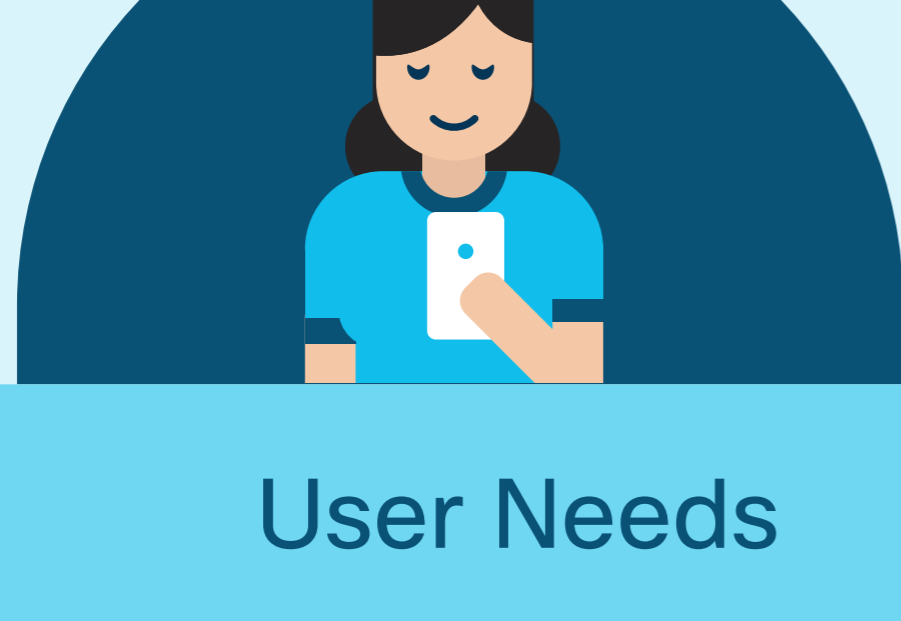


# A New Era for Mobile Productivity

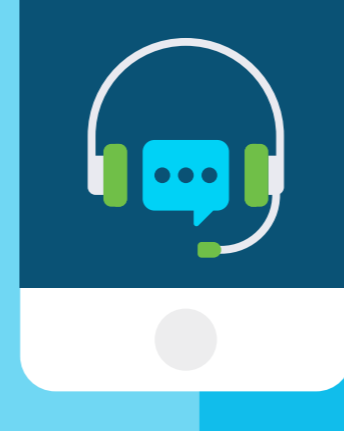


## Communications needs of today's mobile enterprise



### User 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



### Business Needs

- 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



**50%**

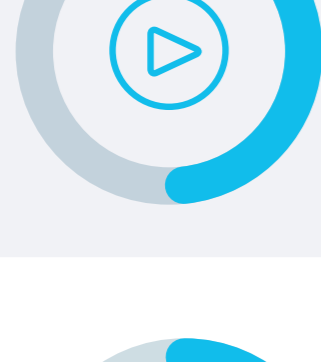
Employees use their smartphone as their primary device

**20%**

Workforce will be Gen Z by 2020



**60%**  
Time spent away from our desks



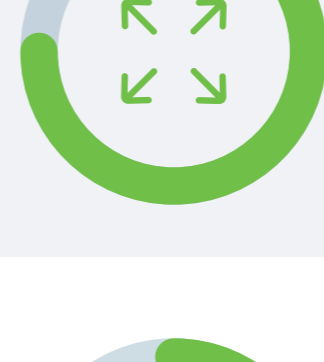
**48%**  
Millennials view video solely on their mobile devices



**50%**  
Companies require employees to supply their own device for work



**91%**  
Mobile users believe access to content is extremely important



**75%**  
Workforce will be millennials by 2025



**55%**  
Emails opened on mobile devices

## The disjointed mobile experience

### Personal

- Call my doctor, nanny, mom, accountant, etc.
- Check my personal email
- Online browsing and shopping
- Texting with friends



### Professional

- Video conference call
- Check business email
- Text colleagues
- View web collaboration
- View content from other apps

