



KNOCKING DOWN BARRIERS

PEOPLE-CENTRIC TECHNOLOGY AND THE NEW COLLABORATION™

OneScreen™

All of your collaboration tools are right here.

INTRODUCTION

The days of struggling with needlessly complex collaboration tech are behind us.

A new era has dawned with the arrival of intuitive, simple, collaboration systems that bring people together for greater productivity.

Effective collaboration is essential for any kind of work. Ironically, the more pieces of technology that came along to simplify work, the more complex it became.

With all that people have been able to achieve through technology, why can't we do something about this?

The truth is, we can. This eBook offers insights into how a new set of collaboration tools are fundamentally shifting the focus from technology-centric to people-centric. As a result, a sea change is underway in how teams work together seamlessly across great distances. The effects on business productivity have already been extensive and significant.

IF YOU'RE A BUYER, USER OR PURCHASE INFLUENCER FOR COMMUNICATION AND COLLABORATION TECHNOLOGY, YOU'LL WANT TO READ ON.

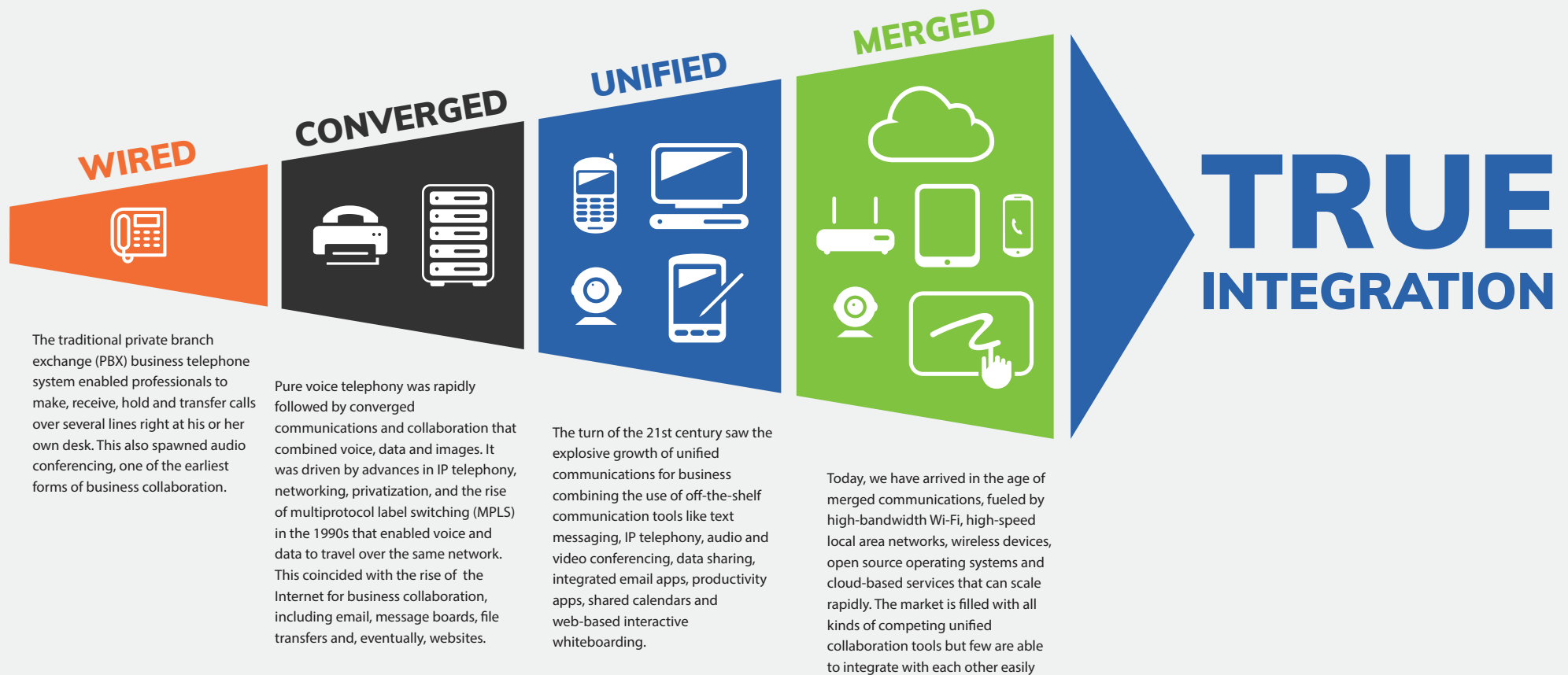
01

EVOLUTION OF BUSINESS COLLABORATION TECHNOLOGY

**WHY THINGS ARE
THE WAY THEY ARE**

Tracing the evolution of any technology can be a daunting task and that's especially true of communications and information technology, which is also known as Unified Communications and Collaboration (UCC).


UCC is a multivariate discipline that evolved along parallel tracks at the same time. These tracks stretch back decades and include several specialized technologies. To streamline that history, it helps to think of business collaboration in terms of three evolutionary epochs:



It's time for workers to be able to **focus on the task,** not the tools.

Many of the challenges that businesses face today originate with technology manufacturers themselves. Manufacturers tend to operate in engineering-driven vacuums, continuing to focus solely on the specifications of their technology. They create singular, vertical solutions requiring proprietary hardware and software while ignoring how workers actually want to work and collaborate. Productivity gets lost in all the complexity.

