



Project Coll@borate: Increasing Productivity Through Technology



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Business Objectives – Coll@borate Project

Collaborate

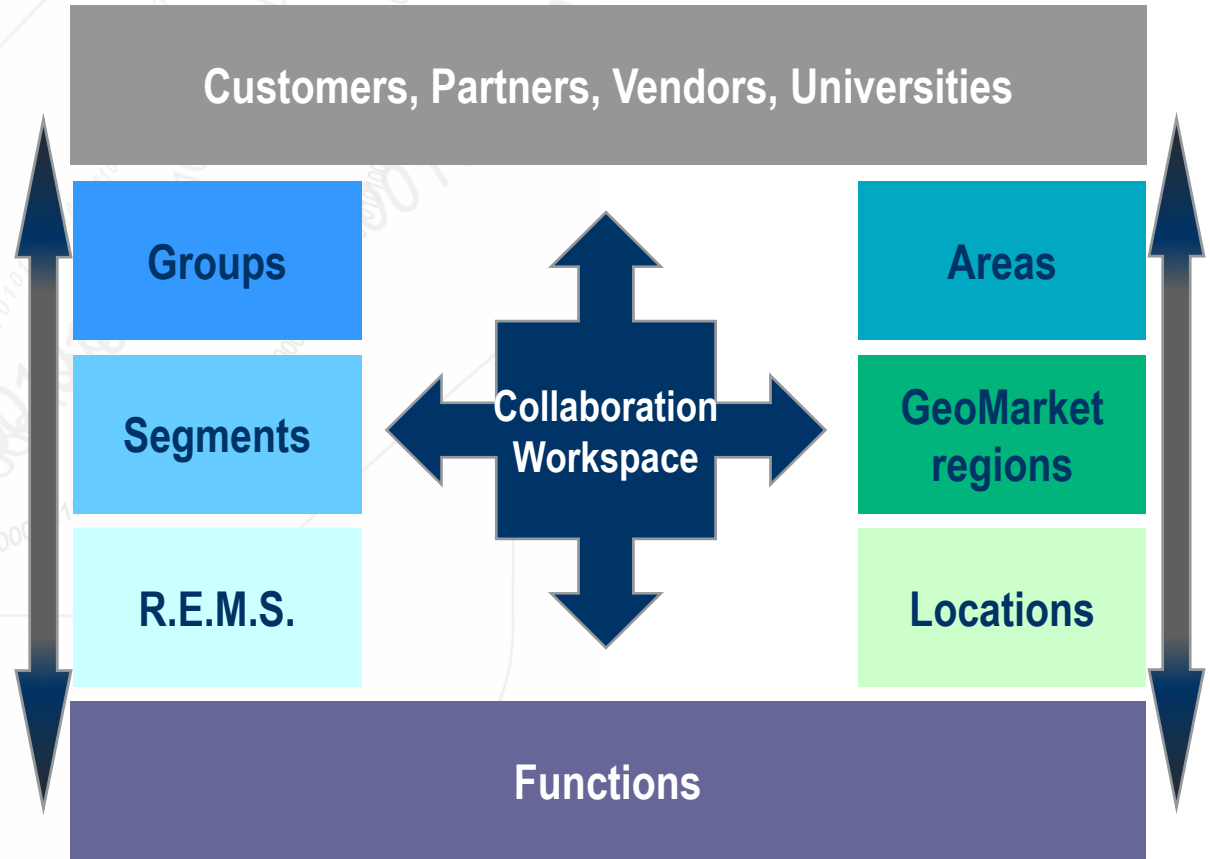
- Within each community
- Across communities
- Virtual teams
- With the outside

Enable

- Decision making
- Project management
- Operational processes
- Functional processes

