

# The Collaboration Paradox

Wouter Bakker

Line-of-Business Manager Unified Communications



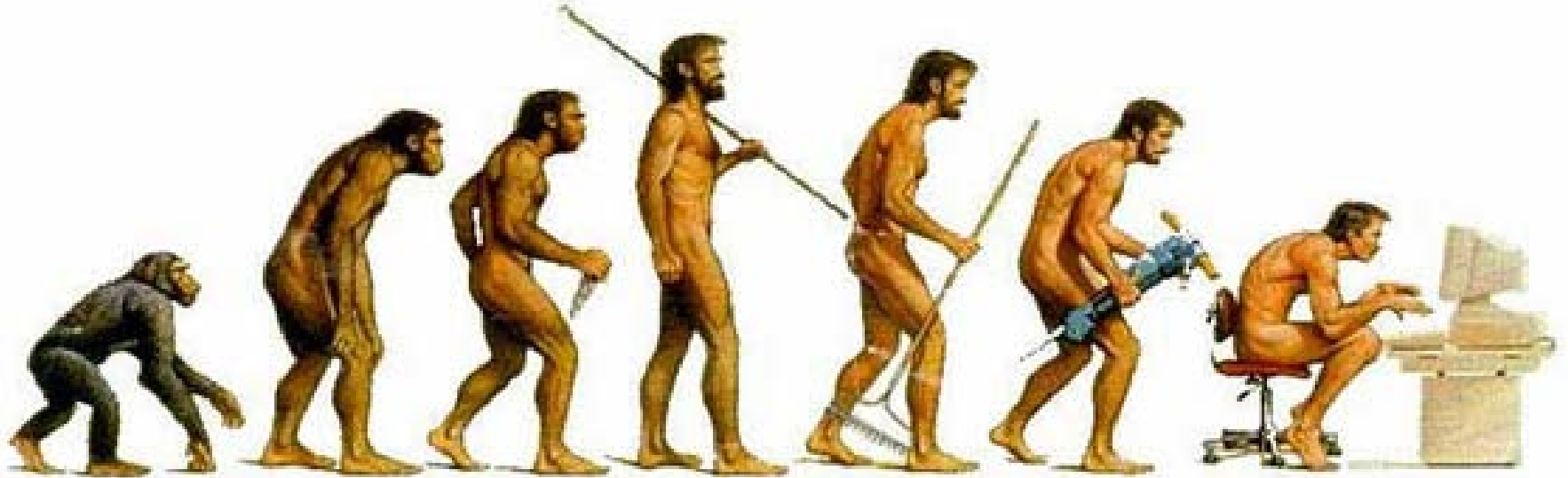
Monday, December 13, 2010

# Agenda

## Collaboration

- What?
- Why?
- How?
- Q&A

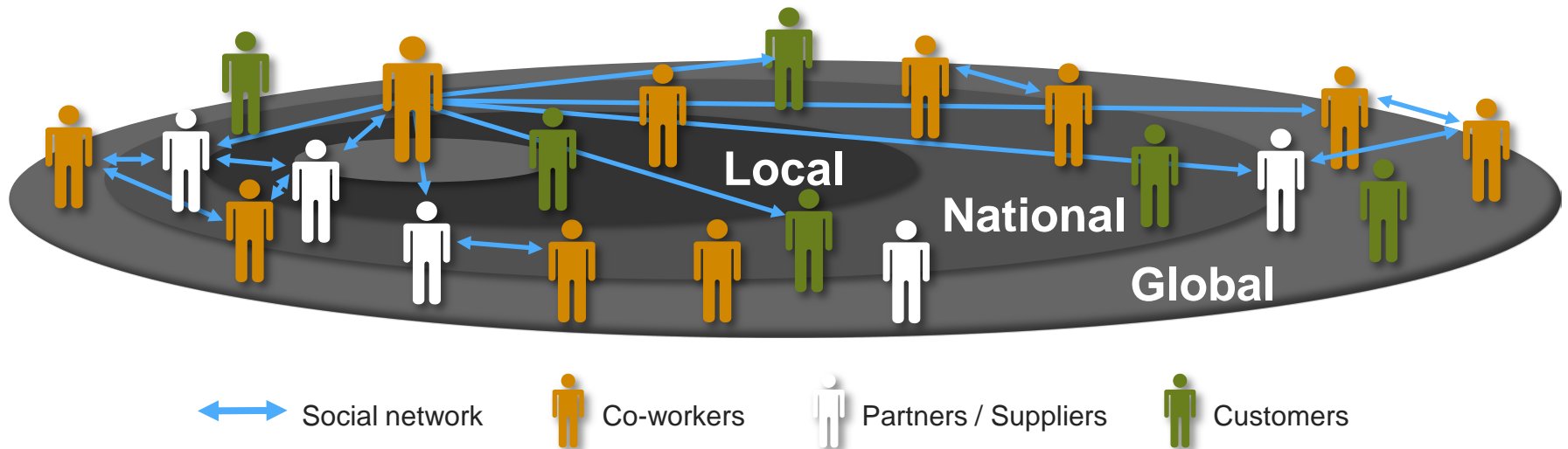
Collaboration is...



