



# The CIO Collaboration Paradox

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# Today's Agenda



**Collaboration Reality and the Paradox**

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**A New Way to Collaborate**

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**Delivering Measurable Business Results**

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**Closing Thoughts**

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## Today's Realities

**80%**

of companies believe they deliver a superior customer experience.

**8%**

of their customers agree

**4%**

of businesses using tablets today

**46%**

of businesses will be using them by 2015

**46%**

of IT leaders say employees use their own devices for work

**95%**

of employees say they're using their own devices for work



**80**  
**MILLION**

## Today's Collaboration Reality



### Collaboration

The tools, devices and applications that IT provides



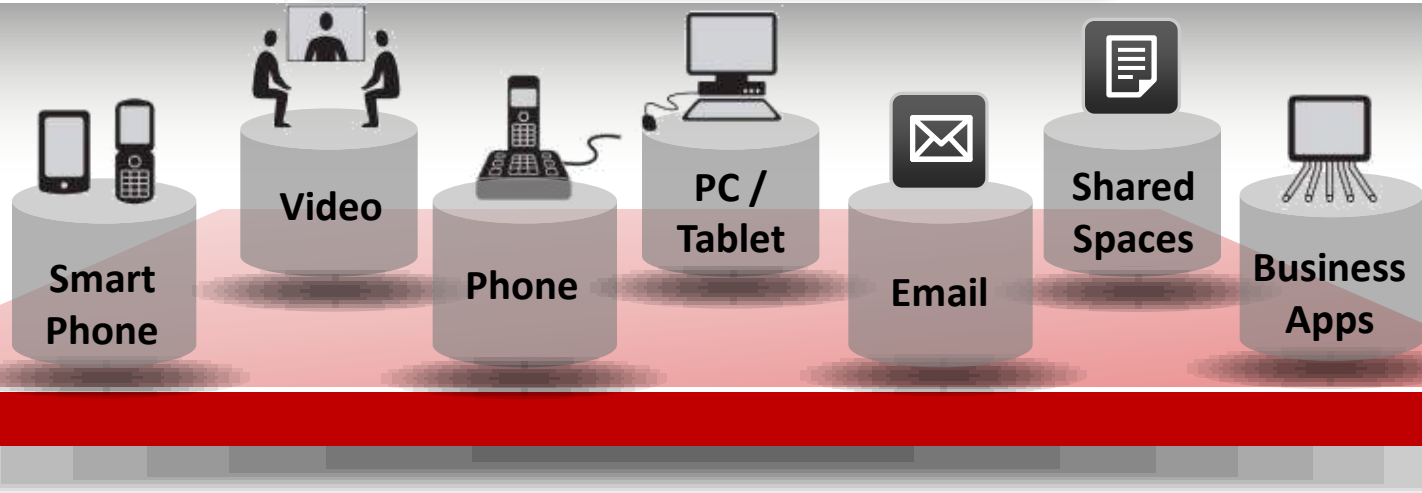
### collaboration

the things people do to get the job (or their lives) done

# Easy is Hard

## Collaboration Silos Drive IT Complexity

Cloud Based  
Services and Applications



**COMPLEXITY**

**DIFFERENT  
VENDORS**

**DIFFERENT  
SKILLS**

**DIFFERENT  
TECHNOLOGIES**



## Influence

high

low

IT Technocracy

Users

Headed for  
Anarchy or  
Progress?

