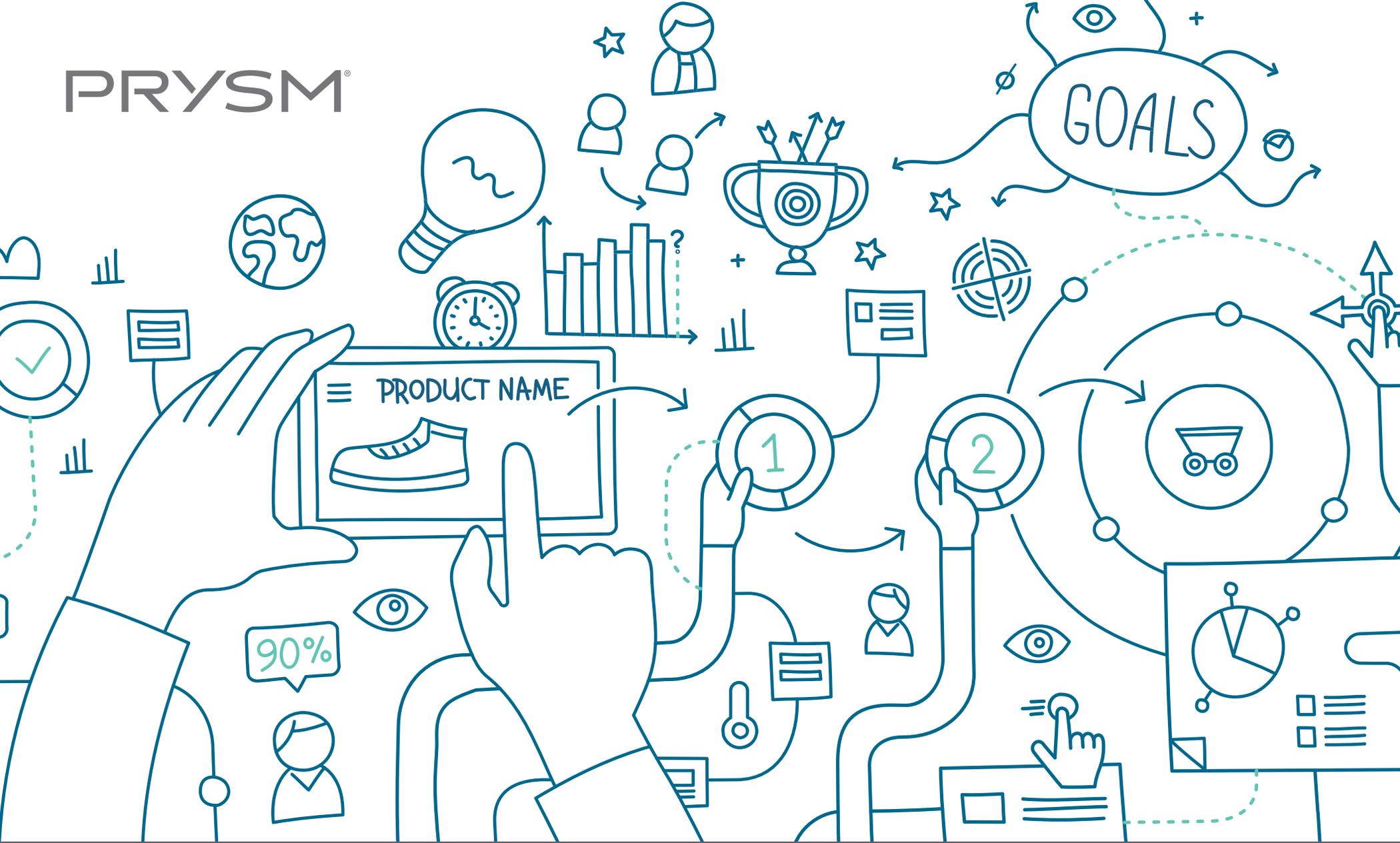PRYSM

DRIVING INNOVATION:
THE CIO's GUIDE TO COLLABORATION TRENDS

Technology has become a game-changer for every type of business — from startups to major worldwide enterprises. Successful businesses rely on technology to keep pace with globalization, the Internet of Things and even changing work styles. The emergence of a distributed workforce and the expectation of constant connectivity have created new challenges for CIOs focused on keeping their businesses ahead of the technology curve.

The reality is that many businesses fall behind, which often results in an endless struggle with outdated technologies and systems that impact productivity, delay decision making and impede collaboration. The latter is especially risky. Because the average worker spends **80% of their time** on collaborative activities, obsolete technology that obstructs collaboration can wreak havoc on a business and become a significant obstacle to success.

According to a 2016 Harvard Business Review study, the time the average employee spends collaborating has **increased by 50%** over the last two decades. This phenomenon only heightens the importance of technologies that facilitate collaboration between team members, contractors, customers and outside vendors.