...Simple!

...but in the 21<sup>st</sup> century...

# ...The Distributed Organization



# Factors that influence how we MEET...and Collaborate

## Collaboration

How do we  
MEET?

How do we  
PLAY?

How do we  
WORK?

How do we  
SERVE?

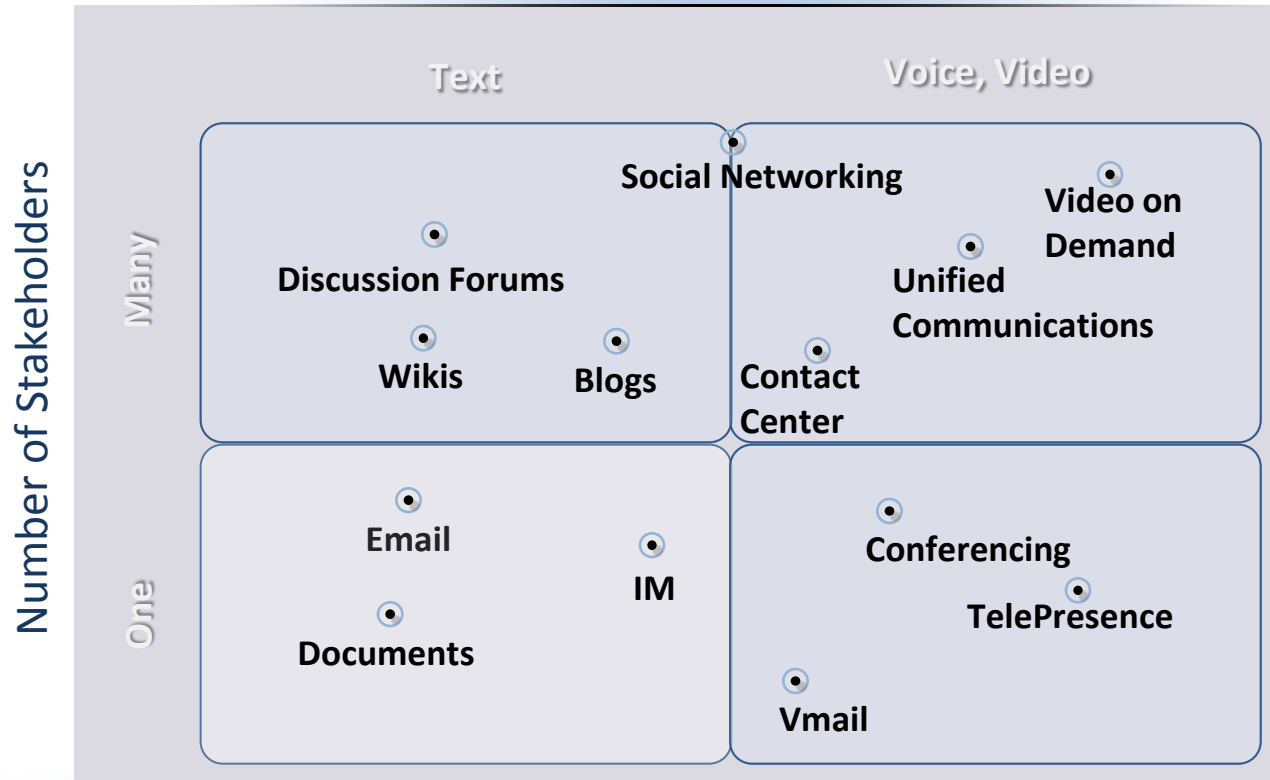
- The Law of Consumerisation
- Social Networks
- Wisdom of Crowds

