# Conitive Collaboration

How to manage information overload

## Workers need information and context to do their jobs.

Is too much information a bad thing?



searching for or consolidating information.

Time in a typical day spent

Average number of people who workers interact with on a daily basis in and outside their organization.



on a daily basis.

and 13% access 11+ apps

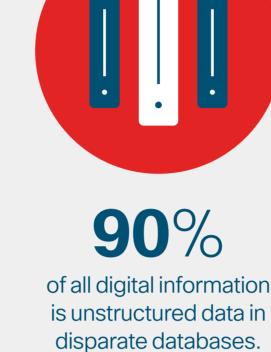


Apps in a typical software-as-a-service (SaaS)-based organization.

ineffective interactions, and hurts productivity.



in meetings.





## Not finding the right information leads to a 16% productivity impact.

Information without context

just adds confusion.



So what is Cognitive Collaboration?

communications and multiple enterprise data sources brings

The combination of artificial intelligence (AI) with cloud

people together with more context. This approach:

#### Removes friction points Creates greater relevance to achieve higher efficiency

 Enhances productivity Inspires innovation Creates more engaging customer experiences

People context

customer journeys

**Key aspects of Cognitive Collaboration** 

#### Delivers relevant information about Predicts based on prior behaviors people's profiles and actions Recommends, identifies, anticipates Provides more meaningful Improves processes, experiences,



## Data insights

responses, preferences, and interactions Delivers relevant information, bridging the productivity gap

Learns from user profiles, feedback,

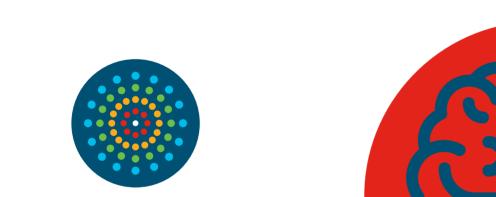
Creates stronger relationships

#### Workspace intelligence Makes collaboration more intuitive

**Business workflows** 

and outcomes

- Adapts to different types of user interactions and meetings Accelerates decision making







### **Cognitive Collaboration empowers** results-oriented interactions.

Empowers agents with context

Improves the customer journey

and lifetime value

to improve first-contact resolution

Raj, the sensor data shows we need to Rai accelerate our response time. Julie

to highlight a possible solution.

scheduled for next Tuesday.

Cognitive Collaboration dynamically puts relevant information at workers'

fingertips, enhancing their interactions and minimizing information overload.



Thanks, Sonja, I agree. Let's get the engineering lead to update the plan. Distributing notes and action items

Raj, I've updated our digital whiteboard



will be actively implemented in their companies within the



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next three years.



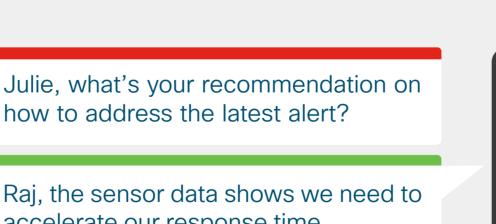


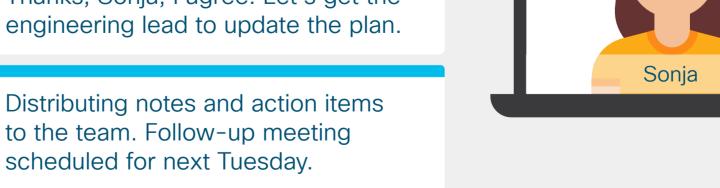




Improves responsiveness

Enhances customer interactions







Information overload wastes valuable time, creates