PRODUCT NAME

Time for CIOs to step in.

As the company's chief technology innovator, you can drive business transformation and leverage new technologies to boost productivity and help your employees succeed in a digital world.

Face it: yesterday's collaborative technologies — including email, unified communications and digital whiteboards — just aren't cutting it anymore. They are largely ineffective at meeting their most fundamental requirement: collaboration.

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Why outdated tech is bad for business

Today's worker requires an environment in which teamwork thrives. "More of the same" and incremental upgrades no longer work. Business leaders must focus on implementing technology that makes it easier for work groups to collaborate on projects, documents and ideas — in live meetings, in virtual conferences, as well as asynchronously, offline.

CIOs are best equipped to lead the charge for new technology investments that support seamless collaboration. It's important to recognize the fact that your workers may not be satisfied with the solutions and tools your company currently provides.

1 Digital, Disparate and Disengaged: Bridging the Gap Between In-Office and Remote Workers," Forrester Consulting commissioned study conducted on behalf of Prysm, June 2016.

According to a recent study:[1]

- IT and facilities workers "consistently underestimate the challenges and overestimate the effectiveness of technology-enabled meetings at their companies."
- Despite having access to modern tools, only about a third of employees frequently use digital whiteboards, online storage, data dashboards or enterprise social networks to collaborate.
- Only six percent of employees report that they don't encounter any challenges when conducting technology-enabled meetings.

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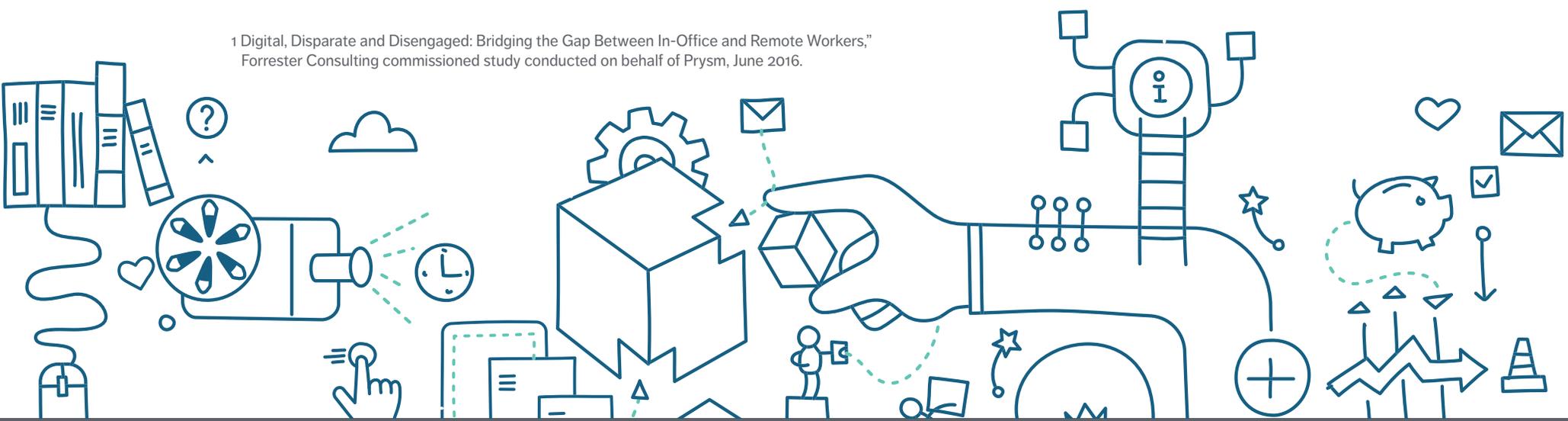
"You are cruising along, and then technology changes. You have to adapt."

–Marc Andreessen, entrepreneur

"Just 24% [of information workers] believe their office is completely up to date and equipped with the latest and greatest technology and workspaces."[2]

Without new technology investments in this area, your business could experience frustrated employees, lost innovation and stifled productivity. Now is the right time to benchmark your firm's collaboration efforts and evaluate if your in-office technologies have kept pace with the mobile revolution.
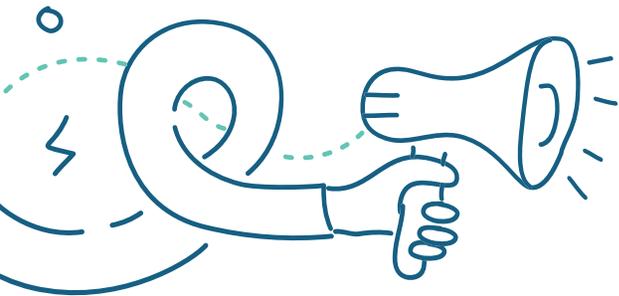
2 Digital, Disparate and Disengaged: Bridging the Gap Between In-Office and Remote Workers," Forrester Consulting commissioned study conducted on behalf of Prysm, June 2016.

