

# SURVEY REPORT

## Enterprise Business Collaboration 2017

## Study profile

- **Main unit** Senior level executives and directors from major European companies
- **Approach** Online survey
- **Participant generation** Email invitation, social media
- **Sample size** 200+
- **Date of enquiry** June 2017

## User experience

- Digital platform process owner
- Job titles of digital collaboration platform teams
- Number of content contributors to the social collaboration platform
- Influencing platform performance factors
- Employee access to the digital platform
- Mobile access of collaboration platform
- Availability of social features
- Main applications on digital platform
- High priority applications
- Platform government structure
- Performance rating of digital platform
- User adoption rate of the digital platform
- Platform performance measurement
- Collaboration platform maturity

## Participants' profiles

- Job titles
- Industry split
- Company size

## Event updates



# INDUSTRY TRENDS

## User experience

Digital platform process owner

IT	37%
Corporate Communications	23%
Internal Communications	22%
Knowledge Management	8%
HR	4%
Project Management	3%
Marketing	2%
Other	1%

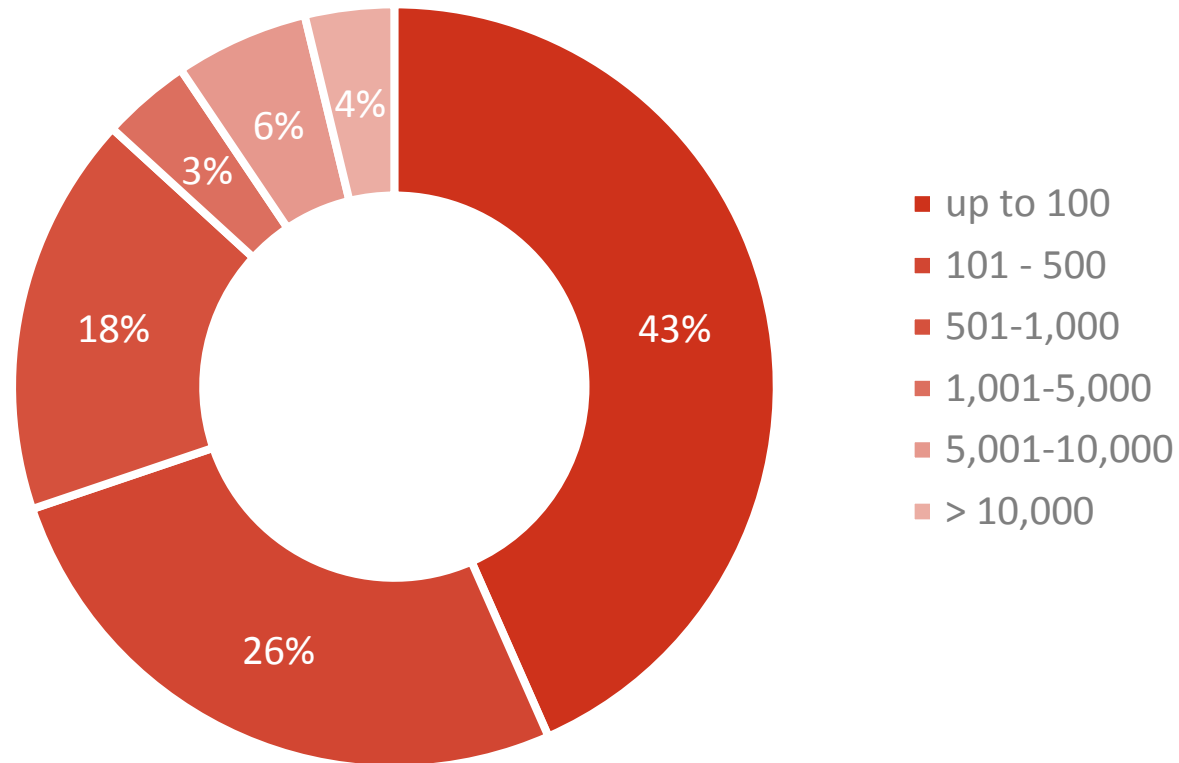
## User experience

Job titles of digital collaboration platform teams (multiple choice)



