



# Meaningful Collaboration Drives **Meaningful Results**

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# Collaboration Is Redesigning How Work Is Done

**Collaboration consists of the interpersonal actions that creates value from the shared activities around a specific mission or goal.**

**Meaningful collaboration** is the action of people working together to create greater value than an individual can accomplish alone. This requires the right technology, training, and cultural support to see digitally enhanced results.

**Connected employees, partners, and customers** are doing more than streamlining workflow: They are redesigning how work is done. Fifty percent of team collaborative application users rank team **productivity increases** as the **Number 1 benefit** of collaboration. Time savings and personal productivity are second and third.

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Source: IDC 2019 Collaboration Study: The Collaborative Workforce.

# The Collaboration Imperative Is a Fundamental Change in How We Work 'We > Me'

Silos are being crossed, making global talent scale, improving use of people's time, and interacting with conversations, content, and data in new ways that drive new efficiencies.

The results are often staggering, with **fewer meetings**, **fewer emails**, **greater employee engagement**, and **faster execution**, while seamlessly creating new best practices.

**15.01 hrs** saved per week  
Mean time savings attributable to collaboration

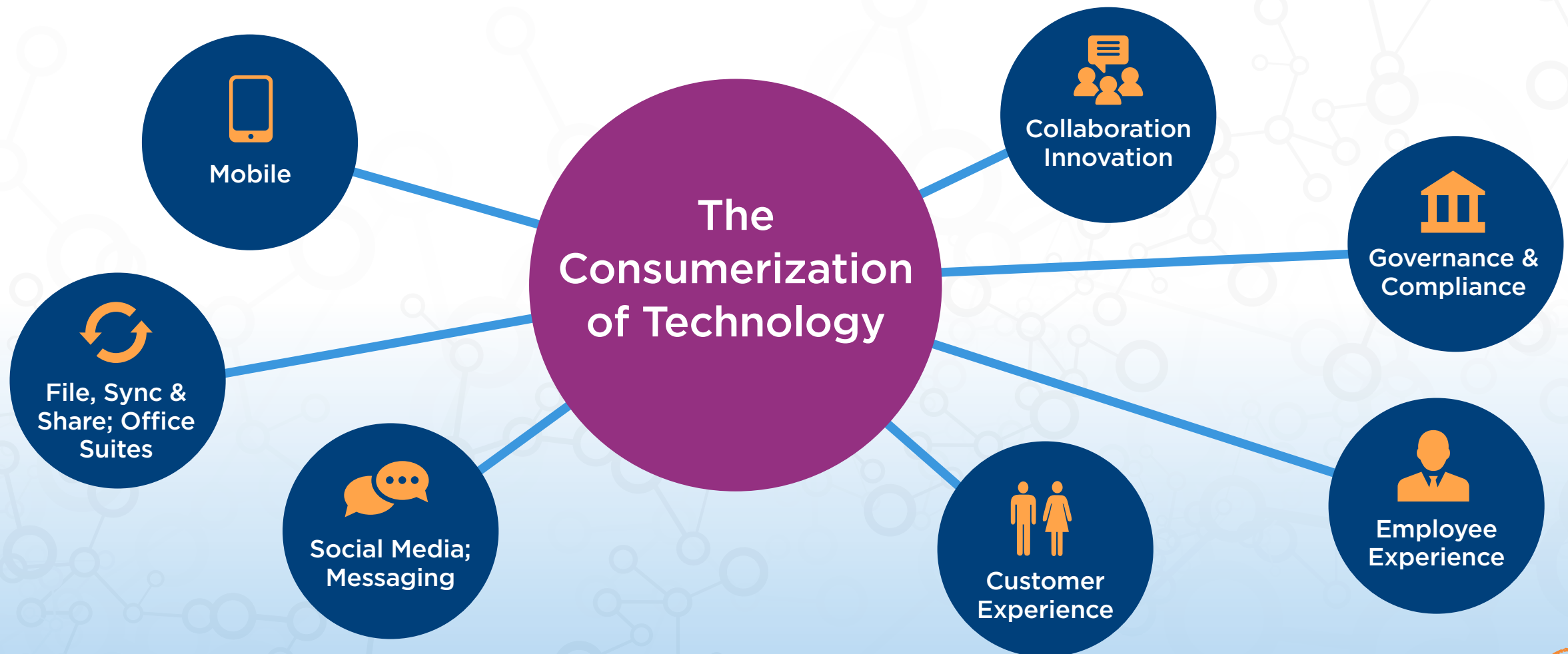


# Consumerized Technology Has Already Changed the Game

## Tech Is Consumerized. Your Customer and Employee Are Digital.

The average smart phone user is now savvy. People: > **Buy online** > **Search online** > **Download apps if they need something done**

They are digitally augmented. Your customers and employees are digital and have digital expectations of a complete, rich experience, even if you're not fully ready for digital expectations. The increase in working from home is accelerating this expectation.