Once again, as in the earlier UCC epochs, the stage is set for a revolution. New technology and tools are available and within reach for innovative forms of collaboration that delivers maximum productivity. At the intersection of technological capacity and user expectations, organizations are straining to break the constraints of technology-focused solutions to find simplified ways to collaborate. Merged technologies are not enough. The next level needs to be efficiently and seamlessly integrated for effortless, intuitive use that enables the sum to be much greater than the various parts.

A grayscale photograph of two men in a newsroom. The man on the left, wearing glasses and a plaid shirt, is smiling and looking at a tablet. The man on the right, wearing a light-colored sweater, is also smiling and looking towards the camera. The background is filled with newspaper clippings and headlines, creating a professional and collaborative atmosphere.

02

THE POWER OF COLLABORATION

**AMPLIFY EFFICIENCY
BY WORKING TOGETHER**

The rapid globalization of nearly every aspect of modern life is driving the need and desire for collaboration like never before. Today, businesses the world over see collaboration, supported by broadband Internet service and mobile technology, as the key to faster and more effective innovation, product development, and project management. In short, true collaboration is the key to success.

For the first time, tools are available to create the kind of comprehensive, intuitive, communication ecosystem that will enable co-workers – in-room, intra-office, and intra-enterprise – to finally work together more easily, more productively, and more often. Now, organizations can finally realize greater benefits from people working together and see the bottom-line impact that collaborative technology has promised for so long.

- Lower costs
- Greater operational efficiencies
- Greater work productivity
- Better, more informed decision-making
- Faster turn-around times
- Unbridled innovation
- Faster time-to-market
- Improved identification and access to internal and external expertise
- Stronger team bonding
- Greater customer satisfaction

COLLABORATION EFFECTIVENESS

According to a recent survey of over 600 organizations by the Aberdeen Group, enterprise-wide, strategic collaboration produces a number of beneficial results, including improved effectiveness in several of the areas mentioned above when compared to more casual, ad hoc use of collaborative tools:



FIGURE 1

Source: Aberdeen Group, October 2013

COLLABORATOR'S ADVANTAGE

The many benefits of effective collaboration were even more dramatic when benchmarked against non-collaborators:

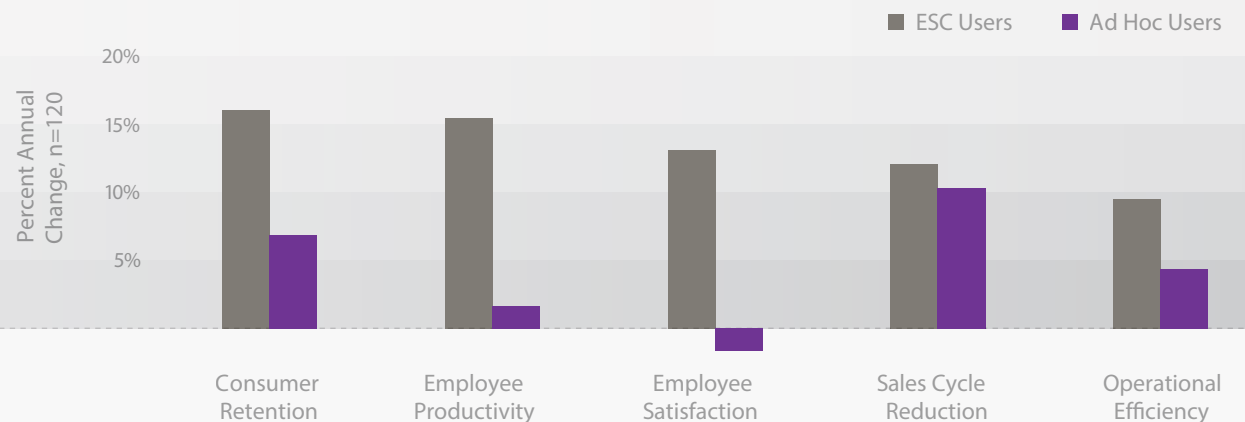


FIGURE 2

Source: Aberdeen Group, October 2013

The real question then is not whether collaboration technology is effective, it's how do we make it more people-centric?



03 THE CHALLENGE

**MAKING COLLABORATIVE
TECHNOLOGY WORK THE
WAY WE DO**

What's particularly frustrating about the state of collaborative technology is that it doesn't have to be this way.

“We have met the enemy and he is us,”

as the classic comic strip character Pogo once famously proclaimed.

In this case, “us” refers to the technology developers and manufacturers.

Collectively, the industry has been guilty of making things needlessly complicated with proprietary software, incompatible hardware, and cabling that often make integration – or even simple use – frustratingly difficult or impossible.

In fact, many manufacturers have fallen prey to the technological trap of

“Engineering for engineering’s sake” –

creating technology-centric collaborative solutions without regard for how they are actually used by real people in the real world.

Yet the benefits of collaboration and the technology that can help us collaborate are endlessly touted by manufacturers pushing their individual solutions. It's no surprise, then, that both IT professionals and average enterprise users alike are skeptical about the true effectiveness of the tools, questioning the actual return-on-investment they can provide.

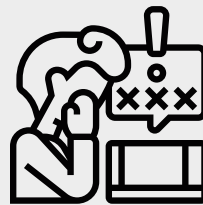
After all, if collaboration is such a big deal, **why isn't everyone doing it?**

The three main reasons are:



COST

Effective collaboration often requires face-to-face interactivity, which traditionally has meant video conferencing. Many professionals consider high-quality voice and video equipment an expensive proposition reserved for the executive suite and high level meetings. The truth is that when smaller groups come together for regular team productivity meetings, that's where organizations can reap the biggest benefits of collaboration.



USER FRUSTRATION

Many people would rather put off a meeting completely than struggle to connect across incompatible and proprietary technology. Often the problem is simply a lack of adequate training and support for users. Other times, the business installs solutions that don't have the features and tools that collaborators need most.