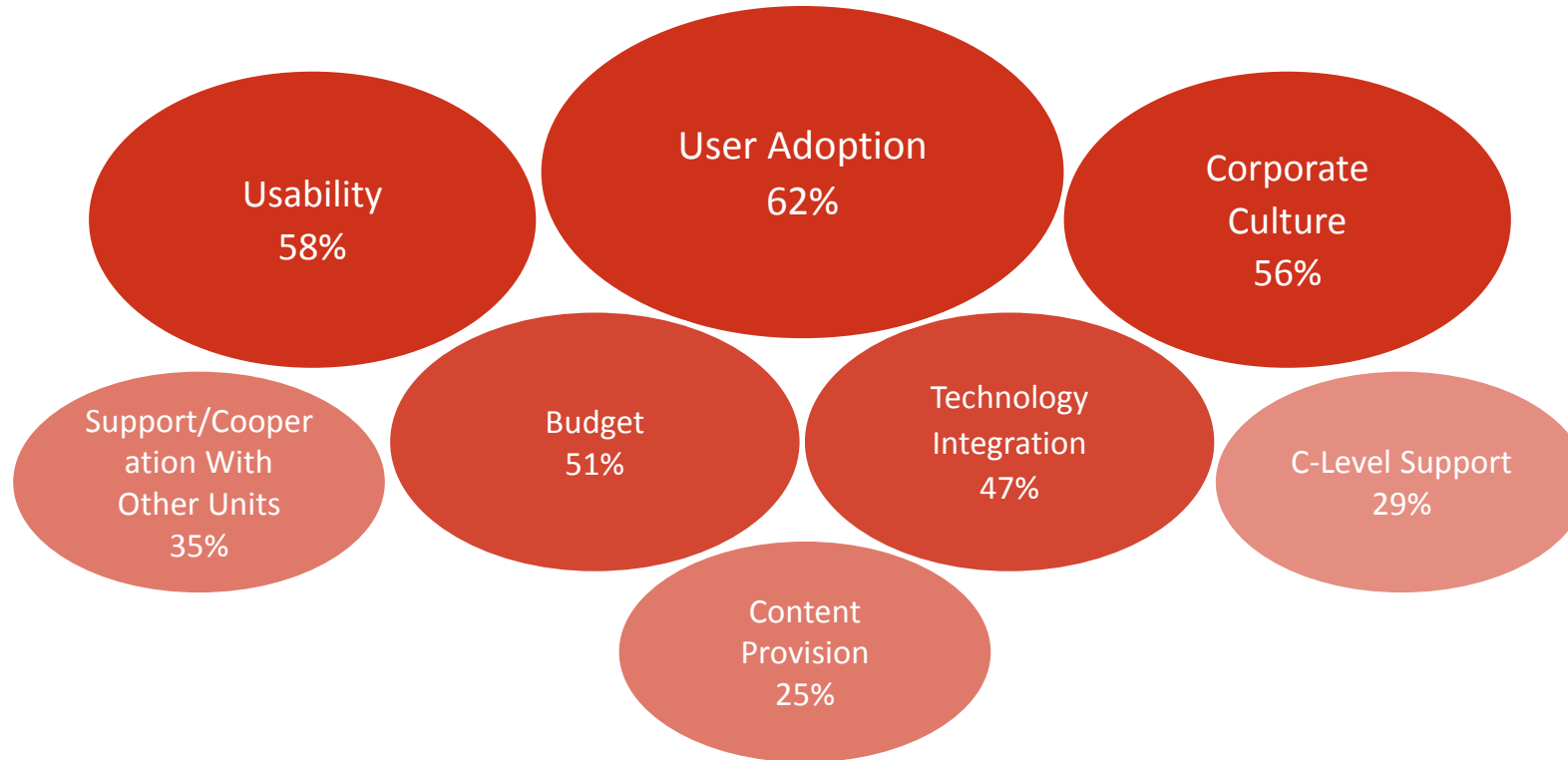
## User experience

Number of content contributors to the social collaboration platform



## User experience

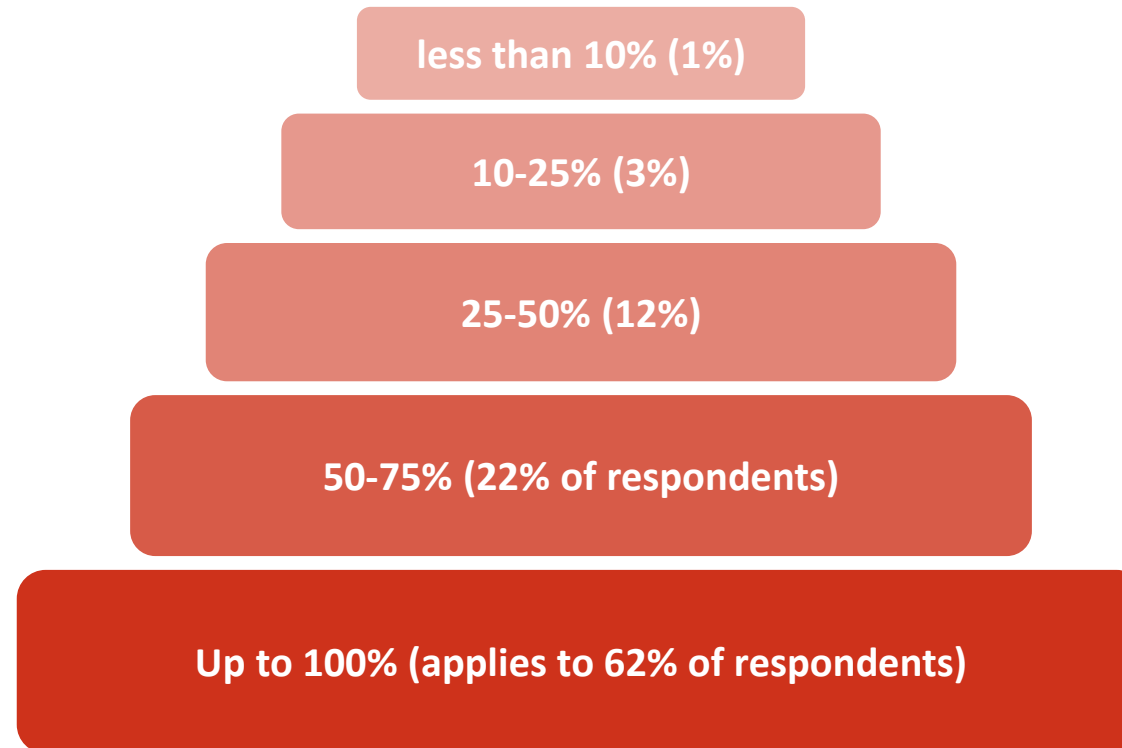
Influencing performance factors of the digital platform (multiple choice)





