



PARLANO
COLLABORATION BEGINS HERE

Presence 2.0

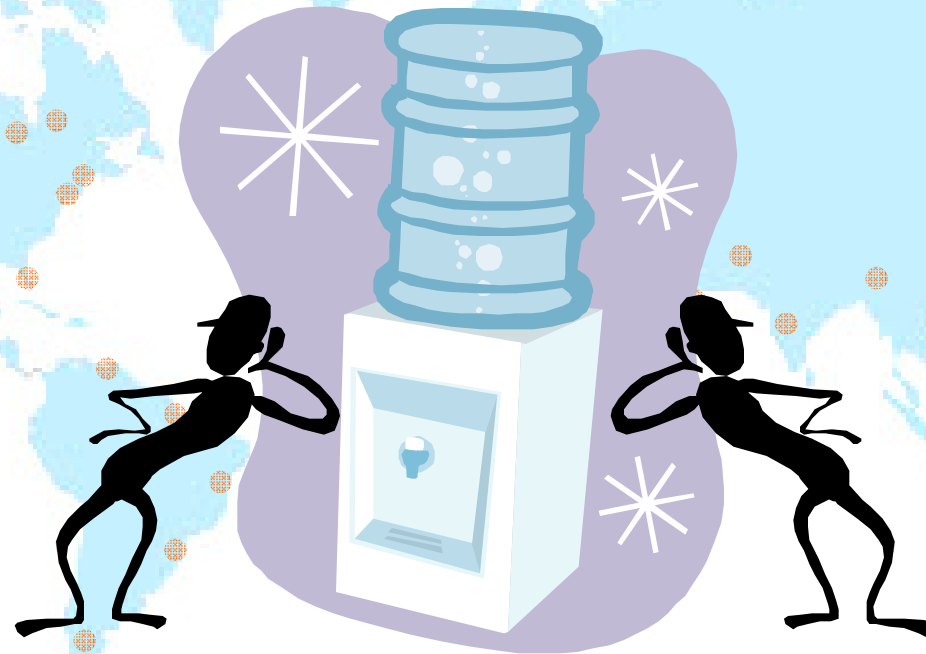
What's Being Overlooked

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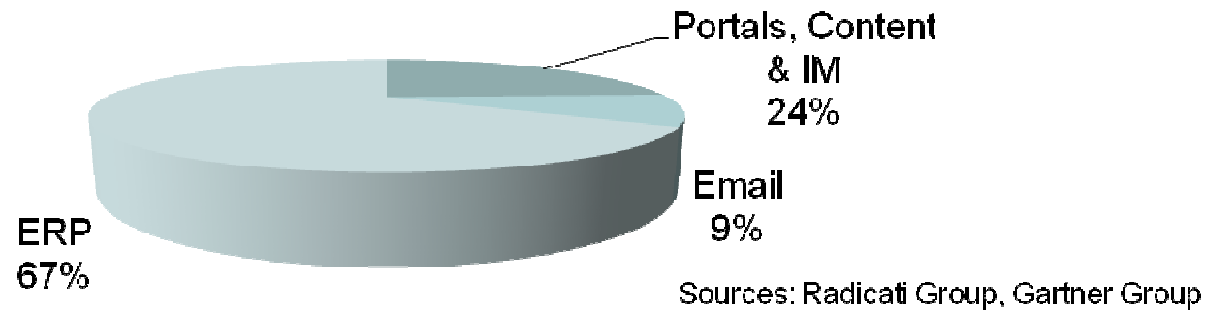
The Key Question

New communications approaches improve efficiency, but are they more effective in today's global environment?