## Conversational Convergence Is a Result of Consumerized Technology

The over 300-million smart phones in the U.S. are creating an expectation of real-time solutions across an array of conversation channels, which are converging. Conversations always drove commerce. They adapted to online and reformed – and now are global in scope. Integrations increase access to more vital data and removes barriers to doing work.



# Collaboration Is the Foundation of Digital Experiences

## Employees and Customers Expect a Great Digital Experience



Why can they video conference and collaborate more easily at home than at work? Their expectation is a digital-first customer experience. Both employees and customers share the expectation of a digital-first experience.

## Most Businesses' DX Journey Is at a Standstill



Their digital transformation journey is frozen, waiting to decide on the next project. Fifty-nine percent (**59%**) of businesses are “stalled” in the digital transformation journey.

## Meaningful Collaboration Is our Human Default – and Digital Collaboration Creates Super-Powers



People have collaborated for eons. Digital collaboration allows them to collaborate across distances, identify the best subject matter experts, help grow new SMEs, and deliver better-quality results faster. **Meaningful collaboration provides the right technologies and embraces a culture of collaboration to create super-powers.**

# The Battle for the Workspace Has Begun

**The Digital Workspace Battles:** Microsoft, Cisco, Slack, and other companies are looking to provide your digital workspace. The Team Collaborative Applications Market, according to IDC, will grow at over 20% CAGR over the next five years.

Collaboration is becoming the key to the digital workplace, not just the technology, but the way of working that leverages digital conversations, meetings, and integrated assets across platforms. AI and ML will increase the value of every conversation, document, and meeting, and in new and effective ways. **Collaboration is the future necessity that's available now.**



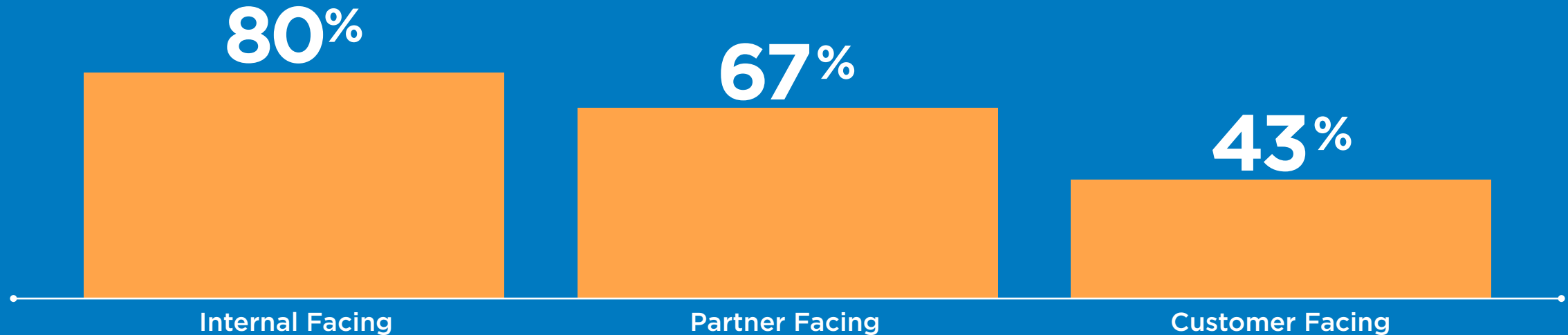
The Team Collaborative Applications Market, according to IDC, will grow at over **20%** CAGR over the next five years.