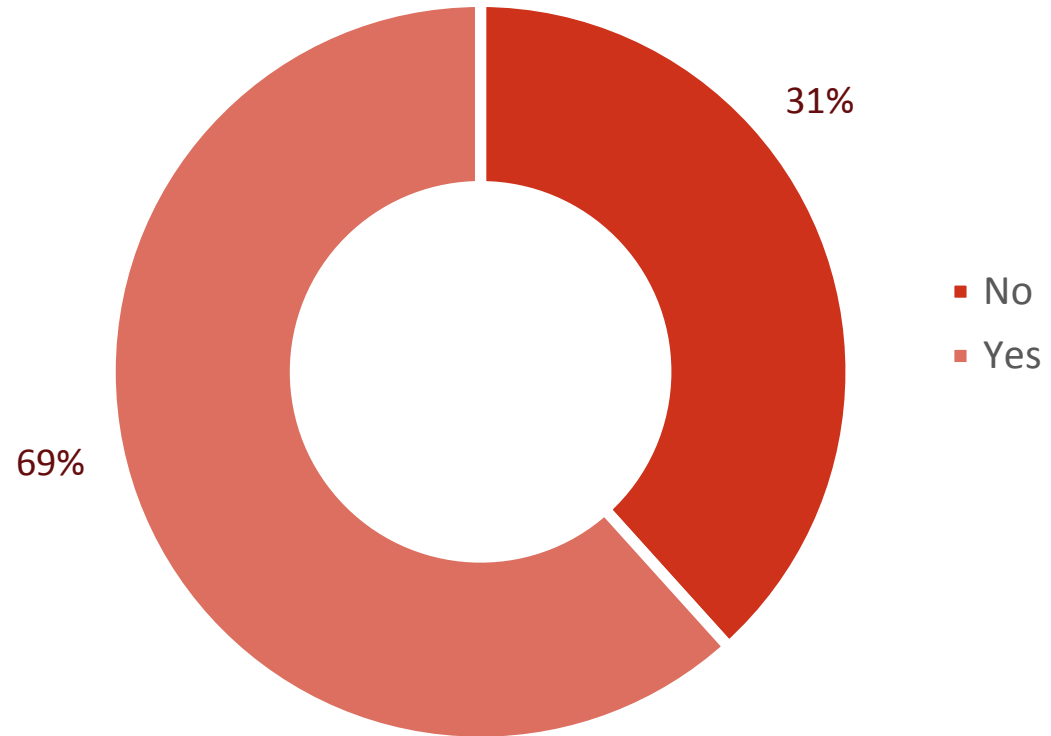
## User experience

Employee access rate to the digital platform



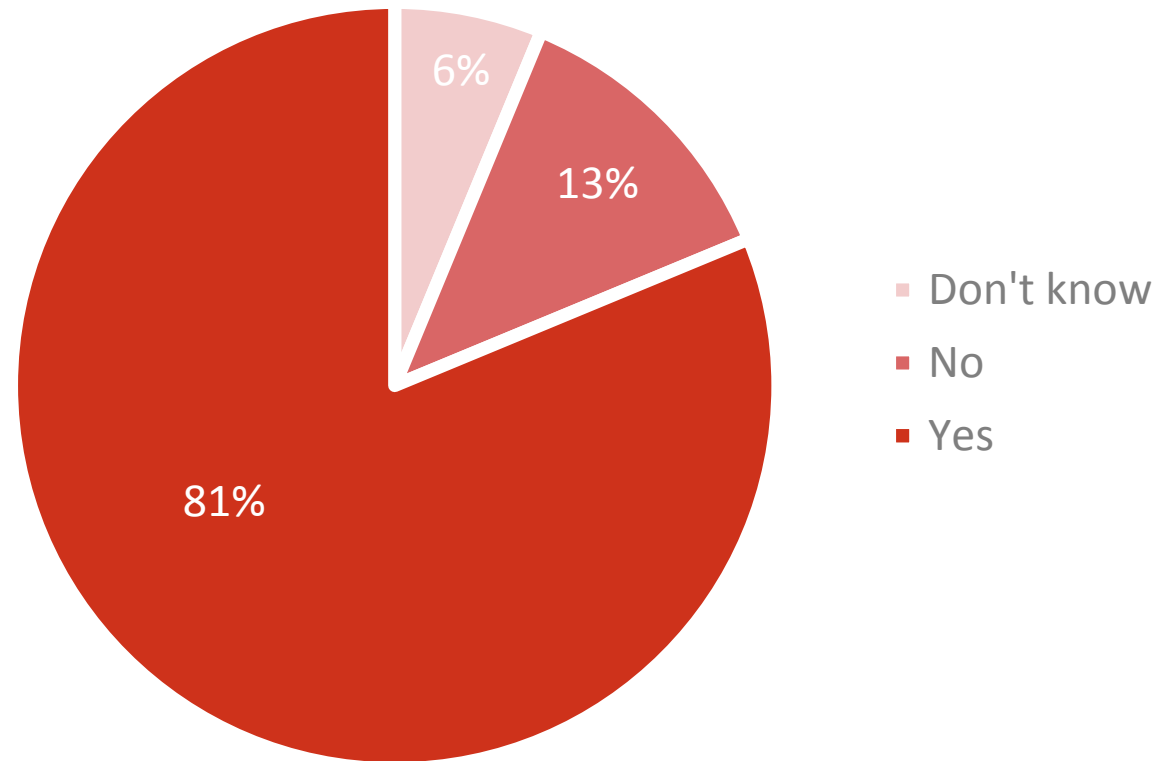
## User experience

Access to collaboration platform via mobile devices