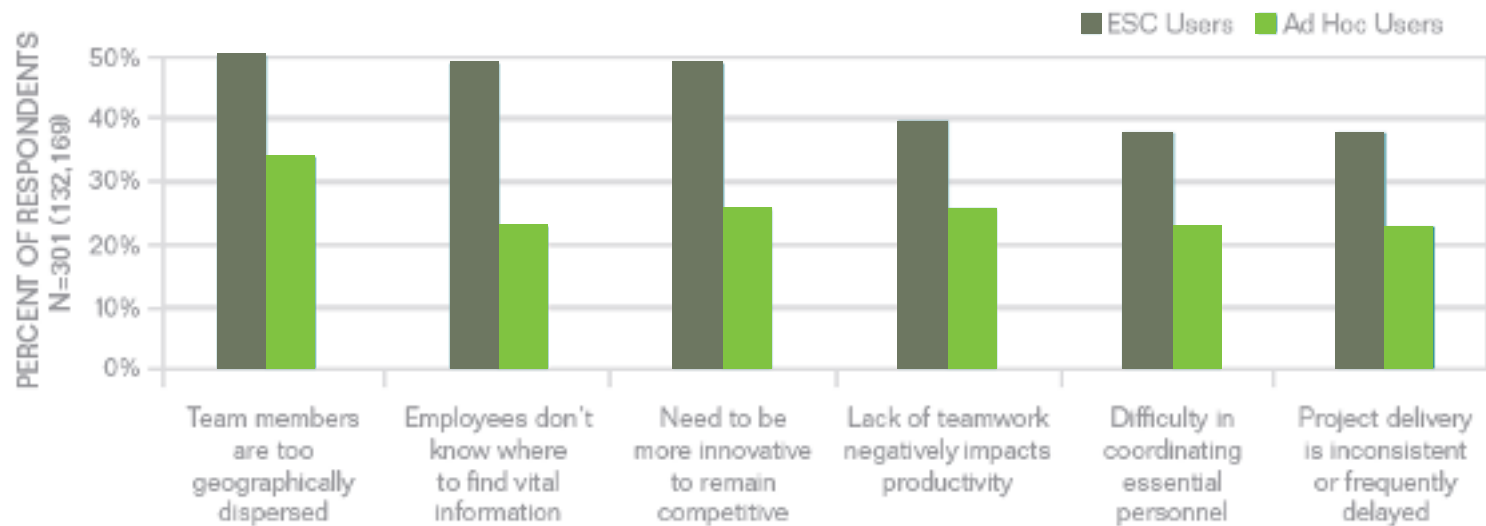
LIMITED REACH

Many organizations have provisioned collaborative technology for internal use only. This decision is often driven by cost and the difficulty of establishing reliable, high-quality connections with their external customers and partners. When internal stakeholders do reach out to their wider networks, connections are often complicated by hardware and software that just don't integrate well enough, if at all.

Once again, manufacturers aren't helping matters. Many technology providers are concerned more about market share than the sharing of ideas. With communication and collaboration systems still in the midst of an IT/AV convergence, buyers of collaborative technology continue

to be faced with a bewildering array of hardware, software, networks, cloud-based solutions, mobility choices and a seemingly endless number of options, none of which adequately address the true nature of how co-workers intuitively prefer to work.

ENTERPRISE COLLABORATION'S TOP PAIN POINTS



The truth is that some manufacturers of collaboration tech aren't helping matters, perhaps more concerned with market share than the sharing of ideas. Communication and collaboration systems are in the midst of a global IT/AV convergence, yet buyers of collaborative technology are faced with a bewildering array of hardware, software, networks, cloud-based solutions, mobility choices and endless array of options, none of which adequately address the true nature of how people prefer to work: simply and intuitively.

Business owners and technology buyers rightly suspect that there is a cure out there if they only knew where to find it.

What's lacking
is not
technology, but
**true
integration.**

6 C'S OF PEOPLE-CENTRIC COLLABORATION

1

CONFIDENCE

Personal, real-time interaction enabled by precision audio and hi-def video conferencing builds trust among team members. It encourages cooperation and creates confidence among the team members and the work they produce.