Sponsored by

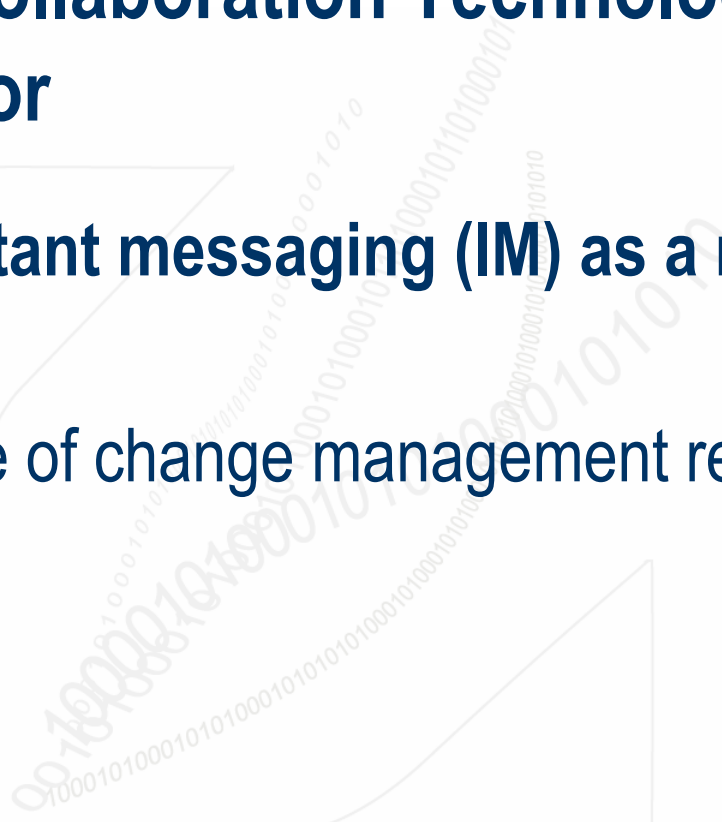
- Top management (EVP+CTO+CIO)





Impact of Collaboration Technology on Business and Behavior

- **Rise of instant messaging (IM) as a major human interface**
- **Strong dose of change management required for efficient teamwork**





Instant Messaging – The Medium of RT Interaction

Leveraging employee skills, anywhere, anytime

Now

- Find people, be aware of their availability via presence, invite them to chat, invite other participants, share application or screen, save conversation for future reuse
- Observe chat room traffic in realtime, receive alerts based on keywords
- Learn by observing chat room discussion (mentorship by experts)

Near future

- Access application from within the IM client with the context of the chat
- Display search results or a cloud of key words in context of chat
- Locate experts via people interaction, using relationship graphs
- Embed IM client inside applications
- Query knowledge databases through chat

Application Accessible from Within the IM Client

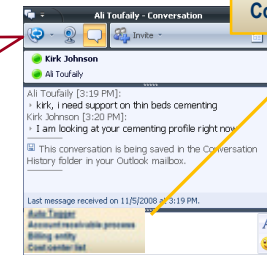
Now

Near future

Local finance clerk needs help.
Opens IM to regional support center

Access application from within the chat window, with the context of the chat

Auto Tagger
Account receivable process
Billing entity
Cost center list



As the finance clerk types his problem or issue into IM

The information is processed by an "AutoTagger" for keywords

As keywords are identified they are highlighted if Reference Pages exist in finance support system

