A New Era for Mobile Productivity

# Communications needs of today’s mobile enterprise

## User Needs Business Needs

Greater accessibility to people and information

The flexibility to use any device (BYOD or company liable)

Use one device for business and personal

The ability to achieve a better work-life balance

Expand my talent pool to all geographies

Increase productivity by integrating communications with my business workflows

Lower costs, with seamless cloud-based communications and collaboration services

Improve workplace efficiency through better teamwork and collaboration

# The mobile device has become the centerpiece of many people’s lives, from Gen Z to baby boomers

#### Employees use their smartphone as their primary device

50%

20% Workforce will be Gen Z by 2020

60%

Time spent away from our desks

91%

Mobile users believe access to content is extremely important

### 48%

Millennials view video solely on their mobile devices

### 50%

Companies require employees to supply their own device for work

75%

Workforce will be millennials by 2025

### 55%

Emails opened

on mobile devices

# The disjointed mobile experience

## Personal Professional

Call my doctor, nanny, mom, accountant, etc.

Check my personal email

Online browsing and shopping

Texting with friends

Video conference call

Check business email Text colleagues

View web collaboration View content from other apps

83%

Mobile users want seamless experience across

all devices

### 67%

Workers use their personal mobile devices in workplace

### 59%

Employees use mobile devices to run line of business apps

>80%

People use text messaging for business

# Virtual teams are growing

### 82%

79%

46%

Knowledge workers believe their smartphone plays a critical role in their productivity

Knowledge workers work in dispersed teams

Global companies use virtual teams

82%

### 79%

46%

33%

33%

Global companies use virtual teams to improve productivity

# Ineffective mobility hurts business results

### 80%

Feel it’s harder to work in

distributed mobile teams

### 37%

Meetings start late due

to inefficient access for mobile teams

### 33%

Cite poor communications

as their greatest challenge

when mobile 14%

Report difficulty in accessing expertise and knowledge when mobile

# The core principles of mobile productivity

#### The key to mobile productivity is to empower employees to work the way they want, from anywhere, on any network

and any device

Multi-devices

Use the device of your choice

#### Any network

Use Wi-fi at home, cellular

on the road

Simplicity

Intuitive apps that let you work

the way you want

#### Work anywhere

Have the same functionality from

wherever you are

Multi-identity

Use your personal smartphone to

make business calls

#### Context

See everything relevant to a

contact while communicating

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