



Small Business Collaboration

Essentials

Make teamwork your best work with Cisco

The Cisco Meeting and Team Collaboration Experience

The workplace has changed and today the most agile workforces outperform traditional set ups. But the reality of modern business life is, if you want a culture of innovation, you have to make it yourself.

Teams need a workplace that's focussed on innovation and speed. Introducing Cisco Webex Teams, a platform that helps teams to do it all. Essential kit for forward-thinking small businesses.

The modern workplace is anywhere

Complex work. Specialised teams all over the place. They're in offices, homes, hotels, cars and airports. It could hardly be any more different to the days when people sat in neat rows of desks. That's the modern reality of business life—it's happening everywhere at once.

Not only that, it's happening on all kinds of devices, from desktop to mobile. And every generation of worker expects to have its workstyle accommodated.

Today, co-workers mingle flexibly in pairs and groups, and those teams thrive on exchanging creative energy. They meet up in spaces designed specifically to encourage the cross-pollination of ideas. Their disruptive new concepts are where the next big growth opportunities are. The modern workplace is one where ongoing innovation is valued above all else. And flexibility extends well beyond four walls.

Think about the way you work today and how it has evolved. Chances are it's no longer 9 'til 5.

Mobile employees, contract workers, freelancers, working parents, and the growing army of crowdsourced employees in co-working spaces are often spread across the entire planet.

For them and for lots of young people (so-called 'millennials'), connecting digitally to the workplace is the new normal. They now expect a flexible work-from-wherever experience. They expect to not let little things like hemispheres and time zones get in the way of good ideas, collaboration in real-time and in virtual work spaces is more important than ever.





Give your workplace the right
formula

What Drives Agility and Effective Teamwork?

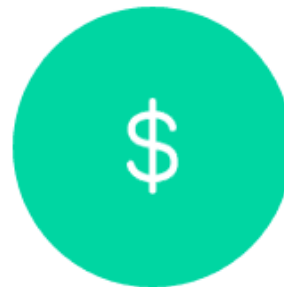
Agile businesses outperform

In today's disruptive economy, it's more important than ever to create and innovate. Fortune favours the brave. Start-ups can quickly become the next big global corporation.

Businesses with agile teams outperform on measures of productivity and financially.



1.7 times more productive [1]



1.5 times better financial performance [1]

[1] 'Disruptive forces in the industrial sectors'

McKinsey&Company, March 2018, <https://mck.co/2MrFylA>

Strong communication

Strong communication between team members drives the most successful teams and these teams determine how they want to communicate up front.

Focus on goals and results

Make work modular, with tangible deliverables replacing arbitrary office hours. Teams begin to align more around shared goals and delivering desired results. Keep everyone marching in the same direction.

Diversity

Diverse teams have a mix of different types of characters, each with their own strengths and preferences. Thinking 'Outside the box' can sometimes literally mean working outside the walls of an organization. Within this diversity, there is a still individual accountability and shared expectations that everyone will contribute equally.

Organized for speed

Agile teams have regular rapid-fire meetings. Access to collaboration tools is critical and enables teams to quickly engage, ideate and share.

How the best new talent wants to work

A significant portion of Millennials expect to work from home and teleconference regularly. That work-life balance concept? They take it very seriously. Important to know, considering they're now the majority of the workforce.

76%

would take a pay cut of at least 3% to work for a company that offers flexible office hours [2]

92%

place flexibility as a top priority while selecting workplaces [3]

53%

would rather work from home 2-3 days per week than receive a 10% higher salary [4]

From everywhere, across assorted connected devices, and taking multi-generational workstyles into consideration, collaboration is absolutely essential. Yet when some companies try to bring their teams together, things can get complicated.

