

21st Century Success: *Business Brief 10 – Success Points*



Success Point One: A Visual Collaboration Infrastructure is Required for Success

Success in the 21st century demands that an entire organization operate at an unerring speed-to-market pace to beat the competition: designing, engineering, manufacturing, product planning, and non-core departments must all work together with the intent of being the leader in their market.

In addition, customers are increasingly product market savvy. Brand loyalty is nearly a thing of the past; company and country loyalty are soon to follow. Our world economy is full of impatient, well-informed, and therefore, demanding customers.

Manufacturers don't have a choice—they must have a visual collaboration infrastructure in place that allows them to:

- securely share intellectual property with employees, joint ventures, partners and suppliers
- respond faster to customers and vendors
- reduce the risk level of product recalls
- lower labor costs and increase workflow efficiencies without sacrificing quality
- meet regulatory and compliance requirements and still be efficient
- convert time-to-market to speed-to-market
- empower information workers with the ability to create, innovate, and collaborate despite geographical, political, or economic challenges

Success Point Two: Knowledge is Still Power

According to an IDC report, information workers spend nine percent of their day searching for information (IDC: *The Hidden Costs of Information Work*)—other independent studies report as much as *thirty* percent. Much of this research time is affected by the lack of sources that capture the proper data. Another article, “The Knowledge Worker Investment Paradox”, Gartner Research revealed:

- Employees get 50%-75% of their relevant information directly from other employees.
- More than 80% of an enterprise's digitized information resides in individual hard drives and in personal files.
- Individuals hold the key to the “Knowledge Economy” and most of it is lost when they leave the company.

The 21st century brings corporate leaders much more than just access to great minds. They have at their disposal revolutionary technology advances, processes, and multitudes of bright, energetic information workers anxious to use them. These tools and the resulting business intelligence will give companies the ability to quickly spot new trends and initiate new products. Once information workers can collaborate, coordinate, and cooperate among themselves throughout the entire extended enterprise, they will be in an excellent position to take the product to market at the speed-to-market pace.

Success Point Three: 21st Century is Today

Edison understood innovative power cannot exist unless creative, intelligent minds have a common purpose or end goal *and* an ability to share know-how and relevant facts. He also knew the importance of empowering people—giving them the tools and resources—to work together to solve problems and fulfill common goals. Edison understood the importance of allowing people to communicate freely and immediately.

Likewise, when your information workers are able to access the information they need and connect with each other virtually anywhere, anytime, in ways that are natural and necessary, the benefits will be unending. The combination of dedicated, creative, and intelligent minds with everything technology has to offer can make all of us leading-edge innovators in our respective industries. The resulting success will be not just intentional—it will be inevitable.





Business Brief

The Business Brief provided is a section from Actify's white paper series called 21st Century Success. The white paper series details the business obstacles and impact manufacturers face related to innovation, collaboration and automating processes. For more information or to obtain one of the white papers, you can contact the representative below or visit the websites listed.

About Actify, Incorporated

Actify Inc. is an *award-winning* global leader of product data collaboration and 2D/3D visualization solutions. Actify's technology and visual collaboration infrastructure solutions help companies successfully meet the geographical, economical, and global challenges of doing business in the 21st century.

Actify's customers come from various industries: energy, medical and dental devices, government, defense, aerospace, automotive, industrial automation, consumer goods, white goods, discrete manufacturing, and other product-based manufacturing or service industries.

Actify products are sold through authorized distributors and value-added resellers in North America, Europe and Asia Pacific. Actify is headquartered in San Francisco, California. For more information please visit www.actify.com or call 415.227.3800.

To discuss how Actify can help your organization create an effective collaboration infrastructure, use technology to its full potential, and be truly innovative—call today and ask for an "Information Worker Experience Strategy Assessment".

Please contact sales@actify.com.