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Five trends shaping collaboration in the workplace — what CIOs need to know

Modern collaboration solutions have the potential to impact broader business goals. Over three-quarters of IT and facilities respondents and over half of information workers reported the solution could help their organizations make strides in product development, grow revenue, and speed time-to-market.[3]

Let's take a closer look at the key trends shaping collaboration in the workplace and identify the capabilities CIOs should be looking for when evaluating new collaboration solutions.
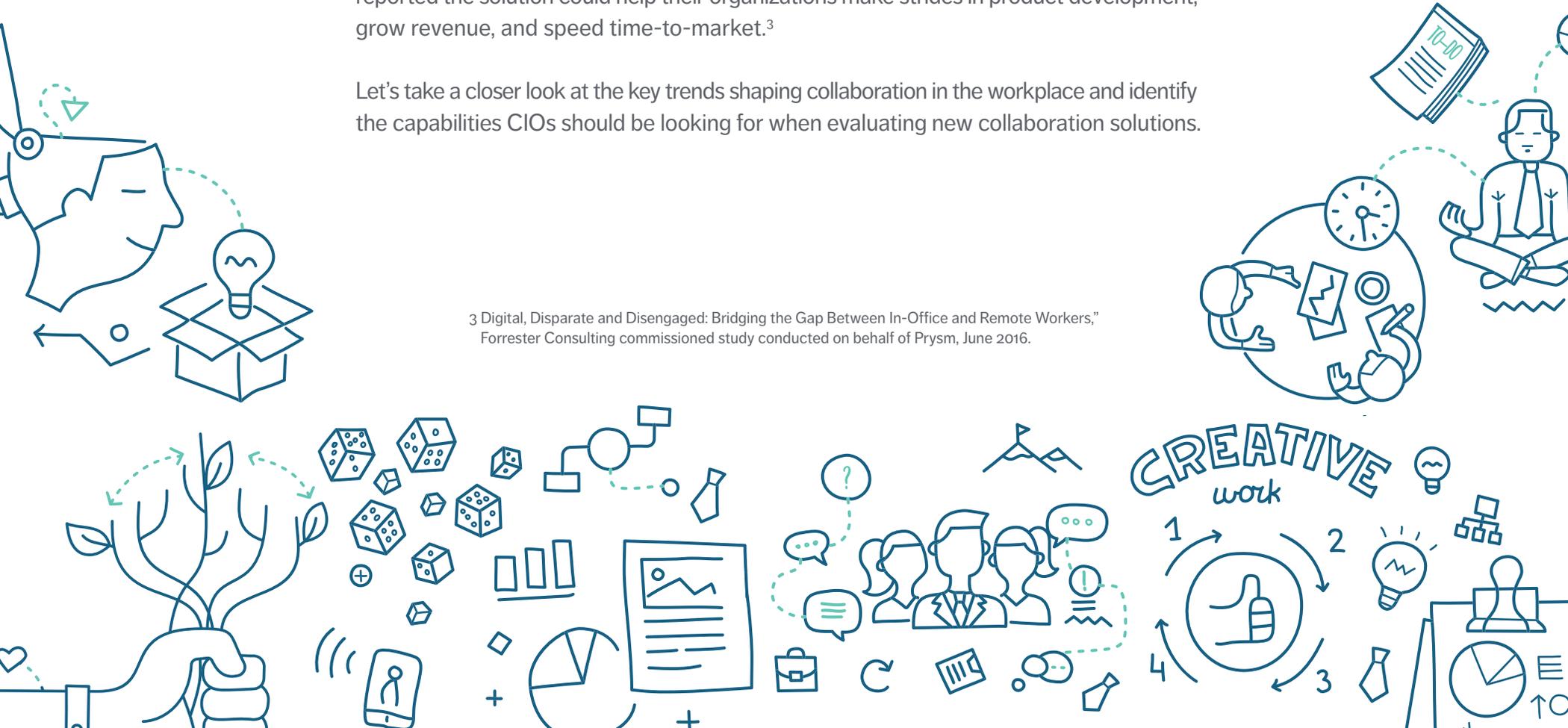
3 Digital, Disparate and Disengaged: Bridging the Gap Between In-Office and Remote Workers," Forrester Consulting commissioned study conducted on behalf of Prysm, June 2016.

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TREND #1

Unified communications — making an integrated connection

While the ability to access modern collaboration tools from anywhere is an obvious necessity, it's also critical that businesses offer the ability to connect and share with other applications, such as calendars, Voice over IP (VoIP), customer relationship management (CRM) and other software.[4] This helps simplify the exchange of data while employees are collaborating on projects.