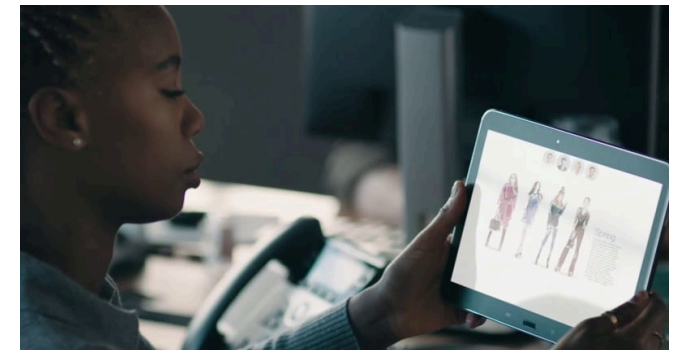
War for Talent

A recent [Deloitte Insights study](#) found nearly 80% of executives rated employee experience very important (42%) or somewhat important (38%) but only 22% reported their companies were excellent at building a differentiated employee experience.



Technology is enabling an on-demand workforce

Shifting to a more agile workforce is building momentum among employers of all sizes to better meet the need for on-demand, seasonal or temporary labour. Technology is impacting where we work, enabling us to work from any location.



[2] CNBC: The new generation would take a pay cut for these job perks. May 2017.

[3] The Future of Work Community, Future of Work, Make the Future Work for You, Oct. 6, 2015.

[4] Fast Forward 2030: The Future of Work and the Workplace, CBRE Genesis, Oct. 2014

Cultures of innovation only happen when you make them happen

If you aren't taking risks, you aren't disrupting anything

That means business leaders need to place a premium on creating opportunities to share concepts and opinions, to brainstorm, envision and dream, no matter how small or radical those dreams might seem. By creating the right environment, you get a stream of ideas that might turn out to be the next Uber or Airbnb.

While today's technology is designed to keep us connected 24/7, it can actually place people and information in silos.

In a world of BYO tech, app and device incompatibility can throw a wrench into communication, and the snags get compounded when trying to integrate them.

As a result, instead of building stronger collaboration across teams, potentially valuable apps and services can create more complexity.

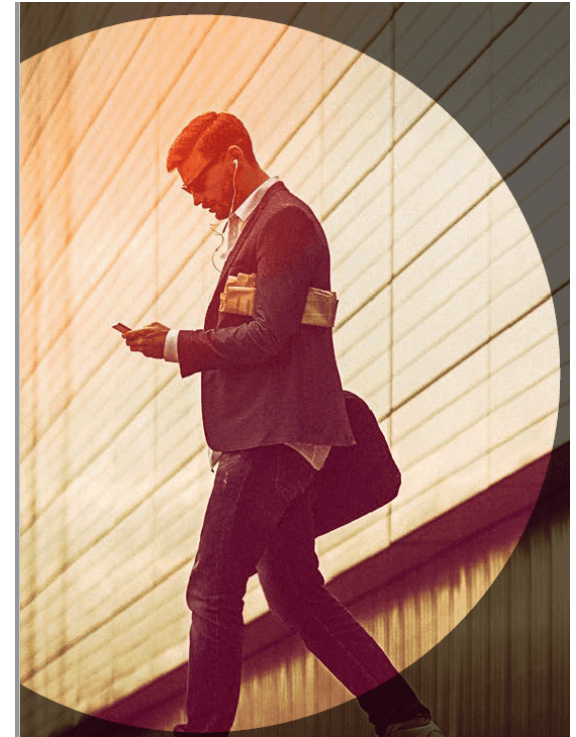
Work-from-anywhere innovators need a solution that starts with people, not technology. A solution focused on what it really takes to bring teams together in this new world of work. Technology designed to get technology out of the way. That integrates no matter what tools we use. That lets us connect, act and interact like the real people we are.

37%

of employee time is spent in meetings [4]

72%

of executives rated effective team communication and collaboration as key drivers of business success [5]



[4] "\$37 billion per year in unnecessary meetings, what is your share?" MeetingKing, Oct. 21, 2013.

<http://meetingking.com/37-billion-per-year-unnecessary-meetings-share/>

[5] Kim Austin, "Attention Leaders: Today's Teams Need New Tools," Cisco blog, Feb. 6, 2017.

