/research_report/11426-RR-Omni-channel.asp)



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