



# The Migration of Visual Collaboration – Now It Gets Personal

Michael Brandofino, CEO  
Department 60, LLC

# What Is The IMCCA?

## *Interactive Multimedia and Collaborative Communications Alliance*

- **Non-profit, technology neutral**
- **Focus on all multimedia & collaboration**
- **Increase awareness & branding**
- **Unification of organizations & interests**
- **Further learning objectives**
- **Industry Alliances**
- **Networking Opportunities**
- **Monthly Newsletter**
- **Educational Opportunities**
- **Special Interest Groups**



[www.IMCCA.org](http://www.IMCCA.org)

***Free Membership For End Users  
Many Benefits for Vendor Members***

***Contact Carol Zelkin, Executive Director  
Czelkin@imcca.org***

***Stop by booth 2079***

# Who am I?



**Helping manufacturers, service providers and integrators develop and launch new products and services that transform their business.**

[mbrandofino@dept60.com](mailto:mbrandofino@dept60.com)

[www.dept60.com](http://www.dept60.com)



For a Demo of Our Cloud-Based Monitoring Tool



# Collaboration Defined

Collaboration - “Multiple coordinated interactions occurring between two or more people that include the transfer of complex information for some common purpose or goal.”

*AKA – in person meeting*



Distributed Collaboration “The ability for people to work as an integrated team or group at a distance (both time and space) from each other in a coordinated manner for a specific purpose or goal.”

*AKA – remote or mobile meeting*

# Collaboration by the numbers

- 87% of people do some form of distributed team work
- 38% spend at least 65% of their time on distributed teams
- 77% of people are working on 2 – 7 projects at any given time.
- The average number of simultaneous projects per person is 4
- 40% say they spend half their working hours in meetings.

Survey data from Collaborative Shift

# Changing Workplace Dynamics

- Digital Natives increasing as a percentage of workforce estimated to be 75% of workforce by 2025.
- Flatter organizations
- Flexible work/life balance
- Consumerization of IT

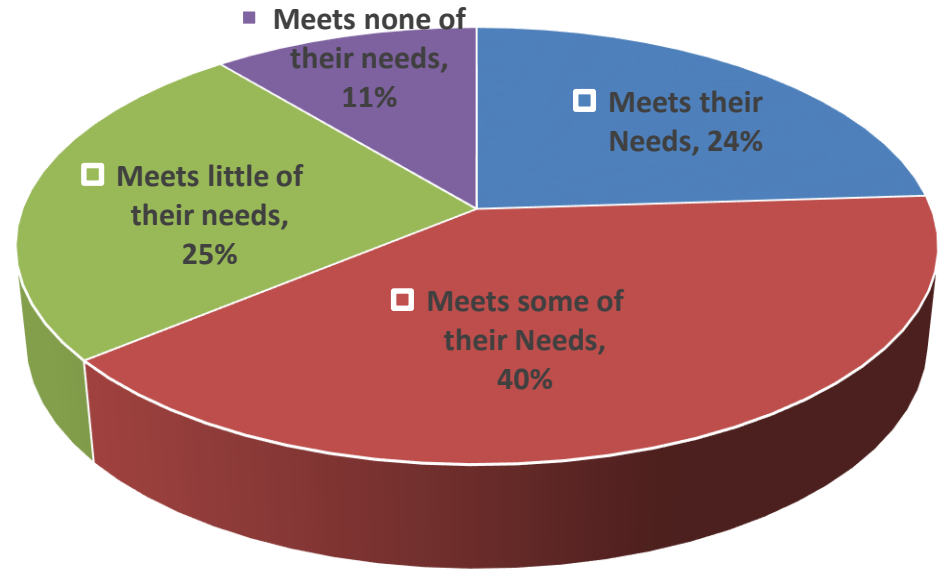


# Video Collaboration Becomes Personal

- Personal video grew to 77% of video meetings in those surveyed
- Shift to personal Video Meeting Rooms (VMR)
- Increase in huddle room usage
- Decline in demand for “white glove” call launching services
- Growth in WebRTC applications
- No brand or product loyalty

# Many tools but do any hit the mark?

Even though the market is crowded with applications and services that provide some sort of collaboration solution, a majority of users are unhappy with their current solution.



Survey data from Collaborative Shift



# Who is trying to change the game?

## Names you may Know



Microsoft



UNIFY



## Names you may not Know



And 100's of others

# Your Panel Today