80's 90's 00's • Time

- DESKTOP POWER
- INTERNET ACCESS
- CHEAP STORAGE
- COST EFFECTIVE OUTSOURCING



# The CIO's Collaboration Paradox

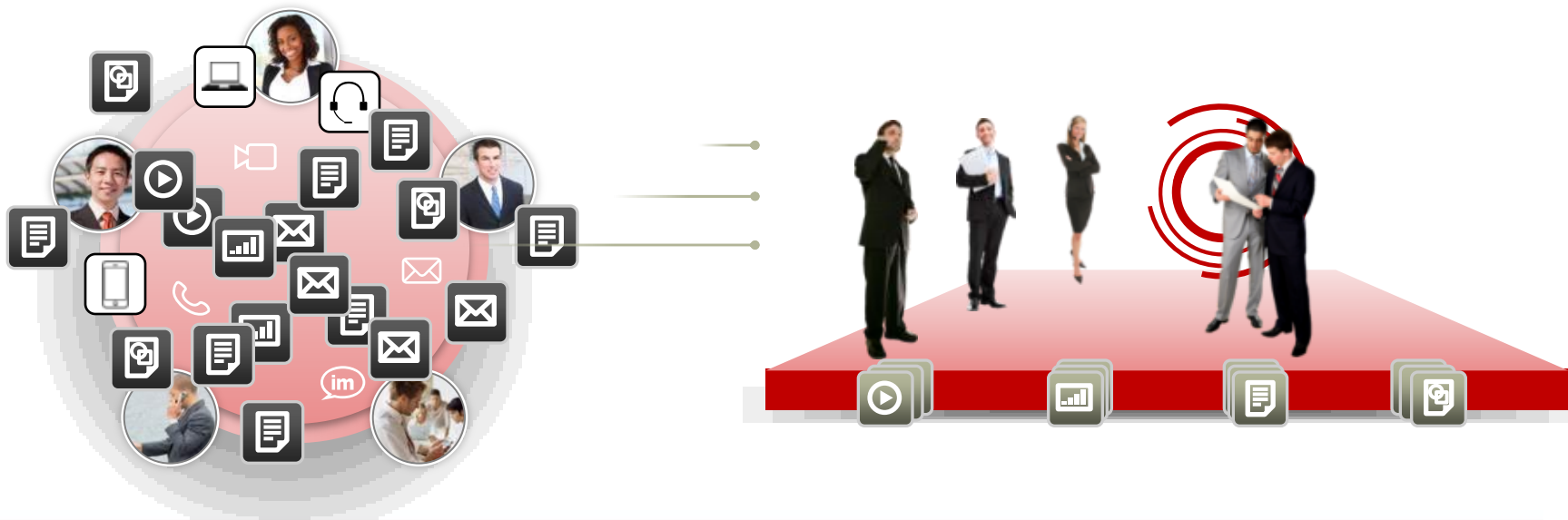
**More tools are  
reducing the  
efficiency of  
your workforce.**

**ANARCHY  
or  
PROGRESS**





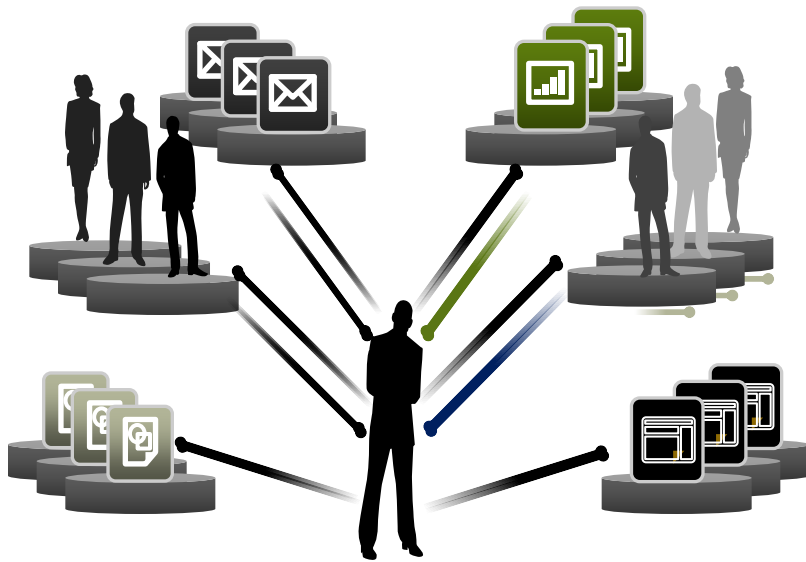
# A People-First Vision for Collaboration is Required



*Deliver Real-Time, People-Centric Business Collaboration*

Changing collaborative user experiences  
from document-centric to people-centric  
with the right tools and context for every user and process

