

fact sheet: conferencing

Collaboration Calculator

Advances in information and communications technologies have enabled businesses to become truly global in scope. Yet the increasing globalization of business can compromise an individual employee's ability to effectively work with people in other locations. Collaboration—defined generally as “working together”—has become a way for employees to more effectively interact with co-workers, customers, and vendors in other offices, cities, and regions.

A 2006 Frost & Sullivan study commissioned by Verizon Business and Microsoft®, *Meetings Around the World*, examined three key influencers of collaboration: an organization's culture, its structure, and the technologies used to collaborate. It found that collaboration is a key driver of business performance, having over twice the impact as a company's strategic orientation (i.e. how aggressively a company chooses to pursue new markets or opportunities) and five times as much as external market factors (i.e. how dynamic the market environment is). The study also found that companies who embrace collaboration in their culture, infrastructure and use of technology are better performing companies. For these reasons, it is critical that every organization focus on ways to improve their collaborativeness.

Introducing Verizon Business's Collaboration Calculator

Verizon Business has created a new online tool that will help you determine your company's degree of collaborativeness and provide specific recommendations to help make your company more collaborative.

The **Collaboration Calculator** starts with a brief an online survey administered by your Verizon Business conferencing specialist or account manager. The survey addresses multiple aspects of your company's organization and its collaborativeness. Once the survey is completed, a Collaboration Index score (numeric measurement of your company's overall collaborativeness) will be generated, and diagnostics will be provided on actions you can take to help improve your company's level of collaboration.

This tool is an extension of the *Meetings Around the World* Study which assessed the state of collaboration in global business. The Study surveyed businesses in the United States, France Germany, UK, Australia, Japan and Hong Kong to determine collaboration attitudes and behavior, examined collaboration across geographic regions and vertical industries, created the first-ever Collaboration Index, and scored companies based on survey responses. This information was published in a white paper, which is available on the Verizon Conferencing website (<http://e-meetings.verizonbusiness.com/maw>).

For more information, go to www.e-meetings.verizonbusiness.com, or contact your Verizon Business conferencing specialist or account representative.

benefits

- Assess your company's degree of collaboration
- Identify areas for improvement
- Leverage the benefits of a collaborative organization

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