2

COMPREHENSION

Unified communications with better training and support enable more informed team members to produce richer, more effective deliverables. This, in turn, improves team comprehension and results in a better understanding of the work by external stakeholders.

3

CONVENIENCE

When you remove the technology-centric stumbling blocks of siloed processes, incompatible software/hardware, and feature-driven solutions, it becomes much easier and convenient for people to work together. Collaborative teams stop working around the problems of their communication and collaboration technology and begin working better because of it.

4

CONSISTENCY

People-centric collaborative solutions enable workers to work the way they want to work. Greater consistency and reliability serve to minimize confusion while reducing mistakes, waste, and delays.

5

CHOICE

People-centric collaboration tech gives team members the ability to work wherever and however they work best, using the communication tools and processes they prefer to maximize creativity and production.

6

COMMUNICATION

People-centric collaboration makes the most of all the communications tools people use most often – email, chat, text, social platforms – to create a simple, intuitive infrastructure for dialog.



04

THE NEW COLLABORATION™

**WORKING TOGETHER
MADE EASY**

So what does a truly integrated, intuitive, people-centric (not technology-centric) collaborative ecosystem look like?

Over the past few decades the UCC world has evolved from separate, isolated tools that enabled limited collaboration to individual solutions sharing common networks to a new, platform-agnostic, intuitive, comprehensive approach to collaboration. Unified Communication and Collaboration is now poised to begin a new epoch of fully-integrated, mutually-supportive, truly-interactive collaborative solutions – something we’re calling the New Collaboration™.

The most salient feature of this remarkable new era is the significant shift away from a techno-centric UCC model to a people-and-performance-centered one. Paradoxically, what makes it so powerful is what it doesn’t have: an intrusive technology presence.

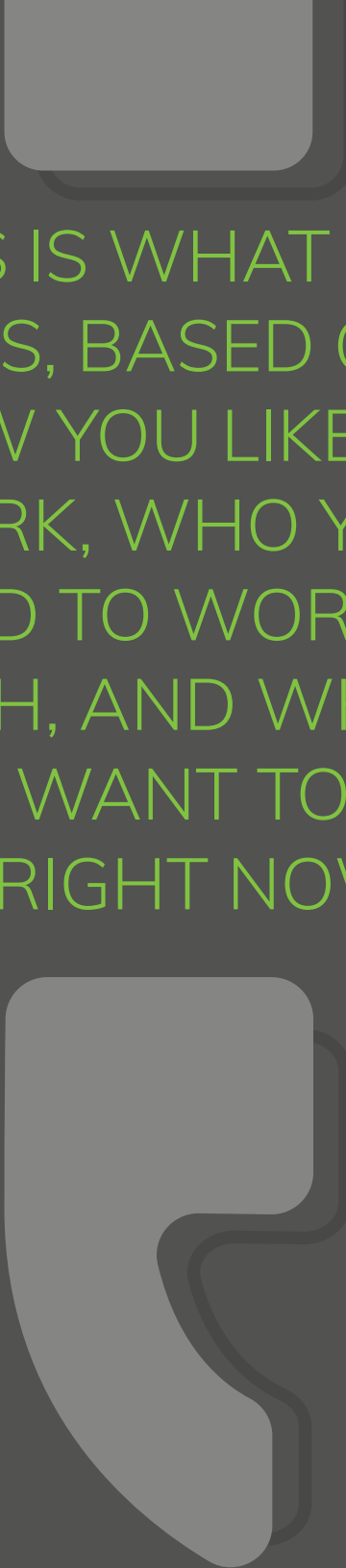
Instead, the hallmark of the New Collaboration™ is just how little technology seems to matter. This new collaborative ecosystem revolves around what it does, not how it does it. In fact, the better it enables and encourages collaboration, the less workers are even aware of it.

There are several driving forces behind this new concept in working together, including the widespread acceptance and use of social media and presence technology which has helped remove the barriers of time, distance, and availability for teamwork. Organizations, freed from technological constraints, are now able to freely harness the collective intelligence of their distributed workforces and create stronger, more comfortable relationships between remote team members, partners, and customers.

