

COMMERCIAL INSIGHT DATA POINTS

NEW UC&C DEPLOYMENT AND STALLED DEPLOYMENT

REFRAME: FIRST REFRAME OF UNRECOGNIZED PROBLEM, NEED, OR ASSUMPTION

Successful UC&C rollouts spend more per person: \$2,000 for successful vs. \$850 for less successful

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

Only 14% of typical enterprise end users are considered highly likely to adopt UC&C

(Enterprise Persona Research, Factworks, 2017)

RATIONAL DROWNING: GRADUAL INTENSIFICATION OF THE PROBLEM, BOTH IN DEGREE AND CLOSENESS TO THE CUSTOMER

26% of users in a typical enterprise are composed of work styles that are unlikely to use and adopt UC&C

(Enterprise Persona Research, Factworks, 2017)

48% companies surveyed rated their UC&C adoption as very low or stagnant

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

EMOTIONAL IMPACT: PSYCHOLOGICAL FEATURES OF THE PROBLEM, OR PRESENCE IN THE INDIVIDUAL'S WORKFLOW, HUMANIZING THE PROBLEM

Let's do math: Based on data (successful rollouts spend \$2,000 per person vs. \$850 for less successful); if rollout costs \$1K per person and deploying to 2K users, the total cost is \$2M. If only 14% are highly likely to adopt, that is potential \$1.7M wasted!

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

A NEW WAY FORWARD: A NEW FRAMEWORK FOR ADDRESSING THE PROBLEM—IMPLICITLY TIED TO THE SUPPLIER VALUE PROPOSITION

Companies who provide headsets that align with workstyles are 62% more likely to report high or increasing adoption

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

84.5% of IT professionals surveyed agreed management tools improve performance, which increases UC&C adoption

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

41% said better training would increase collaboration adoption

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)

57% of companies who report very low or stagnant collaboration adoption say headsets do NOT align with workstyles

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)