



# Why your organization needs collaborative work management

## Business issues

We know that many organizations suffer from no effective way to ensure business strategies are being executed and no visibility into whether work is being done efficiently and achieving consistent, repeatable business results.

This leaves many business opportunities on the table because the chance to do more for customers is ignored, neglected or never escalated. Organizations often struggle with how to align project prioritization with organizational strategies and key opportunities can simply be missed or acted upon too late

## Internal challenges

Traditional project management processes are unwieldy, difficult to streamline and deliver a slow time to value. When projects and portfolios are poorly executed they leave your business at a competitive disadvantage and your company at risk. The end result is your company reputation can suffer as well as your customer satisfaction.

At the same time resources are not being utilized to maximum effectiveness with broken communication and alignment between teams and orgs. Teams are disconnected, poorly organized and not engaged because they don't see the big picture.

Making resource investments is difficult or even impossible where you have no accurate data of who is working on what. It is also difficult to plan ahead when onboarding new talent can take several weeks or even months. Getting the reports you need that are easily digestible and information that is current and reliable is also a challenge.

## What is enterprise work collaboration?

Enterprise work collaboration stretches across verticals, geographies, functional departments, and customer segments. The distributed nature of today's workforce demands a flexible project management solution to get work done efficiently, effectively and with better results. Enterprise work collaboration, often hosted in the cloud, is fast to deploy and easy to use, and connects social context with tasks and projects to drive increased engagement, productivity and profitability.

## Collaboration ROI and success

According to a Hurwitz & Associates study, companies that collaborate effectively and securely can bring innovative products to market more quickly, improve operating efficiency, increase customer loyalty, and drive increases in sales.

GigaOM research discovered that enterprise-wide collaboration capabilities can deliver up to a tenfold return on investment.<sup>2</sup> There are also many behavioral studies that point to the performance and productivity increases possible where workloads are shared in a collaborative way across a group or organization and objectives and progress are fully transparent.

Using enterprise work collaboration, your organization can schedule, track and support initiatives and complete projects, no matter how distributed the teams are across your enterprise. Also, when your people are operating with real-time information, your human capital investment will move in lock step with the business.

Formerly disconnected and disengaged teams can now share information and collaborate, leading to faster deployment times with fewer problems. Since everything is transparent, if there are roadblocks or conflicts, they surface and are resolved faster.

## Business benefits of enterprise work collaboration

- ✓ Optimize costs to get the most out of every person, asset or project and make better resource allocation and sourcing
- ✓ Demonstrate transparency and track costs and activities in my organization and share that with stakeholders
- ✓ Increase business value and ensure investments and operational decisions are aligned with business priorities?
- ✓ Deliver high level of service and meet performance goals across departments and external collaborators