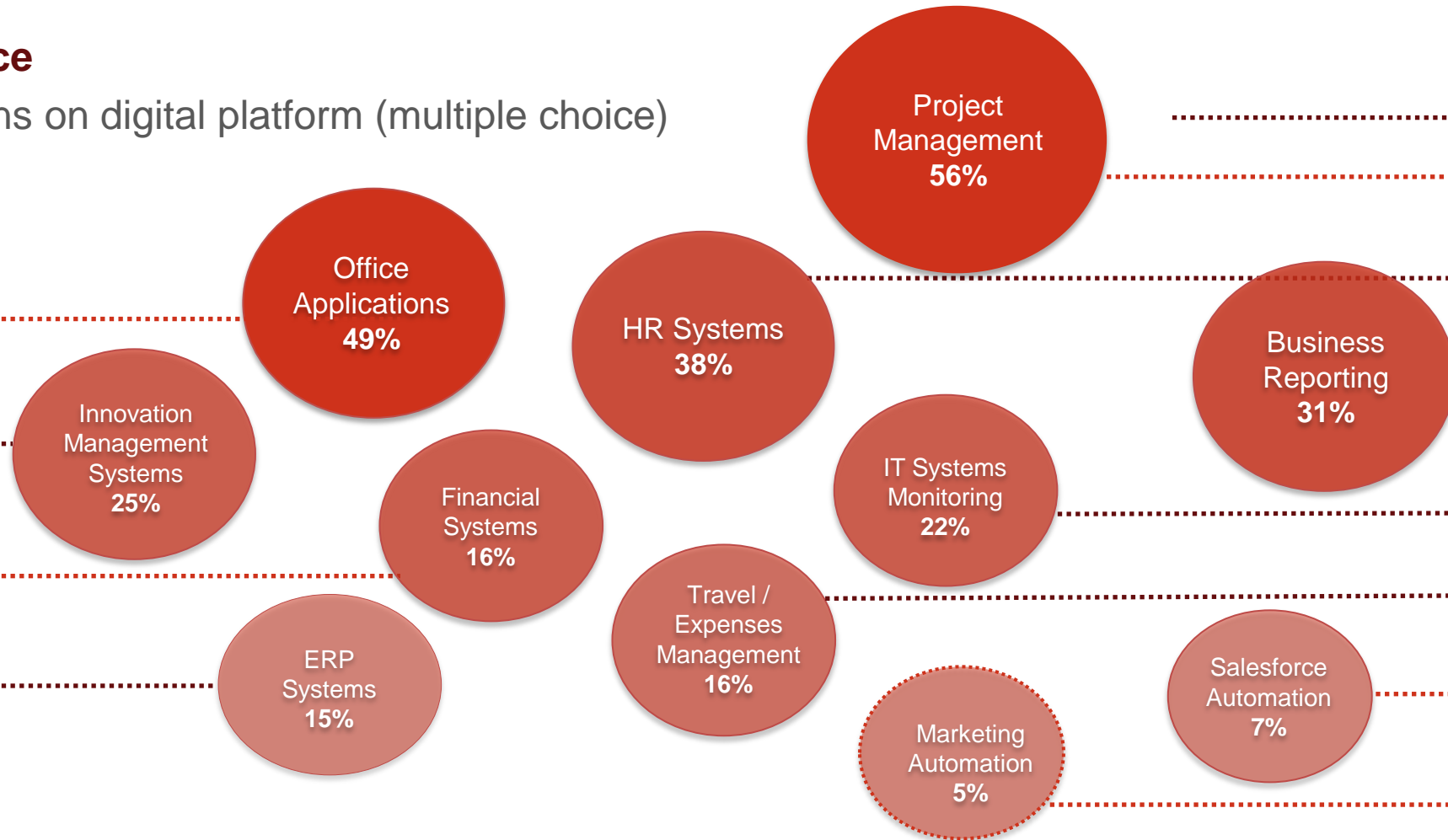
## User experience

Availability of social features on the platform



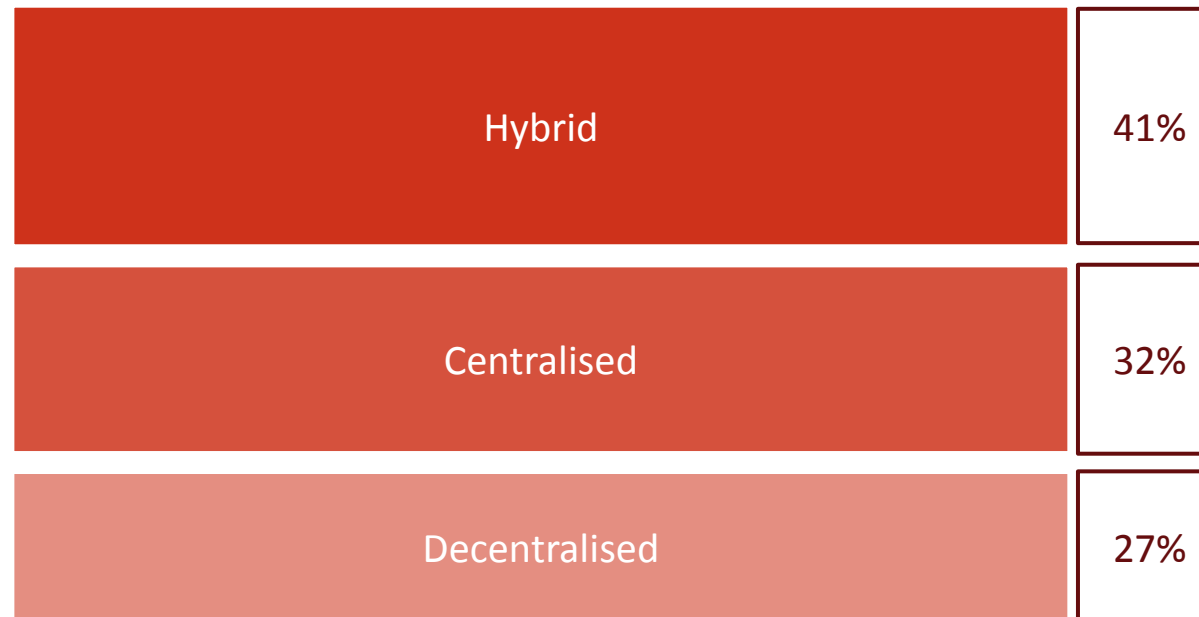
## User experience

Main applications on digital platform (multiple choice)