The result is a new definition of what it means to collaborate. Gone is the old emphasis on technological solutions – “this is what it is and how it works” – replaced by a new and more productive paradigm: “this is what it does, based on how you like to work, who you need to work with, and what you want to work on, right now.”

One of the most valuable aspects of the New Collaboration™ is something fundamentally old: the human bond. The lynchpin of truly effective collaboration is one of the oldest of human traits – trust. People instinctively will not share knowledge fully with others without some form of bonding and a certain level of trust. Building interpersonal trust requires communication and the most effective way to communicate is conversationally, face-to-face.

The New Collaboration™, with its seamless integration of a variety of hi-definition audio and video conferencing and digital collaboration tools, enables the richest interpersonal interaction possible using network connectivity.



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New Collaboration™ even looks different; for starters, not a whole lot of devices, cabling, and complicated software. Instead, it's a single, multi-touch, richly-interactive, high-definition screen enabling users to access tools, information, and each other with a simple touch or swipe of the screen.

A separate category of communication and collaboration product is introduced: hubware. Instead of juggling separate devices, users can focus on one screen that enables team members to easily work with a wide range of applications, content, and formats with zero concern for compatibility or connectivity. No longer struggling with technology,

they're finally working faster, easier, and better because of it.

What makes the New Collaboration™ even more exciting is that it shatters the old paradigm of technology trickle-down – expensive first generation solutions that only large enterprises with deep pockets could afford. The new hubware scenario outlined here utilizes existing devices and platforms, re-imagined and integrated in new ways to vastly improve their efficiency and effectiveness without the high cost of initial development. The New Collaboration™ and the technology that enables it is well within reach of even the smallest organizations and enterprises.



05 THE FUTURE OF COLLABORATION

PEOPLE AND PERFORMANCE CENTRIC SOLUTIONS

As more collaborative technology manufacturers get onboard with the New Collaboration™ model of people-and-performance-centric instead of techno-centric solutions, collaborative teams will become increasingly innovative, productive, and efficient. The expanding adoption of enterprise-wide social media methodologies will foster simpler, faster, and more streamlined communications.

Social networking services and internal messaging services have already begun to replace email as the primary vehicle for interpersonal communications within organizations. This kind of on-demand availability and common user interface and experience (UI/ UX) will only fuel the demand for simpler, more intuitive, and more flexible UCC that not only enables, but encourages ad hoc, on-the-fly collaboration that can jumpstart innovation and increase productivity across the room, the enterprise, and the world.



On the other hand, companies and organizations that continue to be hobbled by legacy UCC systems with their inefficient and inflexible patchwork of devices, software, and cabling will find themselves growing steadily less competitive and relevant as they struggle to communicate and collaborate internally and externally.

The New Collaboration™ will, in large part, help enterprises of all sizes future-proof their collaborative capabilities to stay ahead of the curve by providing an open-source, highly flexible and scalable solution that supports the addition of new UCC services and technologies with minimal effort and expense.

What's truly exciting is that this unparalleled and unbridled level of collaboration is not some idle conjecture destined for the distant future.

**The New Collaboration™ is here. Now.
The New Collaboration™ is a new way of
thinking and working together to move
business – your business – forward today.
Are you ready to embrace it?**

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OneScreen™

All of your collaboration tools are right here.

When collaboration technologies work together, organizations can finally realize the benefits of people working together.

OneScreen collaboration solutions build on the basic need people have to flow from tool to tool while accessing a variety of content, data, and colleagues that they need to stay productive.

Headquartered in San Diego,
OneScreen operates offices in Mexico, Columbia, Pakistan, India and the UAE.

Their business network touches every continent, serving sectors from education to healthcare and beyond.
Learn more about the future of collaboration at www.OneScreenSolutions.com