# Collaboration Is Moving External

Businesses that use team collaborative applications often use them across employees, partners, and customers. This creates engagement, real-time communications, loyalty, and a better experience for each audience. Each feel as if they have more direct influence on the corporate process – and they do.

Q. Which of the following best describes your collaboration groups?



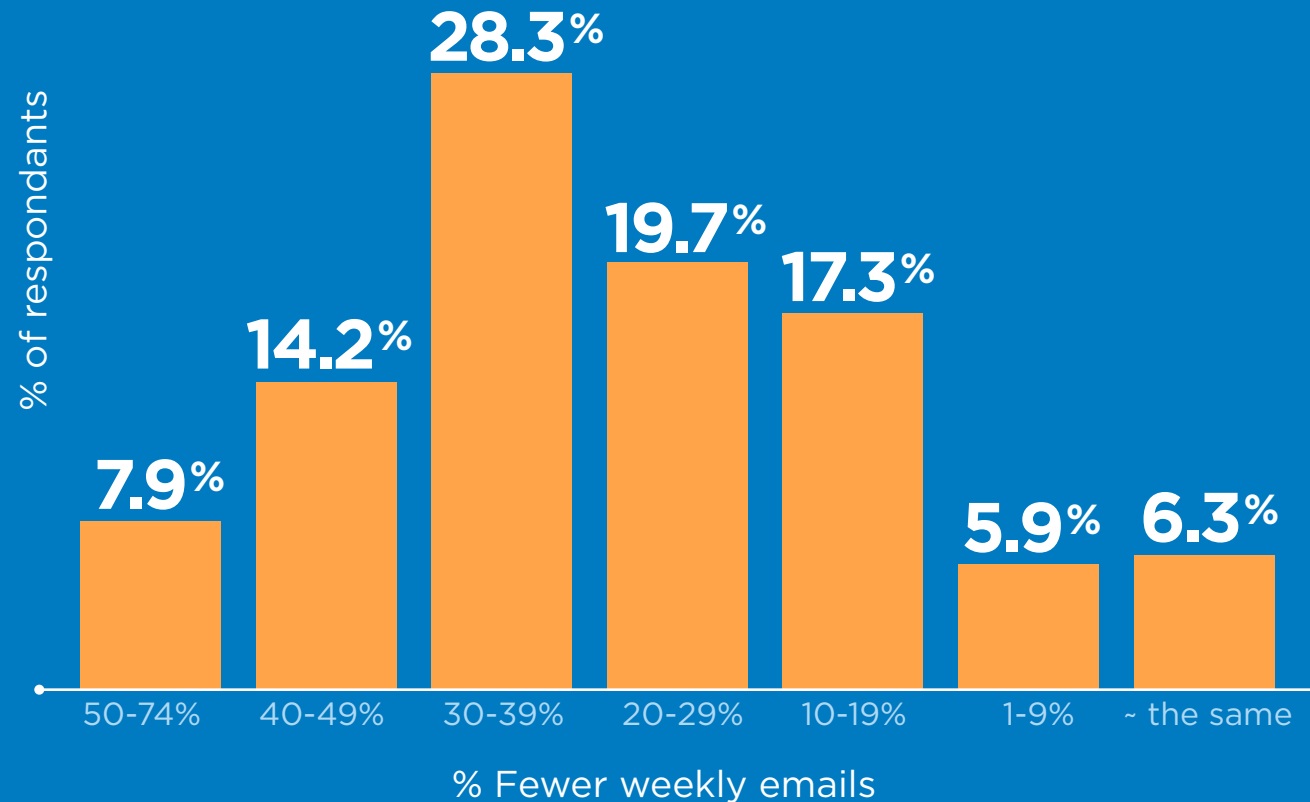
Source: IDC 2019 Collaboration Study: The Collaborative Workforce, N-254. Note: Multiple dichotomous table - total will not sum to 100%