- External or Internal roles
- Projects, Teams & Groups
- Cities, Countries, Continents

- Who is our client?
- Cost to serve
- Client Satisfaction

# 'Het Nieuwe Werken'

## Collaborative Tools

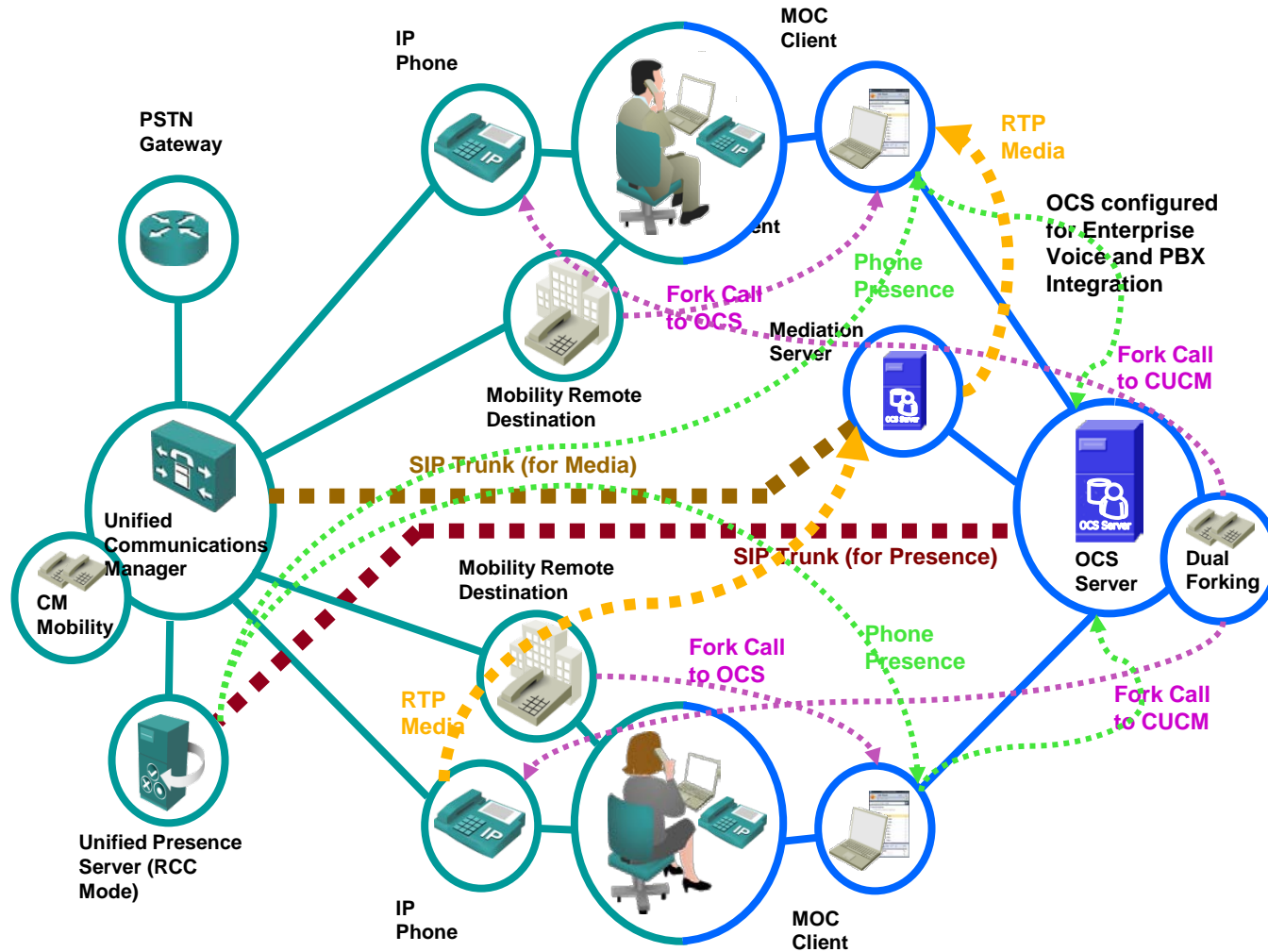


**“Raising the productivity of employees whose jobs can't be automated is the next great performance challenge—and the stakes are high.”**

McKinsey & Company, The 21st Century Organization



# ...Collaboration is Simple?



# Why Collaboration?

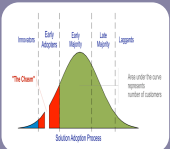
## Mega Trends



Globalization



Personalization



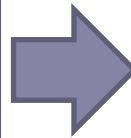
Adoption of  
Technology



Asian Competition



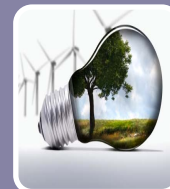
Access to Capital



## Mega Challenges



Productivity

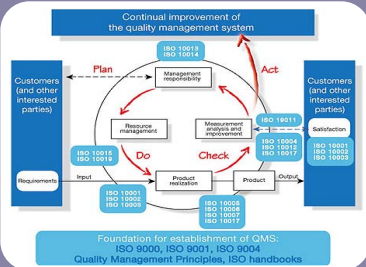


Innovation

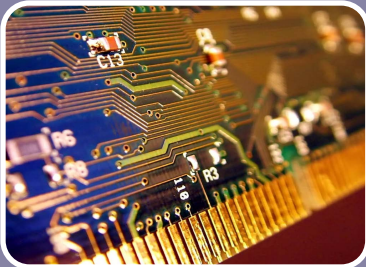
# Where to start?



