

COMMERCIAL INSIGHT DATA POINTS

MOBILE COLLABORATION

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

Nearly half (45%) of global enterprise workforce identify mobility as a significant part of their work style

(Enterprise Persona Research, Factworks, 2017)

Meetings happen everywhere: 72% of mobile workers regularly use collaboration apps like Jabber, Skype for Business, WebEx;

90% rely on messaging apps such as IM, SMS, Slack, Skype, WhatsApp, WeChat

(Mobile Collaboration Study, Plantronics, 2016)

53% of mobile work styles are likely to adopt UC&C compared to 31% of office based work styles

(Enterprise Persona Research, Factworks, 2017)

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

51% of mobile workers say unreliable network connectivity is the biggest challenge they face

(Global Mobile Collaboration Study, Plantronics, 2016)

Mobile centric employees use an average of 5.7 devices to communicate daily compared to 3.7 for office-based employees

(Enterprise Persona Research, Factworks, 2017)

Mobile device spend is highest in all company sizes

(Unified Communications and Collaboration: 2018 Research Study, Nemertes Research)—Are you really getting the full worth?

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

IT is in heavy demand: 38% of mobile workers contact IT at least once per week; 12% daily!

(Global Mobile Collaboration Study, Plantronics, 2016)

32% of mobile workers receive no guidance from their company on how to optimize mobile working

(Mobile Collaboration Study, Plantronics, 2016)

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 mgmt 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)