# Sessions Will Have Transformative Impact



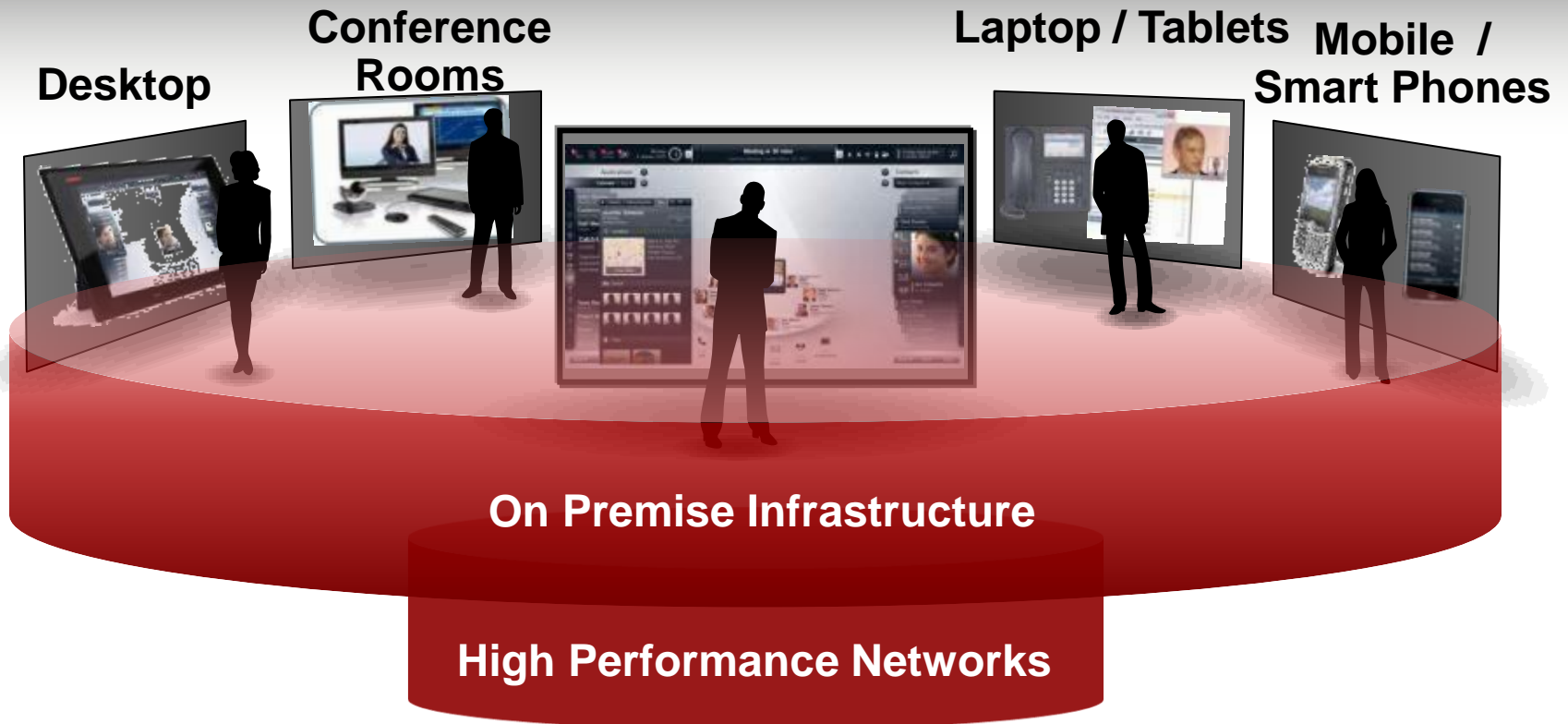
Traditional Communications



Session-Based Communications

# Unified Communications Collaboration Becomes a Reality

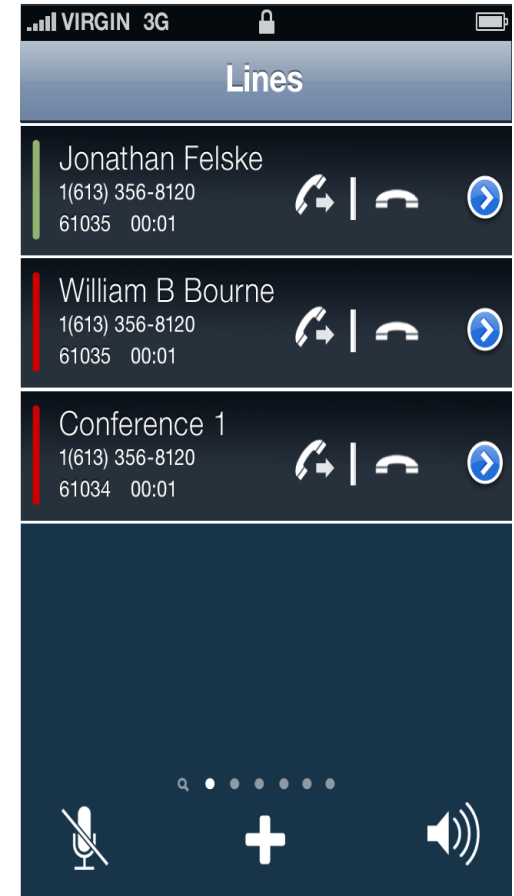