**67%**

Workers use their personal mobile devices in workplace

**83%**

Mobile users want seamless experience across all devices

**>80%**

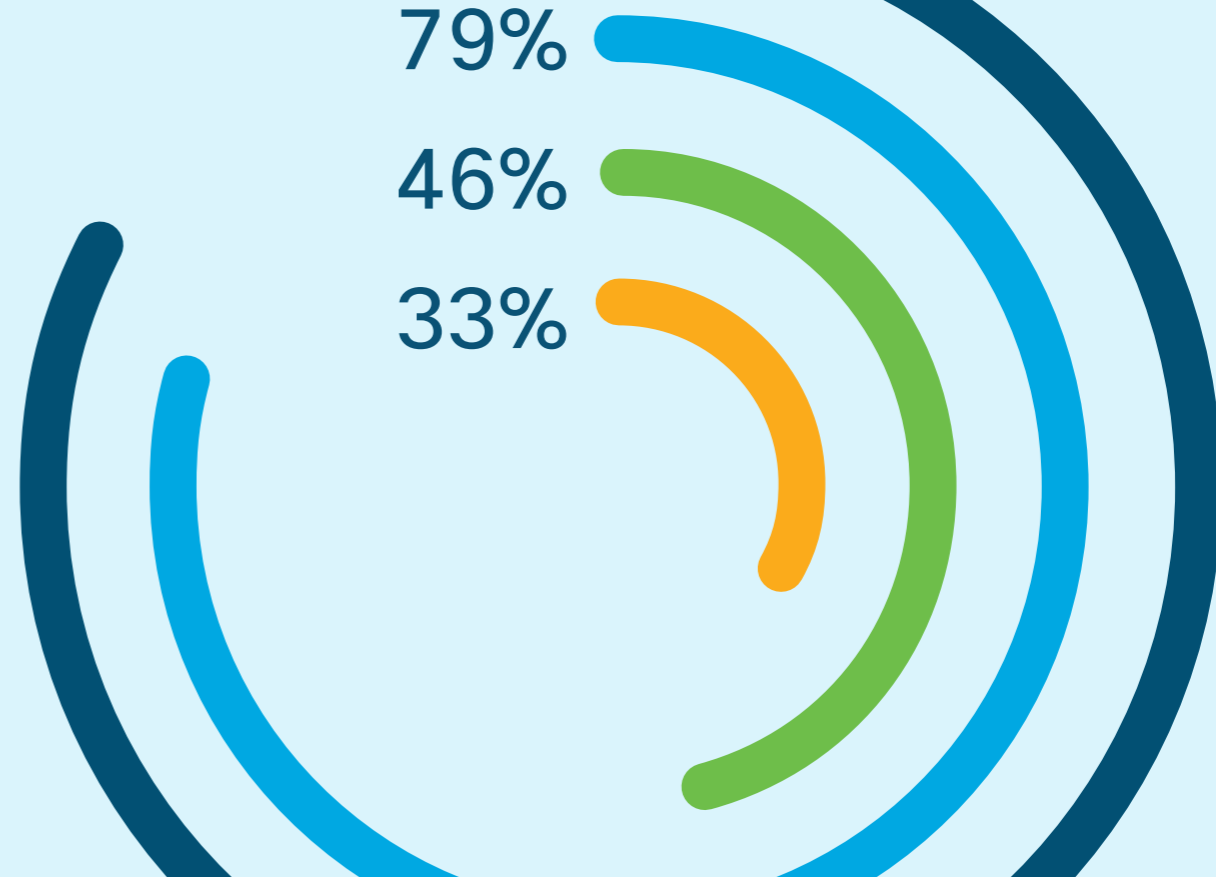
People use text messaging for business

**59%**

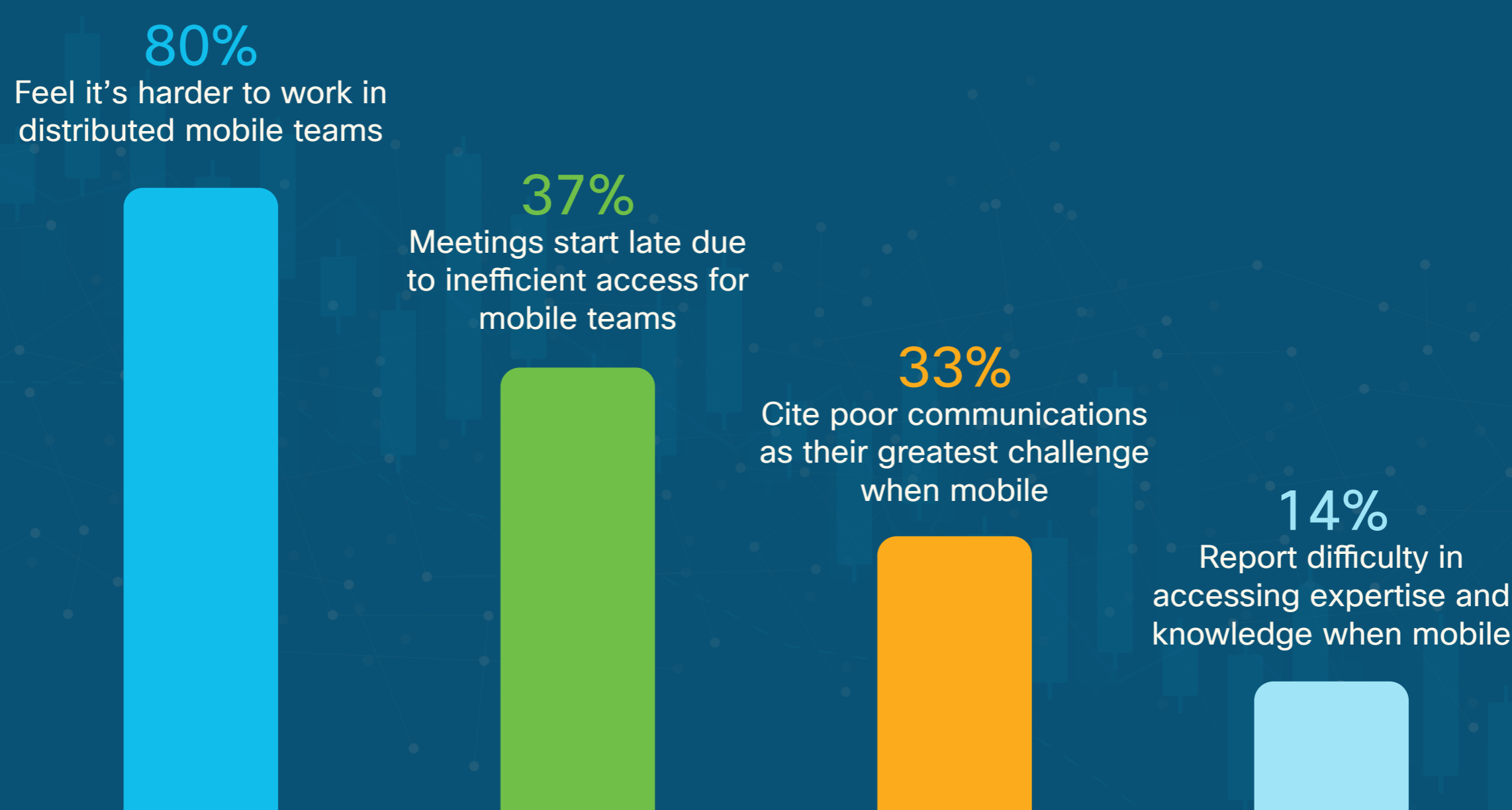
Employees use mobile devices to run line of business apps

## Virtual teams are growing

- 82%** Knowledge workers believe their smartphone plays a critical role in their productivity
- 79%** Knowledge workers work in dispersed teams
- 46%** Global companies use virtual teams
- 33%** Global companies use virtual teams to improve productivity



## Ineffective mobility hurts business results



## 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