Likewise, to be accepted by employees, collaboration solutions must satisfy today's work preferences. "Integrating collaboration technology, such as voice, video and content sharing tools, into communication systems, business applications and workflows will drive adoption."[5]

Mission impossible?

Even though many companies offer collaboration tools, employees aren't getting the most out of them.

- Only 25% of information workers believe that their company provides the tools they need to collaborate effectively.
- Fewer than half of information workers reported that the collaboration applications and services they use enable effective, real-time collaboration during meetings.

TREND #2
Mobile support for your distributed workforce

Desktops are out and mobile is in. Six out of 10 Millennials and Gen Xers are taking a mobile approach to work. And across all generations, 83% said they can be productive, regardless of time or location — if they have the right collaboration tools.[6]

How can you can increase employee satisfaction and win the war on talent by offering the progressive and innovative environments that top candidates expect?

It shouldn't matter where you are or what device you are using. "Collaboration applications and services are now offering more intuitive, hassle-free capabilities, like live chat, for direct messaging for groups and teams."[7] You can also set up virtual work environments for companywide communications or smaller work-group collaboration.

4 Mann, Rob, "5 Collaboration Trends to Expect in 2016," PC Magazine, November 2015
5 Stone, Tim, "7 Key Trends which are Shaping the Workplace of the Future," Tech Radar, January 2015
6 Digital, Disparate and Disengaged: Bridging the Gap Between In-Office and Remote Workers,"
    Forrester Consulting commissioned study conducted on behalf of Prysm, June 2016.
7 Marvin, Rob, "5 Collaboration Trends to Expect in 2016," PC Magazine, November 2015

TREND #3
New visual collaboration tools are making meetings better

Two common challenges for tech-enabled meetings are:

1. Ensuring that remote participants feel connected to the onsite team.
2. Enhancing the visual experience of virtual meetings.

The good news is that new tools are beginning to address both of these challenges. In a recent study, eight out of 10 information workers said that new solutions, such as digital workspaces, could better support collaboration, productivity, decision making and engagement.[8] These new technology offerings enable employees to collaborate online in high-performance meeting rooms or use touch-screen displays and video walls for more immersive experiences.

"Collaboration solutions are designed to build a bridge between team members — whether they're sitting in the next cubicle or across the country."
Source: Forrester Consulting

8 Digital, Disparate and Disengaged: Bridging the Gap Between In-Office and Remote Workers," Forrester Consulting commissioned study conducted on behalf of Prysm, June 2016.

TREND #4

The cloud enables true digital workspaces

"Work" is no longer just a physical office. The cloud makes it possible for employees around the globe to create, share and access information. It keeps everyone connected. The cloud is breaking down the barriers to communication, so that collaboration can happen regardless of device, location, or platform. As one article points out, "Efficient, universally accessible collaboration software and videoconferencing solutions couldn't exist without the cloud serving as their frontier."[9]

TREND #5

Big data presents new challenges

The amount of information we collect is constantly growing, heightening the need for analysis tools — particularly visual ones — to help us derive actionable insights. Tools that allow team members to visualize large datasets side by side are more necessary than ever. And these tools need to work for virtual team members, not just those who work in the office.[10]

9 Mann, Rob, "5 Collaboration Trends to Expect in 2016," PC Magazine, November 2015
10 "The Digital Workplace: Think, Share, Do," Deloitte, October 2011

Prysm Visual Workplace:
A collaboration powerhouse

As a CIO, you can pave the way for more effective collaboration by introducing new, innovative technology. Here's how Prysm Visual Workplace – the only collaboration platform that adapts to all the ways employees want to work—leverages today's technology trends to facilitate collaboration:

1. **A unified interface for content and applications.** Prysm integrates Box, Microsoft Office 365 apps, Skype for business and OneDrive, among others, for a seamless experience. It is also compatible with most leading VTC technologies. A collaboration solution should bring together your standard business tools, not force you to work outside of them.

2. **Support for distributed teams and mobile devices.** Today's workforce is always on the move, so your collaboration platform needs to support mobility. Prysm lets you lead meetings, participate in meetings and interact with content from any device. Built upon the Microsoft Azure platform, it's always available and always secure.

3. **A visual solution.** Prysm lets you integrate all kinds of rich content, creating a more engaging experience for both in-office and remote participants.

4. **Cloud-enabled for accessibility and persistence.** Prysm's cloud-based workspaces are a convenient repository where meeting and project participants can upload, review and annotate files and documents. What's more, both the context and the content are preserved for easy reference going forward.

5. **The perfect platform for Big Data.** Prysm's large, touch-enabled displays allow you to visualize and compare large datasets for more effective analysis. It also allows remote participants to see the "big picture," even on smaller screens.

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**Discover how Prysm Visual Workplace
can solve your collaboration challenges.**

Visit prysm.com/teamwork-transformed
to see an online demo or contact us for more information.

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