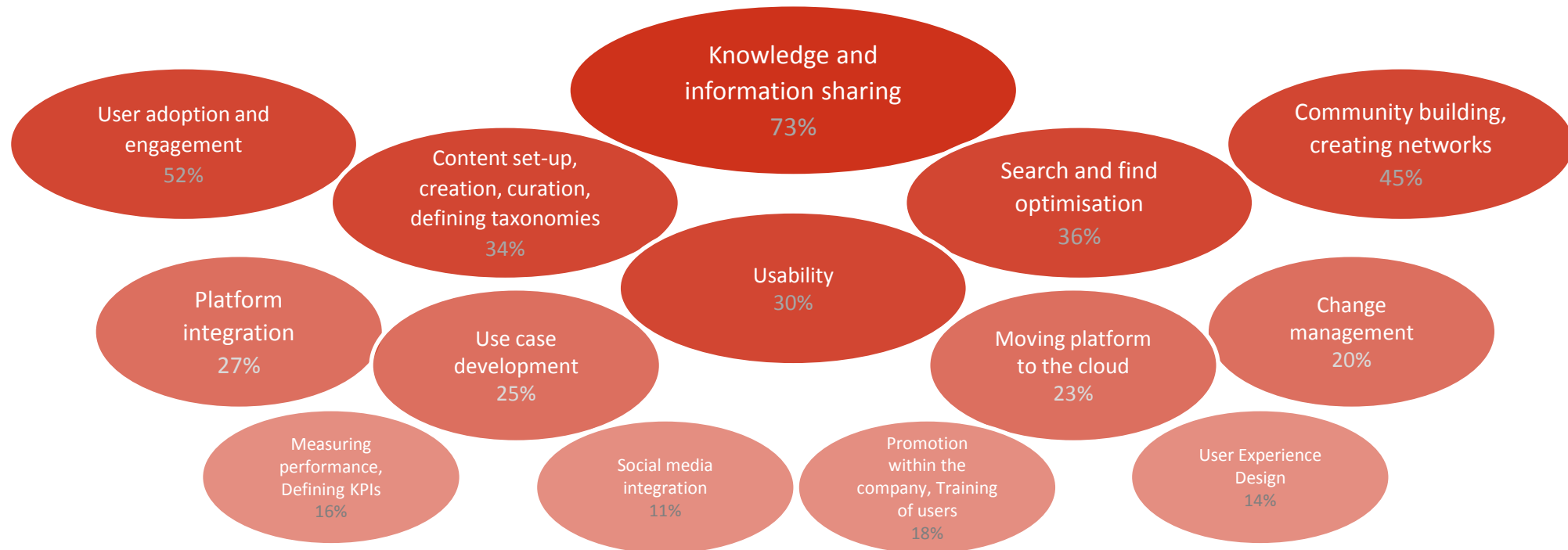
## User experience

### Platform government structure



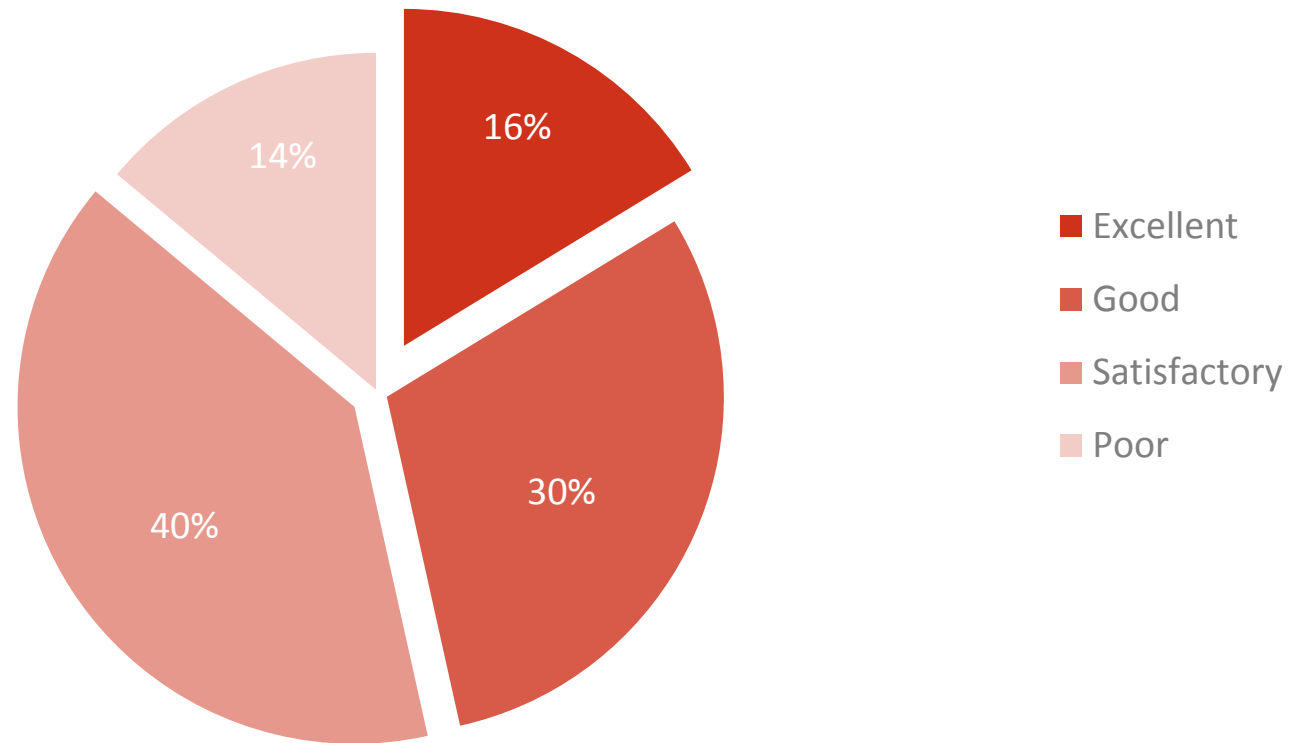
## User experience

High priority applications with regards to digital workplaces (multiple choice)