**Internal employees are increasingly collaborating with partners and customers** – for both B2B and B2C companies and across vertical markets. This is also true for regulated companies who are enabled by new compliance certifications. Eighty percent of companies collaborate internally, 67% collaborate with partners, and 43% collaborate directly with customers.

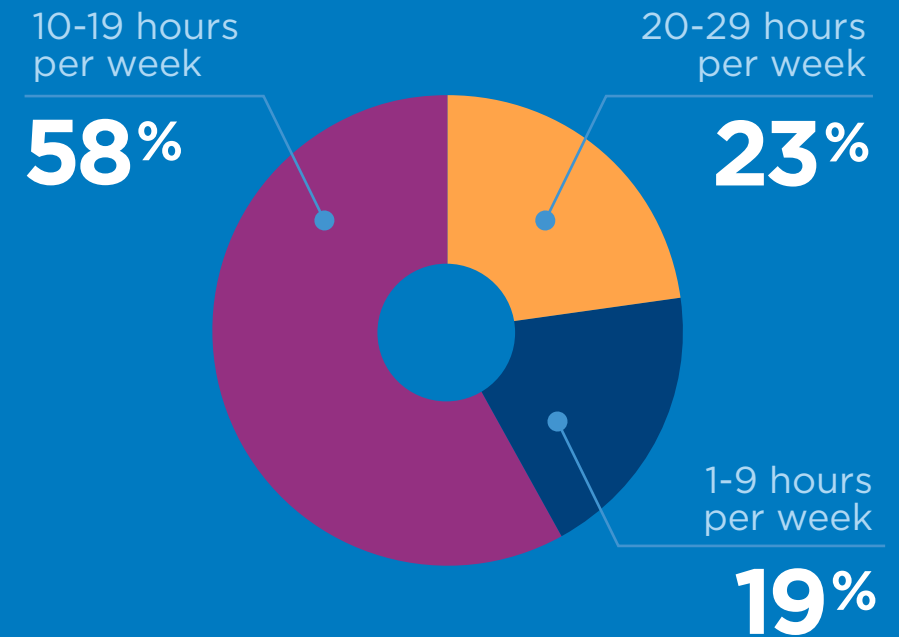
# Does Meaningful Collaboration Make (Dollars and) Sense?

Companies using collaboration applications save a mean **15.01 hours per week**. Users report receiving **30.7% fewer emails** due to collaboration applications. Eighty-seven percent (**87%**) of users say their collaboration platforms make documents easier to find.