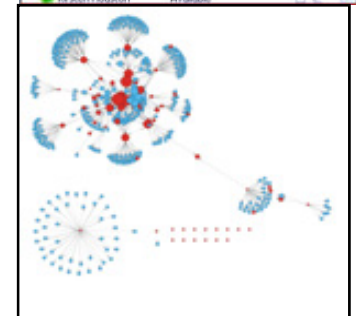
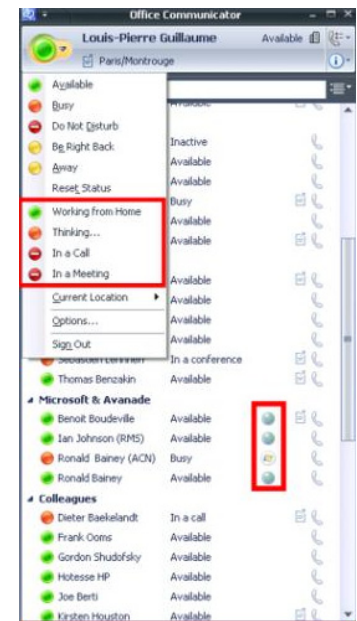
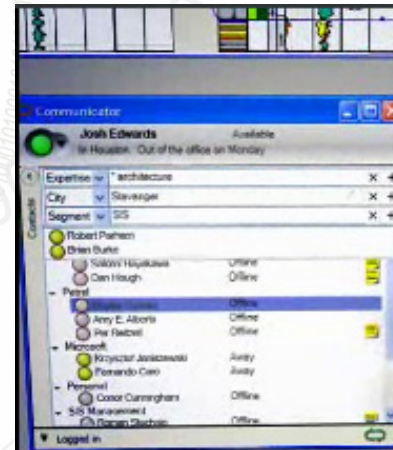
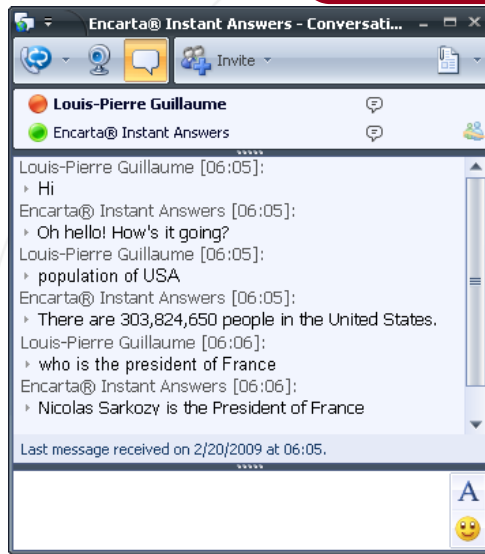
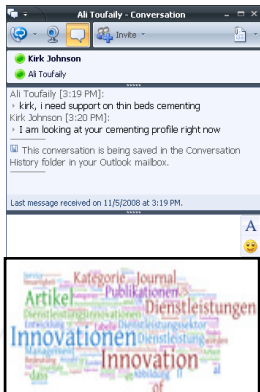
Local finance clerk selects the keyword and support system Web page opens

Web application within IM, with the context

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Application Accessible from Within the IM Client

Near future



The displayed conversation is mapped to existing knowledge databases and key words are displayed

Query knowledge databases though chat

IM window embedded inside application; search contact by expertise, location, segment

Relationship graph based on my IM contacts and their contacts

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Instant Messaging – Impact on Usage

The displacing of e-mail by IM as the main channel of communication goes along with the trend brought by the younger generation, who are having extensive real-time interactions.

The small size of the IM clients and the probable future predominance of PDAs or netbooks on the field instead of bulky laptops will naturally lead to rethinking the design of the web interfaces of the applications used in the field, to fit 12-in screen size or less.

Need to Redesign the Web Interface



5-in web interface of IM client

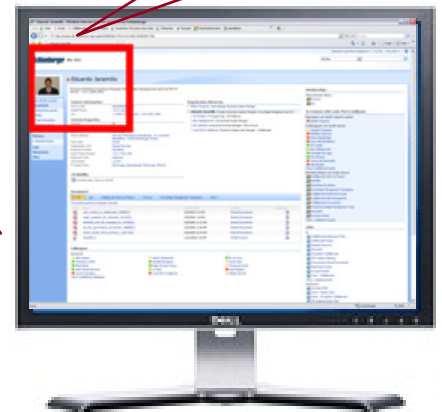


10-in screen of a netbook



4-in web interface of iPhone

20-in screen display



Definitely needs redesign !

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Impact of Collaboration Technology on Business and Behavior

- Rise of instant messaging (IM) as a major human interface
- **Strong dose of change management required for efficient teamwork**



Strong Dose of Change Management Required for Efficient Teamwork

Leadership is key

- Team leaders have to be convinced
 - They influence their teammates to use the new capabilities offered by the tools in the most efficient way
 - They discourage them from using these capabilities according to the “old way” of doing things

Culture challenge

- Collaboration is a mind-set
- Collaboration is to be embedded in the company culture
- Use the right message and media to change the culture (scenario-based marketing video, testimonials...)

Don't force tools on employees

- Seduce and entice employees
 - By providing efficient applications that will increase their productivity
 - By playing on all network effects



Value of Collaboration Video: “Organize Team Meeting”