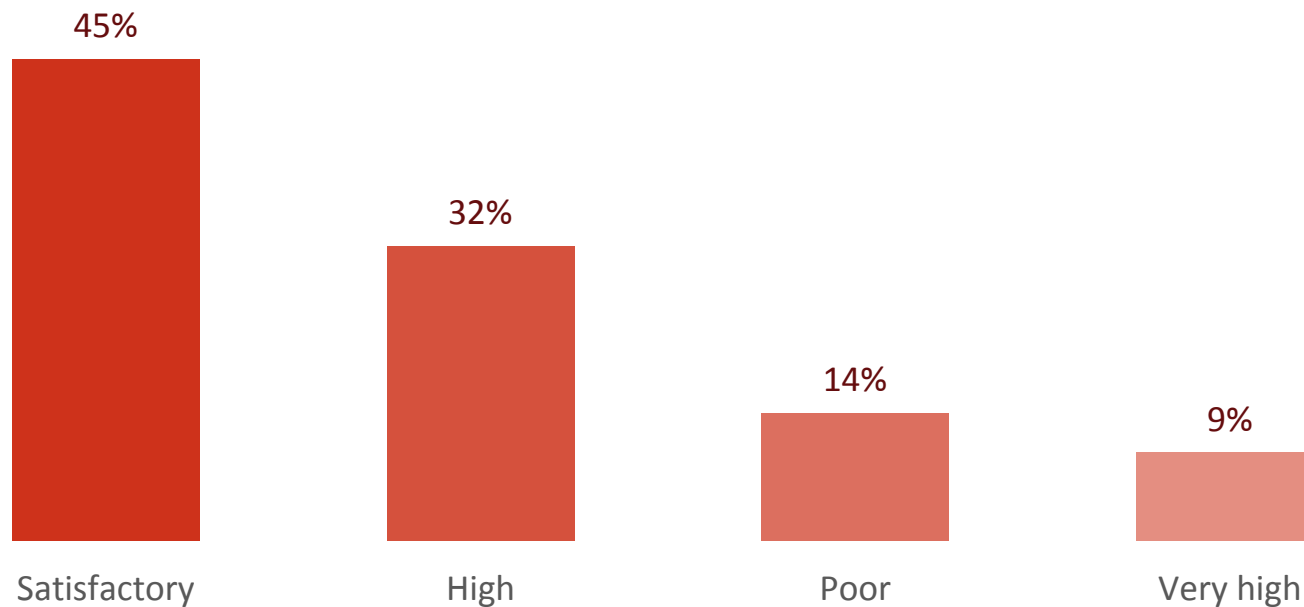
## User experience

Performance rating of digital platform



## User experience

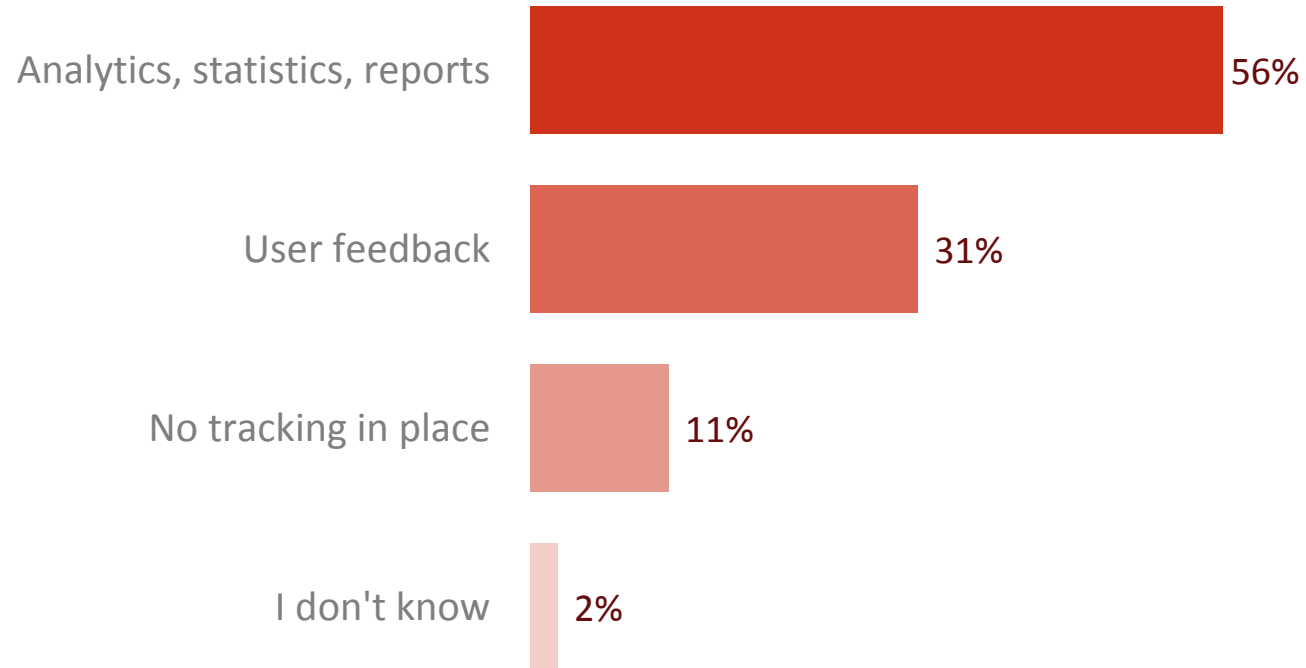
User adoption rate of the digital platform