# Culture

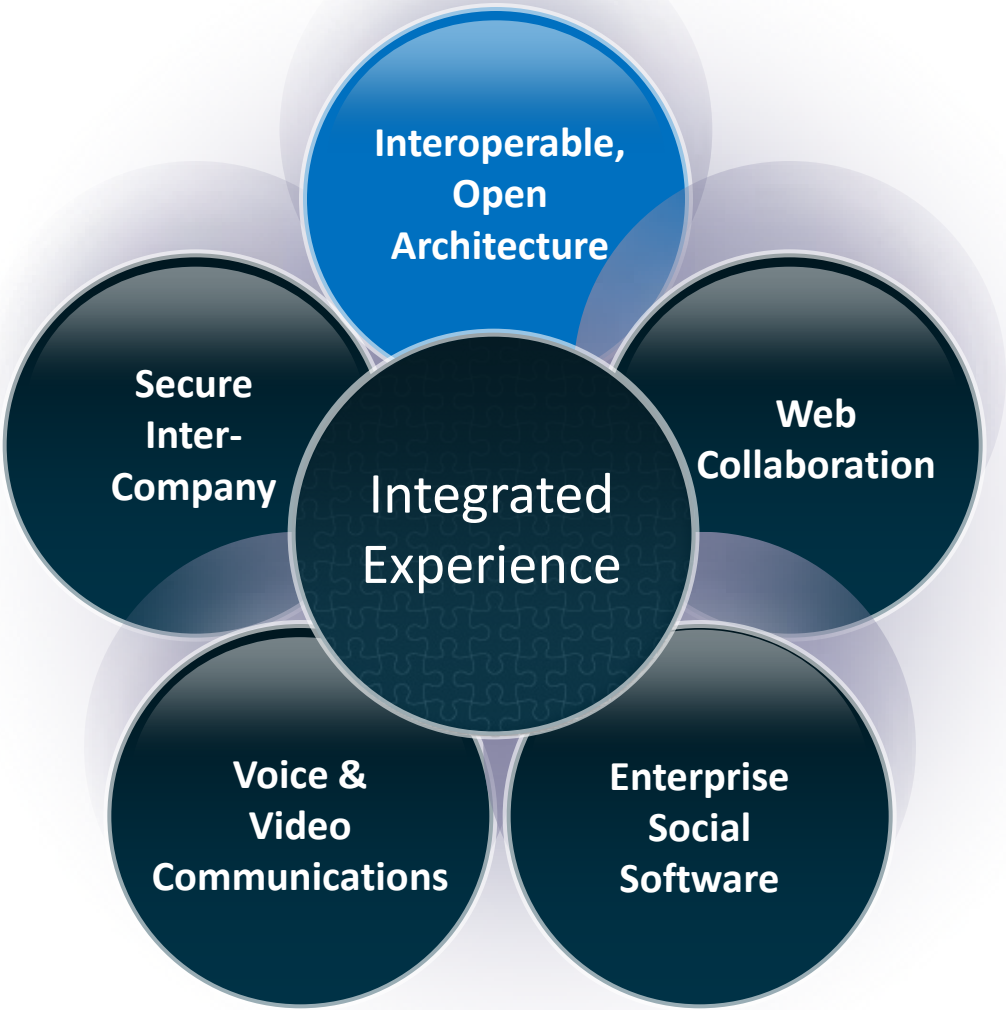


# Process



# Technology

# How? The user at the center



# Technology Integration or People Integration?

Collaborate or Die

## Collaboration is, Essentially, an Exercise in Integration

When you strip it down to its component parts, collaboration at a business level is the integration of a number of different people functioning within their disciplines in concert with others in the same or related disciplines.

While people can – and very often do – collaborate with one another voluntarily, in an organisational environment it is necessary to ensure that they are collaborating towards a common purpose or end result as defined by the organisation.

collaborating and to avoid the waste of effort and resources. Exactly the same principle applies to the technologies that enable collaboration.