<http://blogs.cisco.com/collaboration/todays-teams-need->

[new-tools](#)



Innovate and work from anywhere

Innovate and execute from anywhere, with Cisco Webex

Collaboration optimised

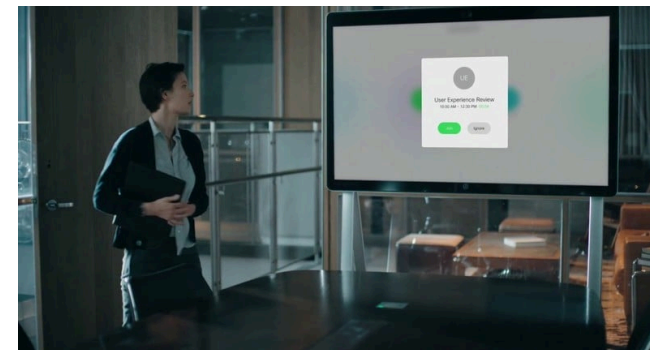
Now you can work better together, just like in person, on any device. With clear, crisp video meetings, everyone feels like they're sitting at the same table. Everyone can contribute to creating and shaping ideas on a digital whiteboard in the room, on their devices, or on their own time. Team members can stay connected and keep working together as easily as if they could stop by each other's desks, even if they're thousands of miles away.

How does the very best collaboration come together? With Cisco Webex.

Cisco Webex Meetings

Cisco Webex Meetings is the industry's most widely adopted and trusted meeting service. HD video and audio help team members feel like they're sitting at the same table even when they're oceans apart. Team members are free to fully participate from browsers, mobile or video room devices—even third-party devices. Joining a meeting is simple. Just press the big green button and you're instantly connected. And it's easy to keep teams engaged with technology that adapts to your environment – automatically detecting background noise to help remove distractions and zooming in on speakers so everyone with something to say is seen and heard – no matter their location or device.

Share ideas and get things done before, during, and after the meeting in one continuous work stream in your own virtual meeting room.



Cisco Webex Meetings is the most widely trusted and adopted meeting service on the market.

- 27+ million meetings hosted a month
- 5+ billion global meeting minutes a month
- 113+ million meeting attendees a month



5 reasons to replace your business
phone system

Time for a Change

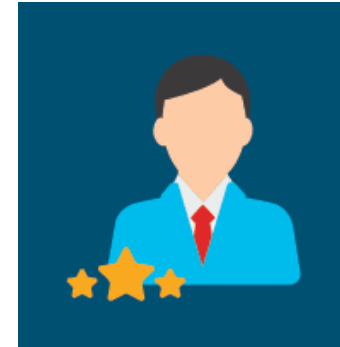
Although the reasons or timing may vary, every business will at some time need to consider replacing its current phone system. If you currently find yourself in this situation, don't worry – you have plenty of company.

For most businesses, the need to replace a phone system is driven by a specific event. Although for a small percentage of companies this may take the form of an unrepairable system failure, the majority of businesses find themselves facing a replacement decision for one of five main reasons:

Reason 1:

You've simply outgrown your current system

This trigger is one that most owners would welcome – the business is expanding and the existing phone system has simply run out of capacity, with no clear or affordable upgrade path. Whether the underlying driver is the addition of new employees, the opening of a branch office, or the integration of an acquisition, your phone system simply can't support your current business needs.



Reason 2:

Vendor support for the system has come to an end

You probably have enjoyed years of dependable service from your phone system, but the vendor and local support provider have alerted you that they are no longer able to provide service or replacement parts. Since your business absolutely depends on reliable, “always-on” communications with your customers, the possibility of system failure and resulting business disruption is a risk you can't afford to take.

Reason 3:

The capabilities of the system have fallen behind the times

When you talk with peers or your technology-savvy employees, you realize that while the system has delivered faithful service, there have been many advancements in technology that can help your employees be more productive and your overall business more competitive. Since your system vendor is no longer investing the R&D dollars to provide new features for your current system, you're intrigued to learn more about new capabilities and see if they are a good fit for your company.



Reason 4:

The system is consuming too much time or expense

Although there definitely are times when you need your local support provider to come on site, you're tired of paying for expensive service calls to perform simple administrative tasks, such as adding a new phone or moving an employee from one part of the office to another. You find yourself thinking that there must be an easier, more affordable way to maintain your phone system.