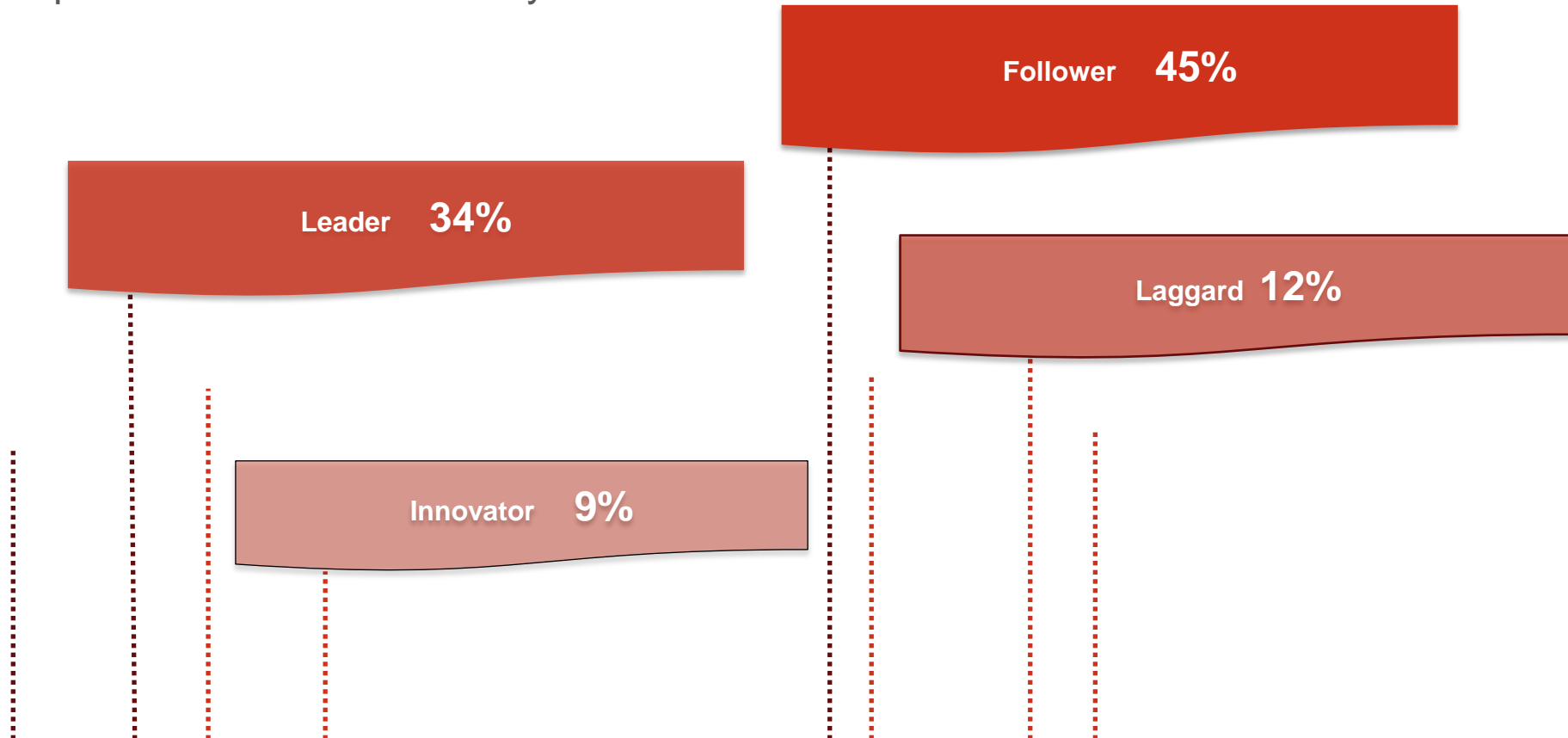
## User experience

### Platform performance measurement



## User experience

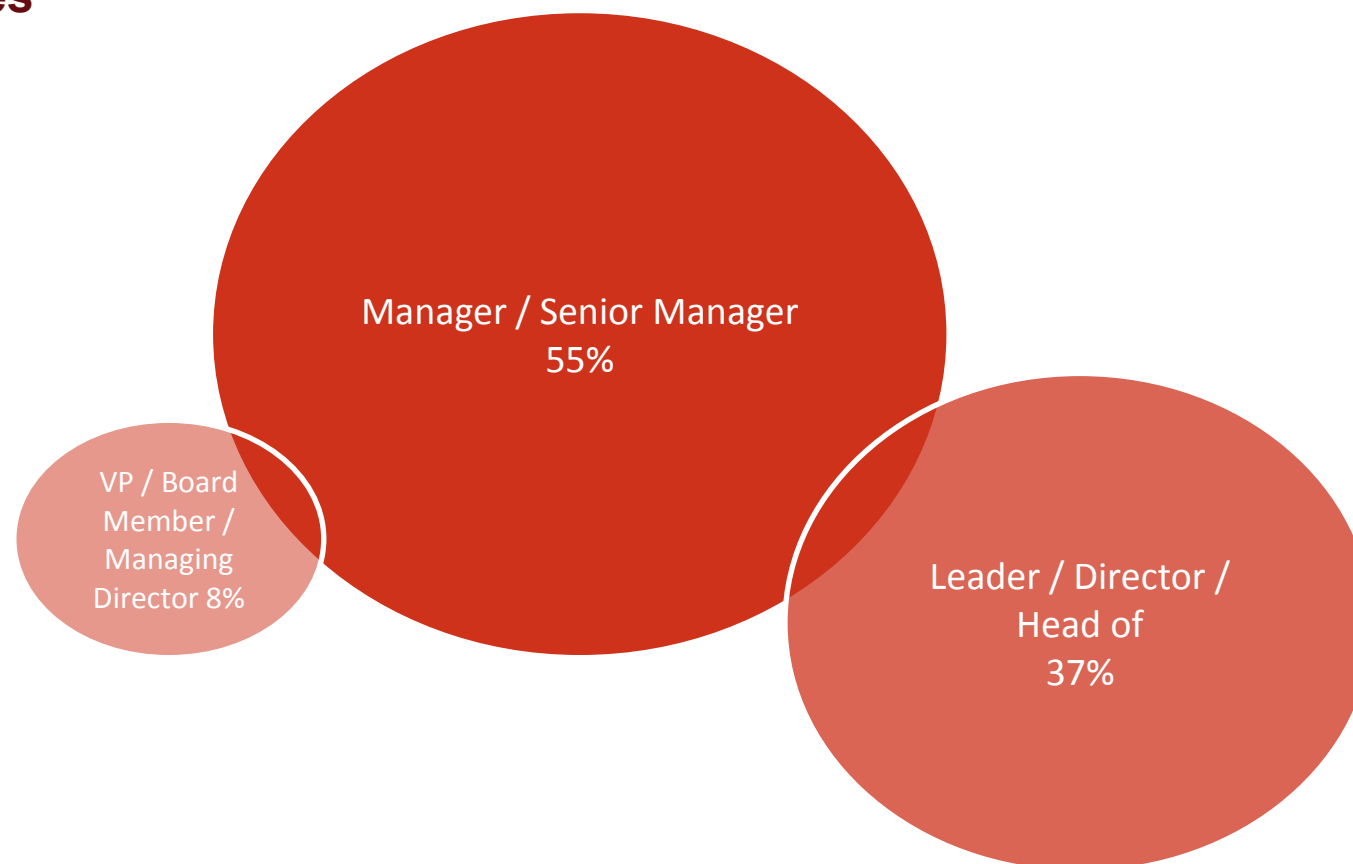
Rating of enterprise collaboration maturity