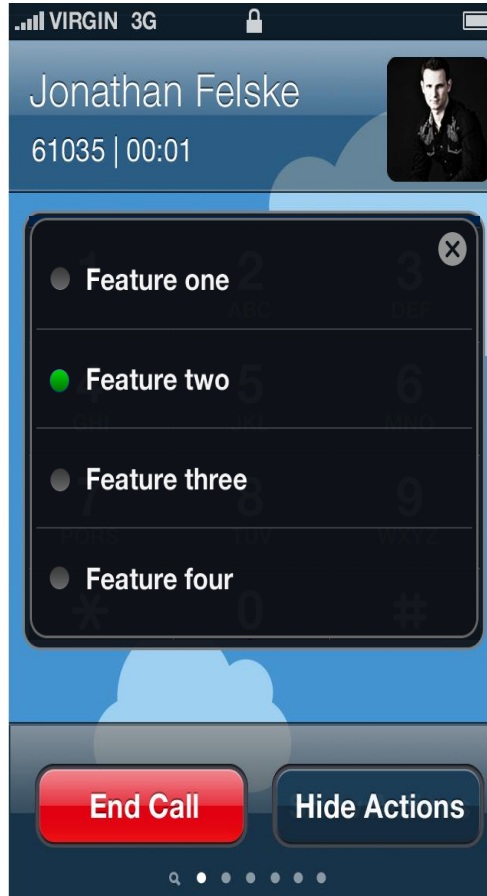
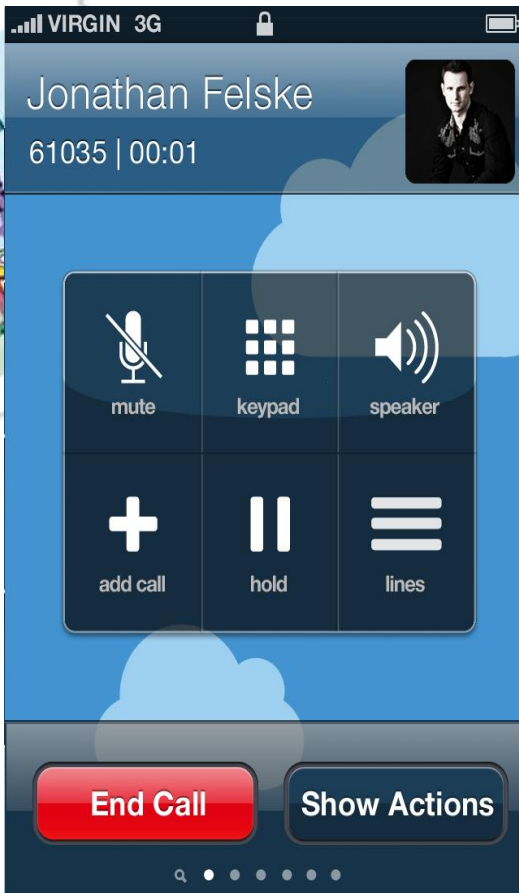
Cloud Based  
Services and Applications



# Consumer Driven - IT Friendly



# IT Managed – Consumer Device



Multiple lines, wifi/3g, drag and drop, programmable tasks...