% Fewer emails due to collaboration



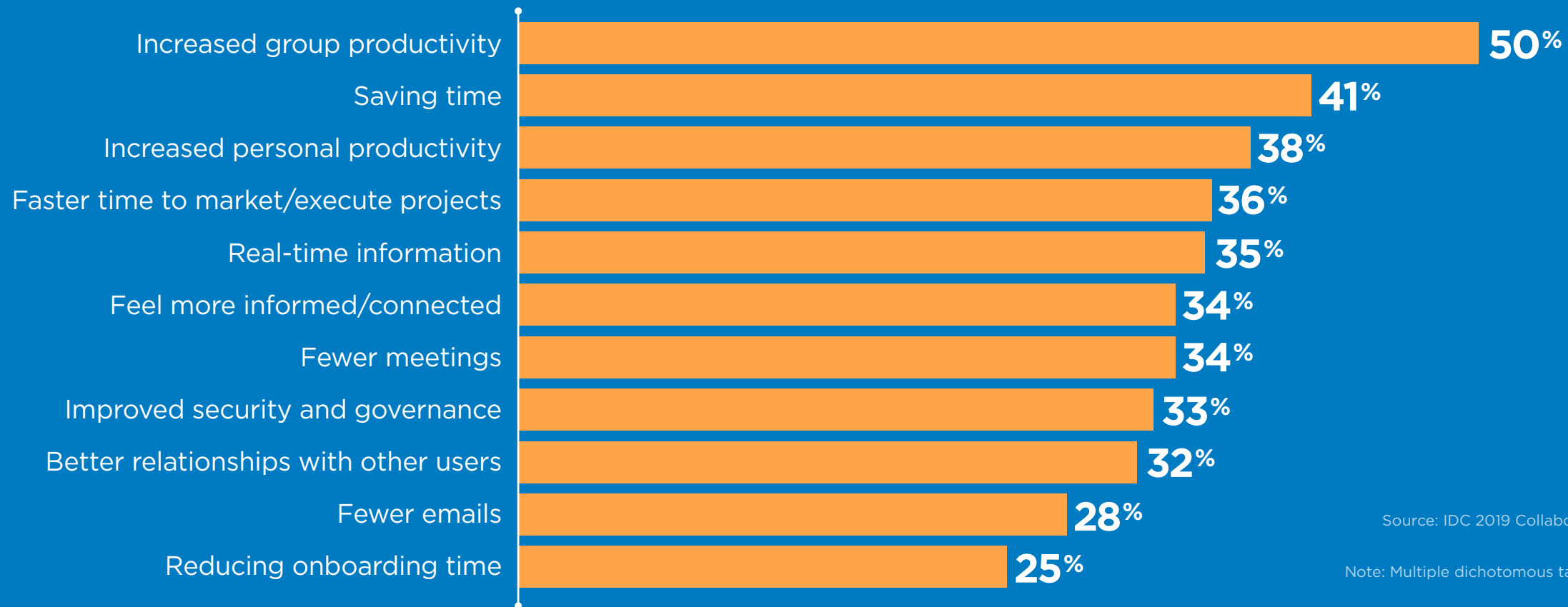
Weekly hours saved due to collaboration



# Why Collaboration Is Essential, and Meaningful Collaboration Is Profitable

Centralizing content, context, comments, chat, calls, and data sources creates seamless access to knowledge – that can be reused. The top benefits of collaboration hold true regardless of which organization leads collaboration. Gains come from centralized, findable assets, and new communication patterns that keep context with project assets (meeting transcriptions, docs, chat, etc.).

## Q. What are the top 5 benefits in using a Team Collaboration Application



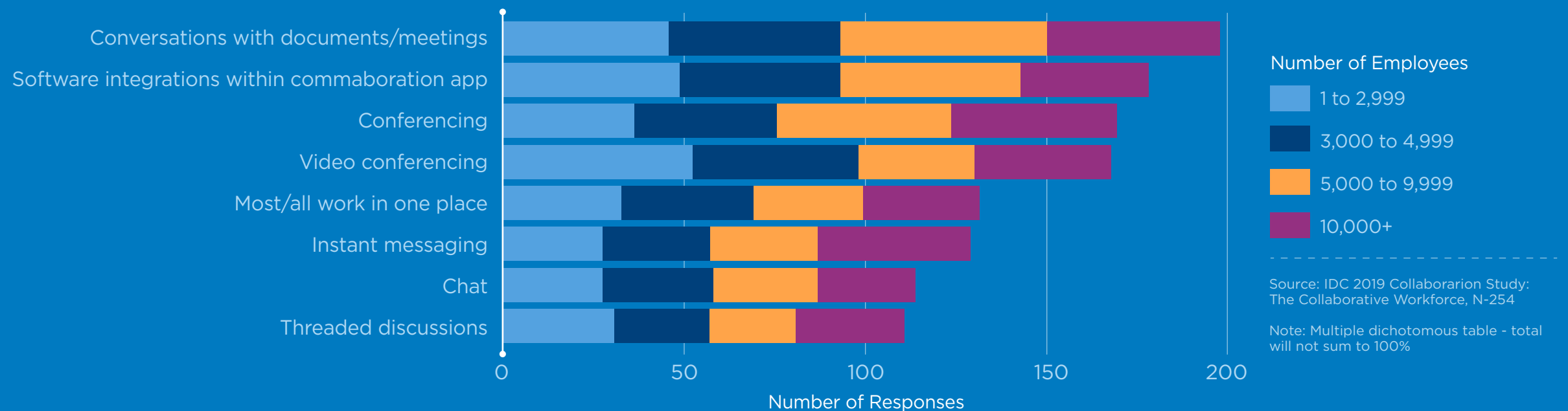
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Note: Multiple dichotomous table - total will not sum to 100%

