



A New Era for Mobile Productivity

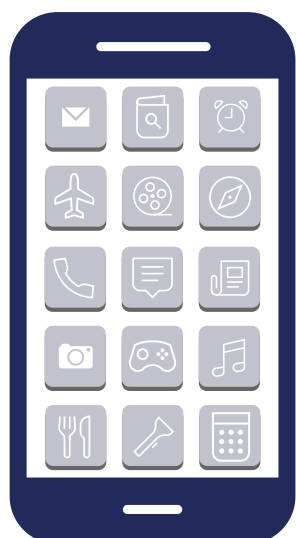
Communications needs of today's mobile enterprise

User Needs	<ul style="list-style-type: none"> 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
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The mobile device has become the centerpiece of many people's lives, from millennials to baby boomers

50%

Employees use their smartphone as their primary device



60%

Time spent away from our desks

91%

Mobile users believe access to content is extremely important

48%

Millennials view video solely on their mobile devices

50%

Workforce will be millennials by 2020

50%

Companies require employees to supply their own device for work

55%

Emails opened on mobile devices

The disjointed mobile experience

Personal	<ul style="list-style-type: none"> Call my doctor, nanny, mom, accountant, etc. Check my personal email Online browsing and shopping Texting with friends 	Professional
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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

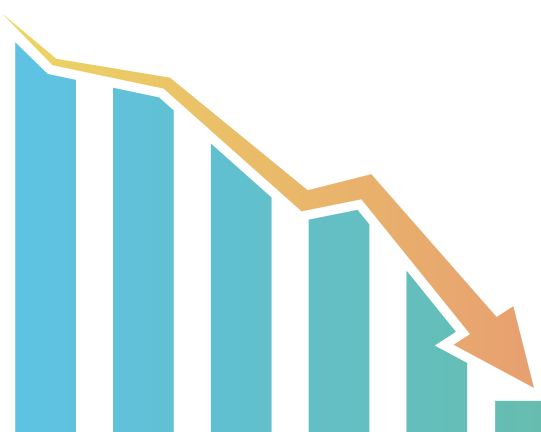
Ineffective mobility hurts business results

80%

Feel it's harder to work in distributed mobile teams

33%

Cite poor communications as their greatest challenge when mobile



37%

Meetings start late due to inefficient access for mobile teams

14%

Report difficulty in accessing expertise and knowledge when mobile

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.



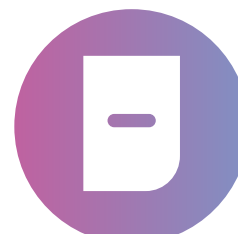
Multi-devices

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



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making your **Business Brilliant**



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