# New Innovations in People Centric User Experience





**Hello, may I  
ask a question?**

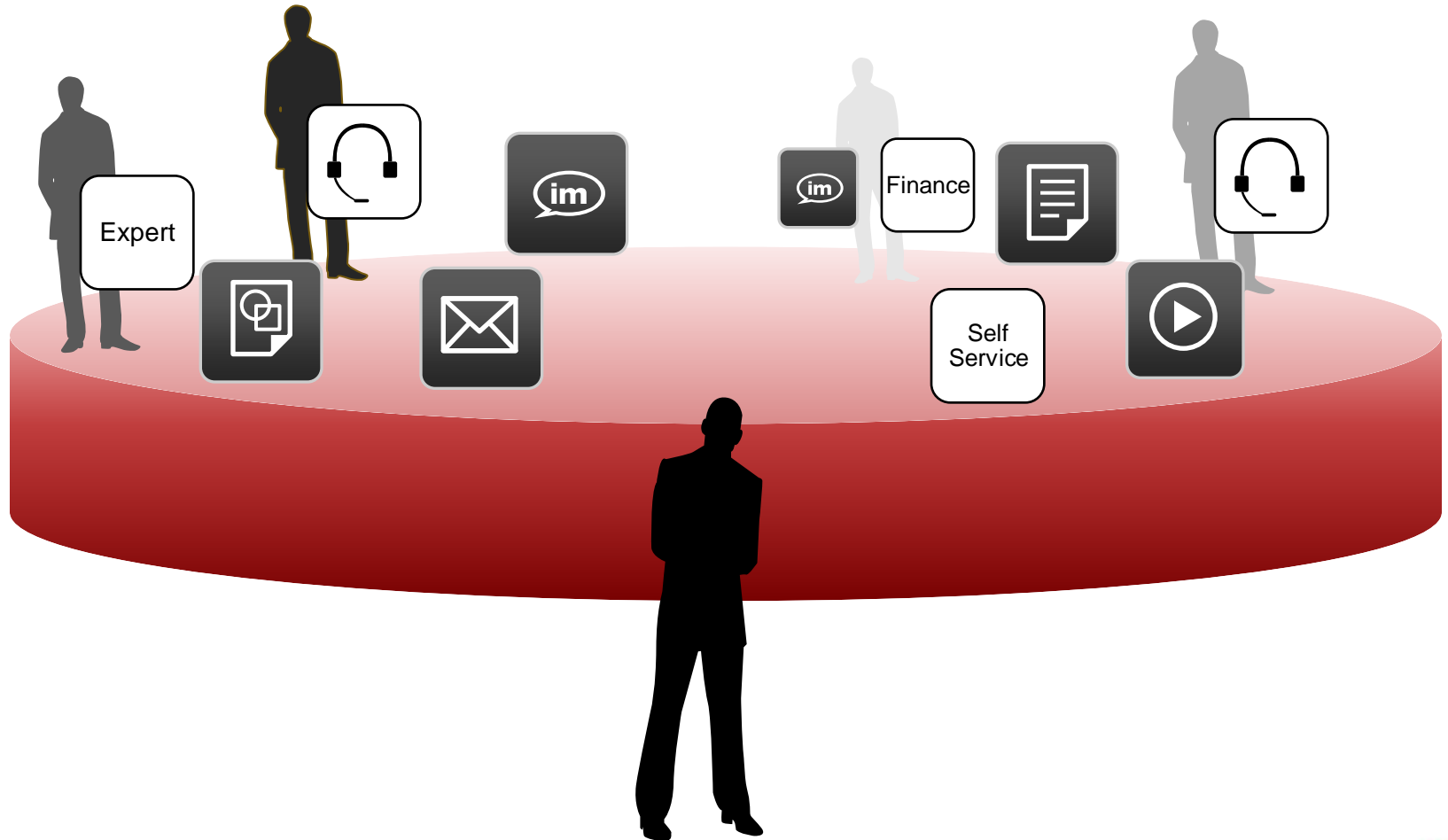


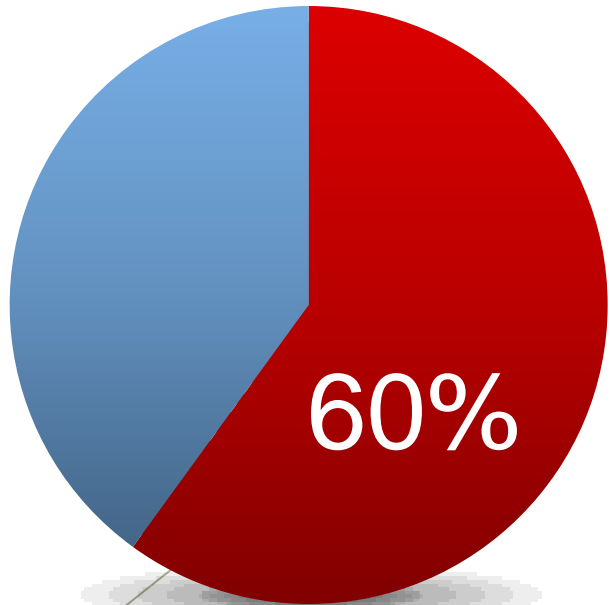




TEDx BOSTON

# New Innovations in Customer Experience





Customers that ~~would be contacted~~  
~~from their homes~~ ~~insisting to make it easier~~  
~~to do business~~



**Contact  
Center**

# People First

## A Contextual Customer Conversation

- Web Site
  - At Zappos 100% of phone calls start with a transaction on their web site
- Smart Phone
  - Why do I start over after I try to serve myself with your mobile app?
- Social Media
  - Consumer Demand
  - Enterprise Relevance



# Closing Thoughts

## Anarchy or Progress?

- ▶ New forms of collaboration can drive chaos or efficiency
  - ▶ Embrace the opportunity for transformation
  - ▶ Understand the impact of sessions to support scalable and compelling collaboration
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## Avaya Can Help

- ▶ See demos in the exhibit area
- ▶ Hear from our experts
- ▶ Learn from our experience with clients

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THANK YOU

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**AVAYA**

INTELLIGENT COMMUNICATIONS