Reason 5:

The future of your system provider is increasingly uncertain

Few industries are experiencing change at the speed and magnitude of the business communications sector. It's rare that a month goes by that one provider hasn't bought another (or is rumored to have done so), or a provider finds itself with declining revenues due to hyperaggressive competition. You worry that your current system vendor may increasingly be on shaky financial ground or facing an uncertain future – prospects that raise questions about their ongoing ability to provide the stability and support you require.





Make working together intuitive

Cisco Webex Teams

Where meetings leave off, Cisco Webex Teams picks up and delivers a complete set of tools for teams to connect anytime, anywhere, and on any device. Team members share easy-to-use work spaces where they can develop ideas on a digital whiteboard, share messages and files, easily join meetings, make impromptu video calls, and work right in their favourite apps to help keep up the pace.

From small internal working groups to large teams of internal and external co-workers, Cisco Webex Teams accommodates them all without compromising security. Whether in meeting rooms, at their desks or using their mobile devices, team members enjoy a consistent experience with Webex Teams. No matter where they are, they can focus on next steps. Not on the steps to make things work.



Cisco Webex Teams spaces

One place for everything

Stay organized by creating a Cisco Webex Teams space for every project. Invite collaborators, message, share, and even start scheduled or impromptu meetings from within the space, providing high-quality video conferencing and advanced features such as whiteboarding.

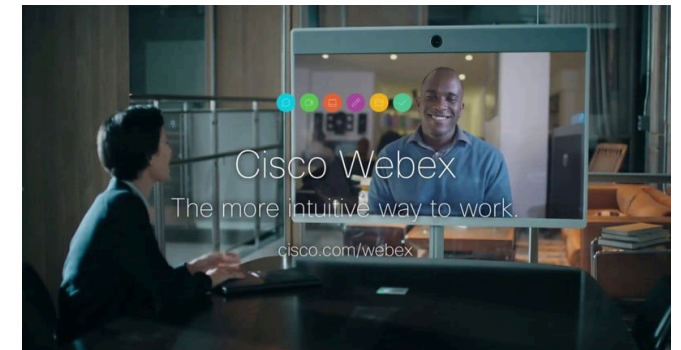


Meetings

Make the most of your time

Cisco Webex Teams meetings are powered by Cisco Webex, the global leader in web and video conferencing. You can schedule and attend meetings for up to 200 participants within the Cisco Webex Teams app or via Microsoft Outlook. Or join smaller meetings on the fly. Start the conversation before the meeting begins and keep it going after it ends as you share files and notes and address action items in your Webex Teams space.

You can even start a meeting using just your voice.



Messaging

Get things done in real time

Always-on, secure team messaging and file sharing from any device makes it easy to share information and have real-time discussions that accelerate decision making. With Cisco Webex Teams, your messages and files live in the same space as where you start your meetings. You can also message privately with one person or start a group discussion.



Calling

Reach anyone from anywhere

Any time on any device, conversations are easy. Cisco Webex Teams includes a cloud-based phone system—integrated business phone with HD voice and video calling for desktop and mobile. Answer and make calls anywhere using the Cisco Webex

Teams app or your desk phone. Your contact list and call history are synced across your devices, and your voicemail is accessible from anywhere.

File sharing

Make it easy to share. And find

Securely share files and access them easily from any device. Team members can even review items and provide immediate feedback via Cisco Webex Teams messaging. Rather than tracking comments via multiple email responses, they are saved to one location in the Cisco Webex Teams space.

Cisco Webex Board

Intuitive design

Cisco Webex Board makes it easier than ever to engage as a team and get things done. Cisco Webex Board is an optional device that enhances the Cisco Webex Teams experience by better enabling meeting rooms to provide a continuous workflow between physical and virtual spaces.



With Cisco Webex Teams proximity, Cisco Webex Board recognizes the Cisco Webex Teams users in the room and automatically connects them—eliminating the need for cables. The touch-based, all-in-one collaboration device combines wireless presentation, digital whiteboarding, and video conferencing. Users can draw simultaneously with their mouse or touchscreens, from any Cisco Webex Teams app and on the Cisco Webex Board, for ultimate flexibility and location choice.

Files and content live in team spaces, and the drawings can be saved for future discussions within that dedicated space. All of this fluidity is matched by highly secure, end-to-end encryption.



