

a global culture of collaboration exists

It's no surprise that professionals are busier than ever before. According to the *Meetings Around the World* study, they're looking to communications and collaboration technologies to give them a personal competitive advantage that translates into more productivity, better control of their lives and improved work-life balance.

For more information on the study, please visit <http://newscenter.verizon.com/kit/collaboration/>.

All percentages are based on responses listed as "Strongly Agree" + "Agree" unless otherwise noted. Ratios are based on "Strongly Agree" + "Agree" versus "Strongly Disagree + Disagree."

25 Hours a Day, 8 Days a Week

People everywhere are leading busier professional lives and are doing what they can to manage their time within the often hard-to-define workday. Additionally, aggressive global competition has increased the need for most professionals to make every minute count. In this new global market place, effective collaboration is not merely a preference, but essential to the work place.

We lead very busy professional lives.

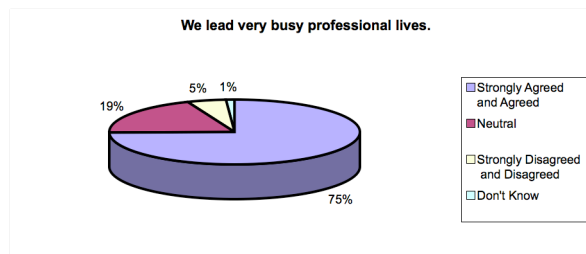
Global Response: 15:1 agreed
(75% Agreed or Strongly Agreed)

Competition in our product areas is cut-throat.

Global Response: 3:1 agreed

We must collaborate with people in different geographic locations.

Global Response: 4:1 agreed



We Don't Want to Waste Time

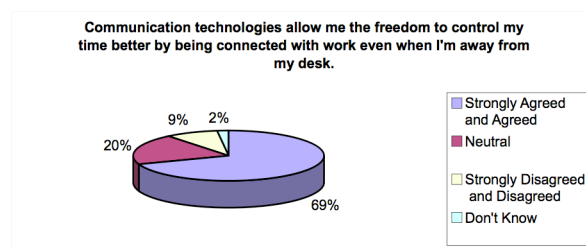
Professionals look to communication tools to control their time and achieve better work-life balance. When the connection is made, most professionals want phone calls to be quick and to the point.

Communication technologies allow me the freedom to control my time better by being connected with work even when I'm away from my desk.

Global Response:
70% Agreed and Strongly Agreed

Communication technologies allow for better balance between life and work.

Global Response: 4:1 agreed



Telephone calls should be kept as short as possible.

Global Response: 4.3:1 agreed

Collaborative Technology Can Offer a Competitive Advantage

Overwhelmingly, professionals believe that their collaborative efforts are highly productive. Moreover, people believe that collaboration through communication technologies give them a competitive advantage that keeps them informed and poised to take advantage of new opportunities.

Our collaborative efforts are generally highly productive.

Global Response:
76%

Communication technologies are invaluable tools that help me stay in the loop and keep business moving forward.

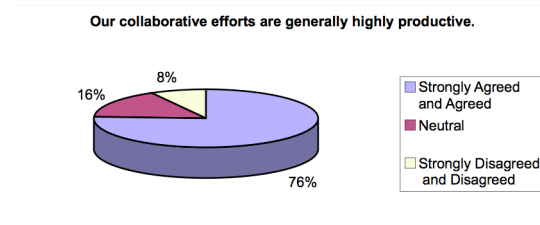
Global Response:
72%

The ability to remote conference with colleagues encourages more creativity.

Global Response: 4:1 agreed

Communication technologies allow me to take advantage of opportunities as they arise, since I have it with me wherever I go and it keeps me connected.

Global Response:
72%



Positive Attitude about New Technology

Professionals want to learn new technologies that help them communicate with colleagues, thus improving the collaboration process. Furthermore, they think conferencing brings teams closer together and provides an effective alternative to face-to-face meetings.

I like to try new ways to communicate.

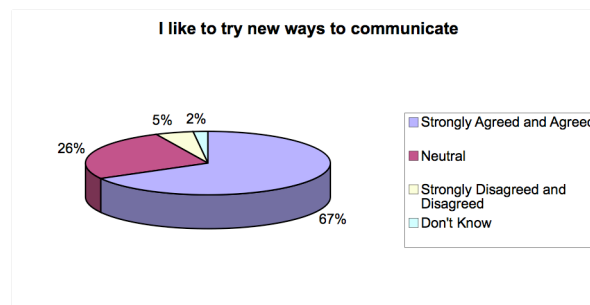
Global Response:
67%

I like having the ability to work from anywhere (home, office, hotel).

Global Response: 10:1

Talking to colleagues using conferencing helps me feel closer to them.

Global Response: 2:1 Agreed



Web conferences are usually engaging.

Global Response: 2:1 Agreed

A conference (audio/web/video) is a good alternative to visiting face to face.

Global Response: 5:1 Agreed

Collaborative Tools of Choice

Of company provided equipment, the 10 most used tools are (ranked in order):

1. E-mail (82%)
2. Desktop or wired PC (77%)
3. Meeting scheduler (68%)
4. Audio conferencing (64%)
5. Mobile / wireless PC (laptop) (56%)
6. Video conferencing (52%)
7. Web conferencing (48%)
8. Instant messaging (44%)
9. Mobile phone with Web access (36%)
10. PDA with Web access (Blackberry) (32%)

What IT professionals plan to buy over the next year:

1. Desktop or Wired PC (66%)
2. Mobile or Wireless PC (64%)
3. E-Mail (52%)
4. Mobile Phone with Web access (51%)
5. PDA with Web access (43%)
6. Meeting scheduler (42%)
7. Video Conferencing (38%)
8. Web Conferencing (37%)
9. Audio Conferencing (36%)
10. PDA - no Web access (23%)

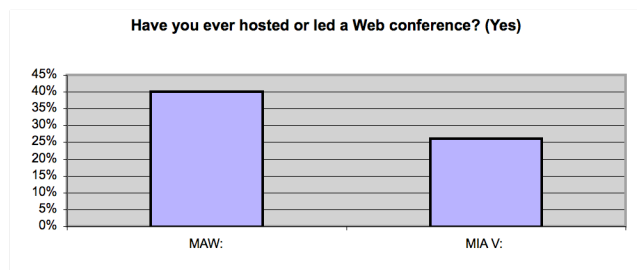
Positive Attitude Towards Web Conferencing on the Rise

As collaborative technologies become more ubiquitous within the workplace, professionals are becoming more comfortable with the tools that help them work and communicate with their peers remotely. For instance, the survey marks a notable increase in positive attitudes towards Web conferencing ease of use and hosting compared to previous studies.

*** Previous data from *Meetings in America V* (MIA V), a study by MCI to reveal meeting habits of United States decision-makers in 2003.

Have you ever hosted or led a Web conference? (Yes)

MAW: 40%
MIA V: 26%



How would you describe your first Web conference experience? (Easier than expected)

MAW: 38%
MIA V: 33%