# PARTICIPANTS' PROFILES

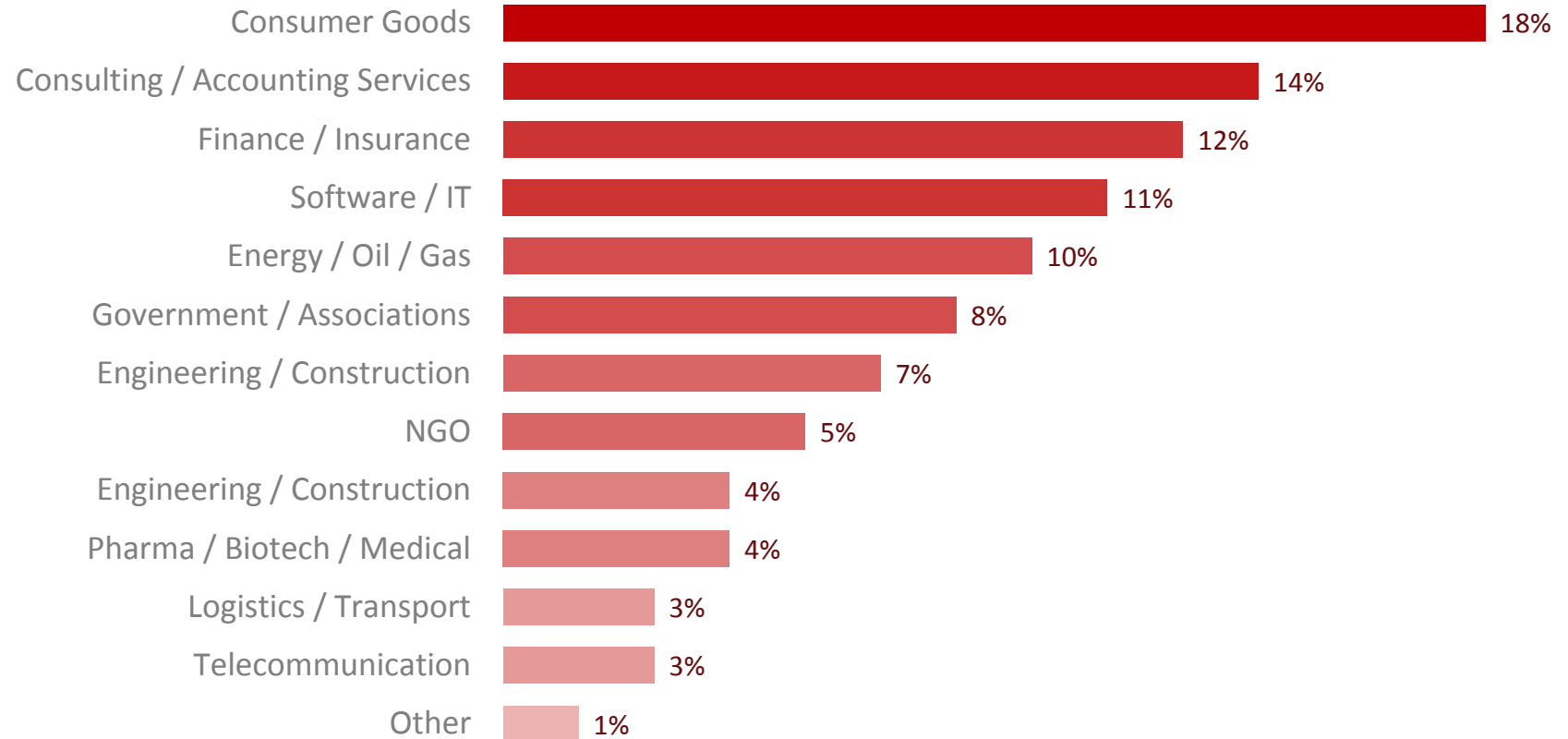
## Participants' profiles

### Job titles



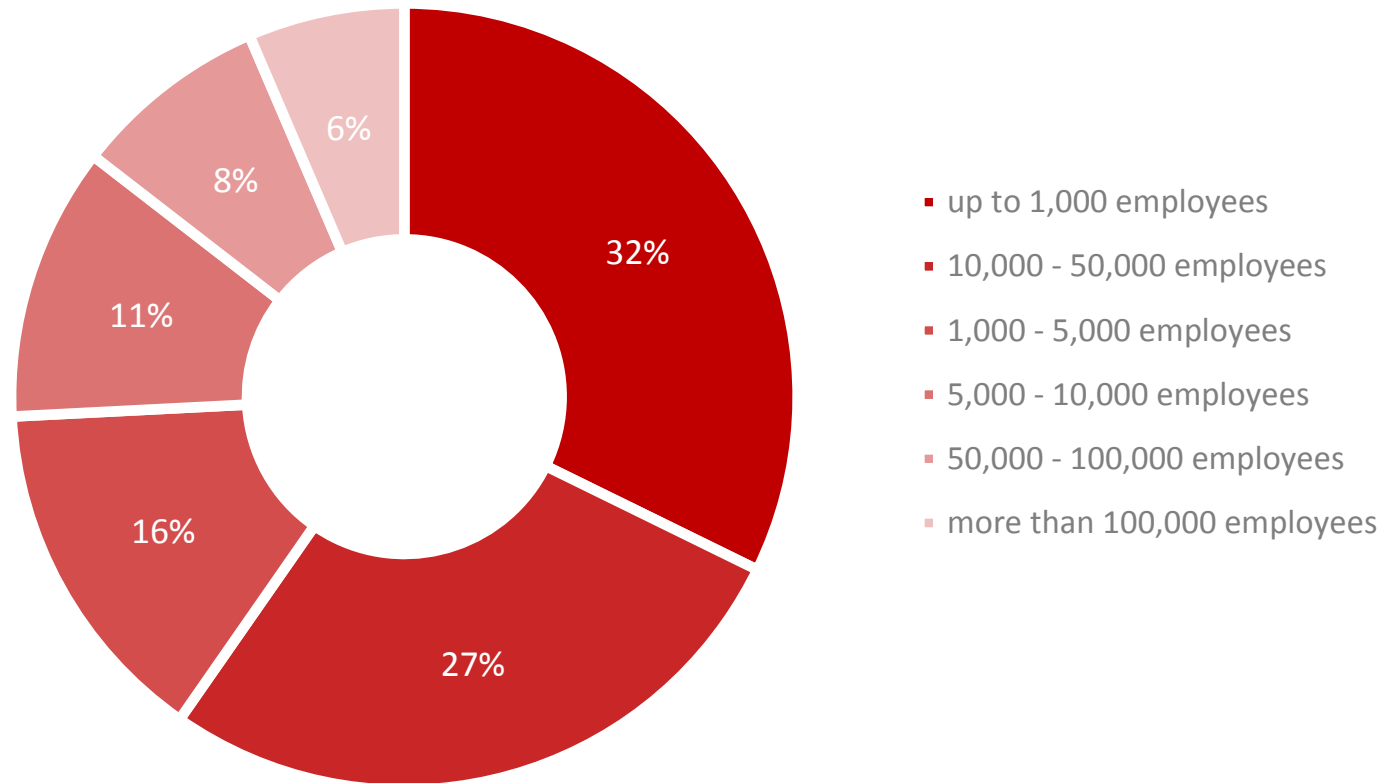
## Participants' profiles

### Industry split



## Participants' profiles

### Company size



# EVENT UPDATES

## Enterprise Business Collaboration

The Enterprise Business Collaboration will be taking place for the 6<sup>th</sup> time on September 18-19, 2017 in Berlin as the place where business meets technology and where collaboration platforms meet tools that enable processes.

More than 200+ technology, business and communication professionals from enterprises worldwide will discuss strategic benefits, operational challenges and technology-based opportunities of mobile, video, social, messaging and virtualisation tools that accelerate digitally channelled collaboration within value driven business.

As part of the event, the Enterprise Business Collaboration Award will exclusively honour exceptional projects in three different categories:

- Best Collaborative Tool to Support Digital Transformation and Business Processes
  - Best collaboration implementation of collaboration solutions
  - Most innovative tool to support collaboration (start-ups only)





## Enterprise Business Collaboration – Key Topics

- Cloud and mobility: Choosing and understanding differences between Cloud, on-premise or hybrid
  - Analysing unified communications and UCaaS •
- Digital transformation and collaboration: How do they interact and influence each other •
- Platform transformation and integration: Aligning digital channels and tools as well as creating synergies •
  - Embedding collaboration structures, tools and practices into business processes •
- Business strategies and proof of concept: Executing a sustainable change process throughout the organization. Expanding internal solutions to external sets of stakeholders •
- SharePoint, Office 365° and the cloud: Making technology available: customization vs. standardization. Overcoming security and governance concerns around mobility •
  - Integrating video in business processes: Video deployment challenges and video cloud strategy •

Visit us [online](#) to find out more or join us and [book](#) your ticket now.



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