Tacit Interactions are a Critical New Area of Opportunity

Approximate Industry Spending Comparison 2007



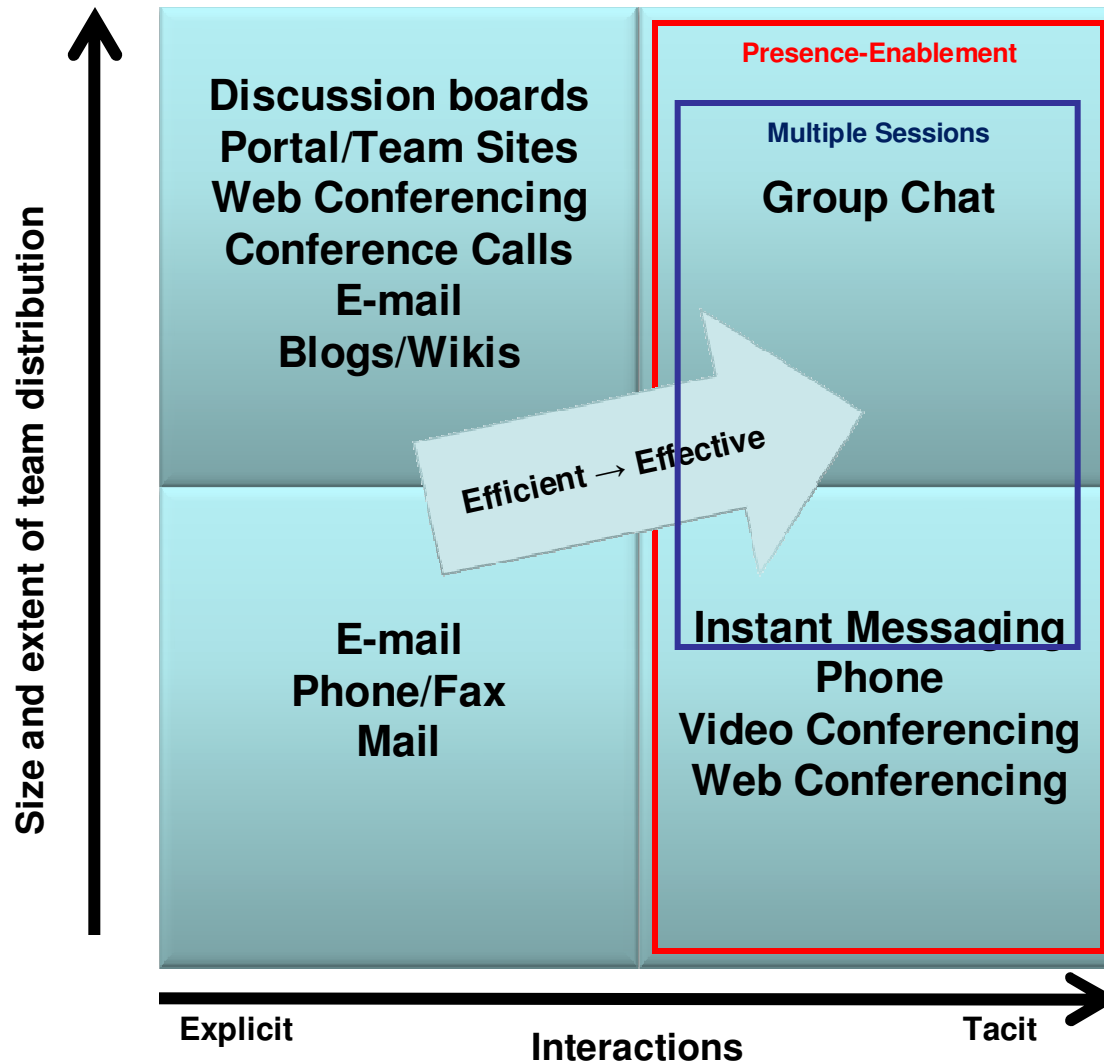
“Tacit Interactions”

Complex interactions that typically require people to deal with ambiguity—there are no rule books to follow—and to exercise high levels of judgment.

Source: McKinsey & Co Research

- Industries have spent the past 30 years ‘squeezing out’ transactional costs
 - Industries are more efficient, company advantages diminish
 - Process improvements easily replicated
- McKinsey study shows more than 40% of the work force is made up knowledge workers
 - Growing 2.5 times transactional roles
- Increasing Globalization
 - Outsourcing, off/near-shoring
 - Driving demands for better communication & Collaboration

Efficient to Effective: Tacit Knowledge Exchange Requires Presence-based Communications

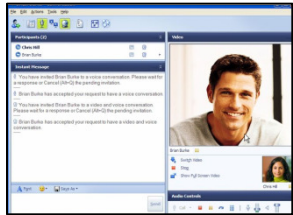


Un-Organized Real-Time Communications Results in Chaos

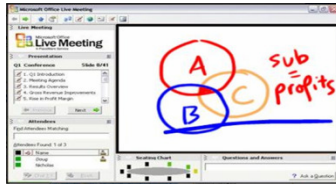


- No control of interruptions
- Relies on people to find and make connections
- Assumes that an individual always knows who has “the answer”
- Lack of prioritization leads to wasted time and information overload
- One-to-one information silos do not promote tacit knowledge sharing

Pre-Organize People and Conversations



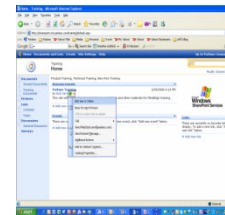
Video Conferencing



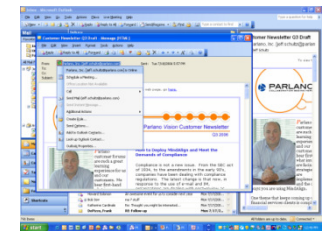
Web Conferencing



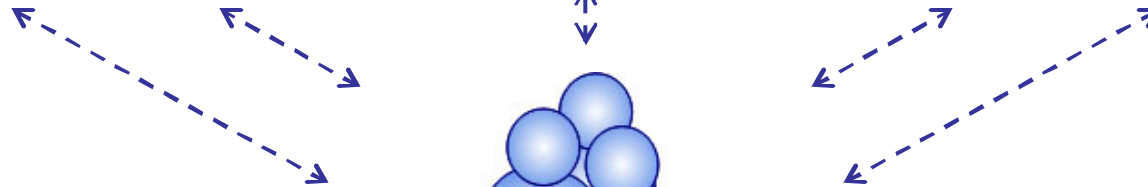
Telephony



Documents



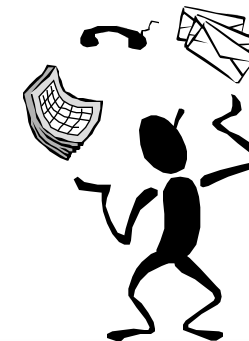
Email



Presence Platform

← Shared Presence Status

Shared Presence Status →



- Rather than relying on people to connect with the right people when they need it, organize them with the right people and conversations at all times
- Provide a natural launching point for efficient and cost-effective communications

Thank You

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