Make your business flexible

Give employees the choices they want while making purchase, deployment and management easy for IT

From a single admin console to devices that activate and connect within minutes—and update automatically—Webex Teams frees IT to focus on other priorities.

Future Proof

With prebuilt integrations, IT can easily bring existing calendars, schedulers and phone systems to Webex Teams. Users can get the files, notifications and documents they want without having to leave their Webex Team spaces.

And business decision makers can see real ROI, enhanced by a pay-as-you-go subscription model. Behind it all, the industry's most advanced security architecture provides end-to-end encryption to help keep data private—not even Cisco can read it. Cisco's global network supports powerful tools for compliance, even when guests are present.

Cisco Webex App Hub

Work smarter and faster

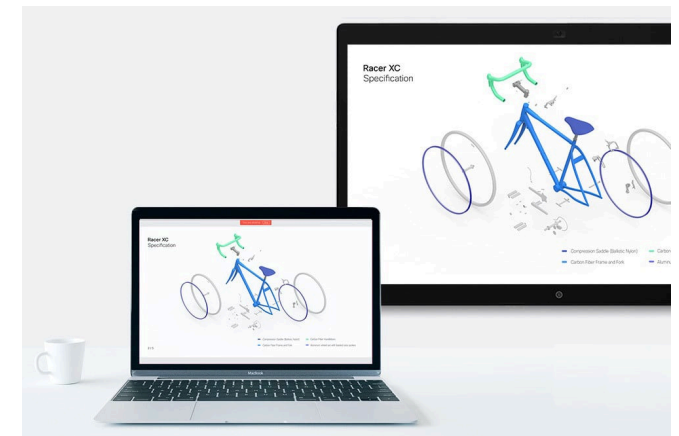
Cisco Webex App Hub is an ever-growing catalog of integrations and bots that can be added to Cisco Webex Teams to accelerate business outcomes for users and businesses of all sizes. Messaging and bots represent the next movement in communications technology. Cisco Webex App Hub is your hub to discover integrations and bots to customize your Cisco Webex Teams experience. You can take advantage of off-the-

shelf integrations and bots within the platform, or you can create your own custom solutions with Cisco Webex for Developers.

Cisco Webex for Developers

Extend the Cisco Webex Teams experience

Cisco Webex for Developers provides powerful, open APIs so developers can create innovative and useful apps that extend the value of Cisco Webex Teams. No other solution brings together so many facets of collaboration into a single unified platform, and this creates many opportunities for developers. Our software development kits are available in common languages and platforms to speed up development, and more are on the way.



The best collaboration experience for today and the future

Technology's role in the marketplace is to support and inspire big ideas and cultures of innovation. Cisco is committed to leading the collaboration revolution—now and into the future. Digital transformation will continue to drive new ways of working. Cisco will remain at the forefront of future breakthroughs, with a vision that extends beyond in-house innovations—because the best ideas can come from anywhere. No matter who is included or how many teams are working at once, they all get the same level of performance and security they need to focus, stay engaged, get inspired and innovate, without having to slow down or think twice. Collaboration, yes. Compromise, no.

Cisco Webex in action

Italian fashion manufacturing business, Del Brenta, has experienced amazing productivity gains using Cisco Webex Teams. [Read the Del Brenta Cisco Collaboration story.](#) Another small business who is redefining the way they work, meet and get things done with Cisco Collaboration technology is 10x Banking a successful UK FinTech. [Watch 10x Banking story.](#)

Cisco Collaboration Flex Plan

One easy plan that's customized for all your collaboration needs:

The Cisco Collaboration Flex Plan allows you to choose the right subscription for your business, simplifying purchasing, enhancing flexibility, and streamlining budgets. There are two options available, and both include technical support.

- Employee-count subscriptions that give meeting, messaging, and calling services to all employees
- Shared meeting subscriptions for room and desk devices, to help you get started with video meetings

Cisco Webex Teams now comes with every Cisco Webex Meetings subscription. Before, during, and after the meeting, they work better together.

Find out more

For the latest Cisco Small Business insight and innovation, visit: <https://smbinsights.cisco.com> or explore more [Cisco Small Business resources](#) and [Cisco Collaboration](#) technology that makes teamwork work.

Thank you for reading

Small Business Collaboration Essentials