### **No collaboration on collaboration**

According to Dimension Data's general manager for



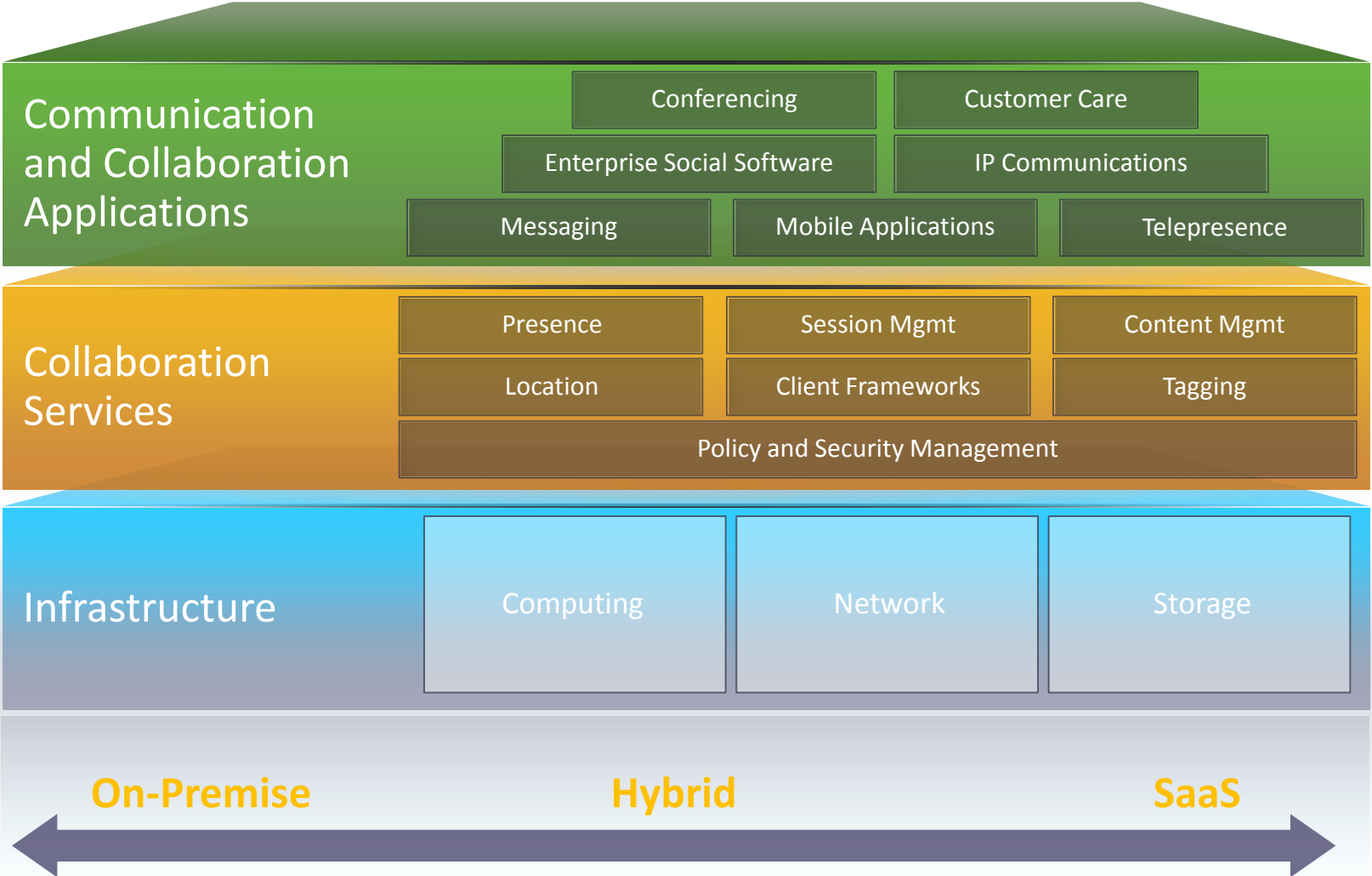
# Skills Required

## COLLABORATION DOESN'T FIT INTO TRADITIONAL IT SILOS

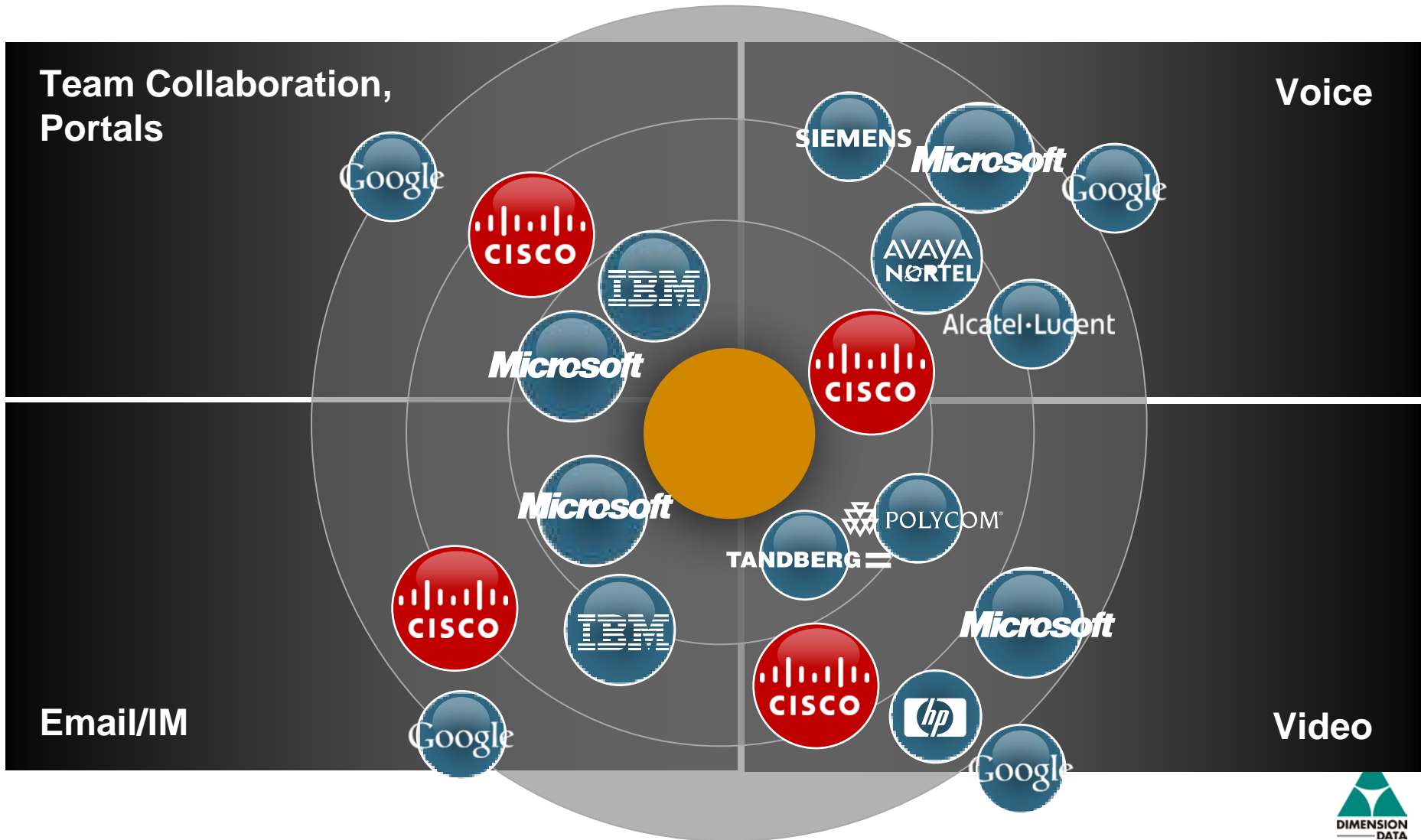
Skills and Requirements Mismatch



# Collaboration Architecture



# Which Technology?



...Something to keep in mind...

## It's Official: Apple Is Now Worth More Than Microsoft

Henry Blodget | May 26, 2010, 6:00 AM

