



Polycom: Top 7 Trends in Workplace Collaboration

Predicting the future is never easy, but one thing you can be sure of with technology trends is that they will change. Today's perfect storm of technology drivers, corporate cultural shifts, and competitive forces are shaping what we call the "workplace of the future"—which will continue to rapidly evolve next year. Industries from healthcare to government, manufacturing and education will be affected; the "workplace" will be transformed.

As we embark on our 25th year, Polycom is proud to share its insights into these trends, and discuss where we see the collaborative corporate environment going in 2015 and beyond.

TREND 1: Supermobility

According to analyst firm IDC, 1.3 billion people will use mobile technology to work remotely in 2015. IDC also estimates that smartphones and tablets will generate 40% of all IT growth next year. In fact, global futurist Jack Uldrich predicts smartphones will grow at a ratio of 6:1 to PCs. In other words, the workplace of the future hardly even requires a computer in the traditional sense. Among today's enterprises, 87% have a formal mobility strategy at the enterprise or unit level with 7 in 10 struggling to keep pace with the growth in new mobile devices and systems.

As remote work becomes the standard, mobile devices are quickly becoming full-featured mini-computers. Whether working within BYOD (Bring Your Own Device) policies or using corporate-issued devices, these smartphones and tablets must be equipped with the tools and technology required to increase productivity on the go. Gartner projects that "smart-phones and wearable devices are part of a broader computing offering to include connected screens in the workplace and in public spaces. User experience design will be of critical importance". Supermobility, complete with voice, video and content sharing anywhere, anyhow and with anyone, will quickly become the norm.

Sources:

Nathan Eddy, *Eweek*, "Mobile Worker Population to Reach 1.3 Billion by 2015: IDC"

Jack Uldrich, "Revolutionizing the Future Workplace", 2014

Oracle Webcast "Oracle Mobile Update: Rethink Mobile, Beyond Mobile First"

TREND 2: Rapid Globalization

More than ever, companies today are doing business across time zones, borders and cultures. According to Forrester research "eCommerce revenues continue to climb around the globe: the US, Western Europe, and China alone will generate over \$800 billion in online sales this year." Due in part to businesses that combine via mergers and acquisitions, and also simply because partners, vendors and customers are themselves becoming more global, there is hardly such thing as a truly "local" business anymore.

This globalization relies heavily on effective collaboration tools that can defy distance and connect any and every business function. From remote quality assurance visits at manufacturing plants to video consultations with international content experts, to long-distance HR interviews and performance reviews, simple collaboration tools with high definition audio, video and content sharing will make dispersed teams collaborate more effectively and feel closer than ever this year. Simply put, the world will shrink—distance will be removed from the business equation.

Source: Forrester Research "The eCommerce Globalization Playbook For 2015"

TREND 3: Cloud Collaboration

While the Cloud has been on every trend list for many years now— IDC estimates the greater cloud market will hit \$118 billion in 2015—the conversation is shifting. Much of the Cloud conversation and related solutions will center around specific business needs. There is no doubt that real-time video collaboration delivered as a Video as a Service (VaaS) will be one of them.

Scalable VaaS with connectivity from the cloud and the opportunity to connect via any device is already happening. We'll see open, standard-based solutions connect more easily with proprietary solutions. We'll also begin to see the Cloud helping companies remotely monitor how well data centers are working and teams are interacting via voice, video and content collaboration.

Source: "IDC Predicts the 3rd Platform Will Bring Innovation, Growth, and Disruption Across All Industries in 2015", December 2, 2014 Press Release

TREND 4: Intelligent Devices

With the influx of smart wearables, appliances, medical devices and more, spending on intelligent, collaboration-embedded products is up 14%, according to IDC. And all of these devices, along with computers, tablets and smartphones, will connect and communicate with each other even more in the coming years.

To further the interaction between devices and other smart consumer technology, people are looking to embed intelligence in a collaborative way—and "hashtag" to tie everything together. Advanced media management solutions can do this by capturing, managing and presenting content with intelligent speech-to-text transcription, meta data tagging, and searching options so that anyone looking to collaborate knows exactly where the relevant information lies.

Source: Frank Gens, "IDC Predictions 2015-Accelerating Innovations and Growth on the 3rd Platform", December, 2, 2014

TREND 5: Big Data and Analytics

Another item on virtually every “top trends” list for the past several years, Big Data will only continue to top the list if it is being used to uncover ways to improve collaboration and productivity. To that end, IDC estimates that rich media analytics will at least triple in 2015. Most recently data from video and images has emerged as a new resource for organizations to learn about their consumers. Large-scale video analytics platforms are being designed to bridge unstructured data to structured insights and offer business intelligence.

Today’s leading collaboration solutions deliver rich media analytics by uncovering information about meetings and participation that can be rolled up into management systems. Along with capturing, tracking and monitoring to ensure that a company’s system is working well, all of this data can also be used to benchmark against best-in-class competitors.

Source: Frank Gens, “IDC Predictions 2015-Accelerating Innovations and Growth on the 3rd Platform”, December, 2, 2014

TREND 6: Context Rich Systems

While similar to big data, this trend relates directly to embedded intelligence that combines with analytics to enable specific content finding. It’s one of the great efficiency trends that has already begun and will see growth in the coming years.

By working with metadata and intelligently tagging content, any meeting or collaborative experience can be recorded and enabled for speech-to-text translation, creating a searchable piece of content. This could then be available for anyone who may benefit from digging into specific details within a presentation or conversation instead of sifting through hours of talking.

TREND 7: Agile Programming

To truly drive collaboration and optimize performance, programming must be flexible. Software development methods must evolve with the use of self-organizing, cross-functional teams. And while the trend for the past few years has been for open standards, the tech world is starting to realize that not all open standards are created equal. The trend, which Polycom subscribes to, is what we call “Open, Standards.”

Many organizations use standards-based technologies, but often there’s a wall around these technologies that closes them off making them less than accessible for broader collaboration. With an Open, Standards commitment, developers can use an open toolkit and open API so that anyone can leverage collaboration solutions and quickly tap into and integrate with them—for example, to launch a video call or schedule a meeting directly from salesforce.com.

Polycom’s Outlook

As the leading portfolio provider of voice and video solutions, infrastructure, content sharing and surrounding services, Polycom is excited to continue to watch professionals leverage improved collaboration technology to further their work product and transform their businesses. Voice, video and content sharing are a key piece driving this momentum, and are at the core of the Polycom RealPresence solutions.

From more fluid workforces to more continuous workflows, Polycom is preparing for the future, helping the collaborative workplace of the future start today.

About Polycom

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

Polycom, Inc.
1.800.POLYCOM
www.polycom.com

Polycom Asia Pacific Pte Ltd
+65 6389 9200
www.polycom.asia

Polycom EMEA
+44 (0)1753 723282
www.polycom.co.uk