# When Doing More with Less, Collaboration Helps

Feeling the pinch to produce more with less, organizations have turned to collaborative applications to streamline workflow and engage employees, partners, and, increasingly, customers. They are discovering new paths to productivity, better digital user experience, and loyalty — in short, companies are developing a new way to work together and across their workforce and the sales continuum.

## Q. Which features save you the most time? - by enterprise size



**Time savings is being driven by video conferencing, integrated software, and centralized work and communications.** Keeping assets, context, and conversations together prevents having to look for conversations in email and other sources.

# A Culture of Collaboration Empowers

Adopting a series of cultural accelerators, paired with executive and manager modelling, drives significantly increased ROI, return on time, improved employee experience, and connectedness.





# Drivers and Inhibitors of Collaboration Adoption

## Drivers

**Create greater engagement and loyalty** with employees, partners, and customers.

**Advance your digital transformation** by leveraging digital-ready employees.

**Recognize significant savings in time** to market/completion by leveraging collaborative cultures.

**Work-from-home workers** accelerate the expectations of easy, robust communications and collaboration.

## Inhibitors

**Picking the right collaboration technologies** to integrate with your current IT stack.

**Creating a culture** of collaboration accelerates adoption and organizational benefits.

**The temptation to wait** for the “next generation” of solutions can result in higher attrition and lower employee customer and employee experience: Their expectations for a good digital experience are already high.

**Executives and managers need to model collaborative behaviour** and fight the temptation to use email instead of the system of record.

# IDC's Take: Rediscover and Scale Collaboration for the Future

## 1

### **People have always been collaborative**

- Digital devices have made us collaborative again, and with higher expectations.
- People want the same depth and ease-of-use technology at work that they have at home.

## 2

### **Meaningful collaboration benefits are clear**

- Whether collaboration is at the line of business, a business unit, or the enterprise, the benefits of working together are growing.
- Increased application integration to collaboration makes work easier and faster.
- It's time to rewrite the digital rules for your business and industry by leveraging the abilities of all your employees, partners, and customers.

### **Collaboration applications scale for the future**

Most collaborative applications support a changing, custom IT stack to grow with your evolving business requirements.

Message from the sponsor



## When Remote Work is Much More Than a Perk

**Are you ready to maintain business-as-usual when external circumstances are anything but? Advance your strategy for End-User-Productivity. Get it Right from the Start.**

Enabling end-user productivity means aligning technology with the way people work and interact.

### Three key considerations for integrating collaboration tools into your strategy:

#### **1 Ensuring Collaboration**

By delivering an easy to use and complete collaboration experience.

#### **2 Enabling Mobility**

Providing remote access by equipping users with the tools to work when, where and how they prefer.

#### **3 Securing your Network**

Set direction based on business demands and mitigate the exposure to risk while ensuring network performance.

**Let's make sure you are ready for any situation.**

**Learn more about Softchoice**