**UPDATE 3:** Apple's market cap closed the day at \$222.12 billion. Microsoft's closed at \$219.18 billion.

**UPDATE 2:** And now it really is official... As of early afternoon, Apple's market cap is now bigger than Microsoft's (see graphic below).

**UPDATE:** As of 11:52 ET, Apple and Microsoft's market caps are within \$1 billion of each other. So by mid-afternoon, you may be able to ignore the fancy calculations below.

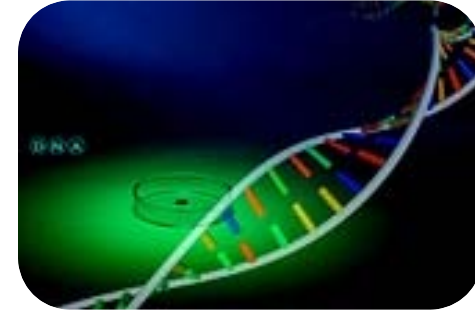
DEC. 2-3 | RESERVE YOUR SPOT  
**IGNITION** A CONFERENCE ON  
FUTURE OF ME



# Collaboration – Reality Check!

## Key Attributes

- Availability of a suite of Communications channels
- Fully integrated Experience
- Ease of Use
- Trans-Enterprise capability



## Key Components

- Service-oriented Architecture with deep integration
- Unified Communications as a Platform
- Shared Workspace, Content Capture & Distribution
- Compliance-driven Federation & Policy



## Barriers

- Silo'ed IT Departments
- Unified Communications as a Platform
- Establishment of a Relevant Collaboration Strategy
- Integration Challenges



# De Collaboration Paradox

Q & A

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