



Predictions for the Digital Workplace 2015

Jim Lundy
CEO and Lead Analyst

David Mario Smith
Research Director,
Lead Analyst



Speakers for Today



Jim Lundy



CEO,
Lead Analyst

Mobile
Content Management
Innovation
Sales Enablement
Knowledge/Learning

David Smith



Research Director,
Lead Analyst

Collaboration
Social Business
Enterprise Video
Talent Management

The Future of Work is Mobile



Agenda



- What are the Top Technology Trends and Why are they Important?
- Predictions for Digital Workplace
- Predictions for Collaboration
- Predictions for Mobile
- Predictions for HCM/Talent
- Predictions for Sales Enablement
- Predictions for Content
- How do Enterprises leverage the change coming to the Digital Workplace?

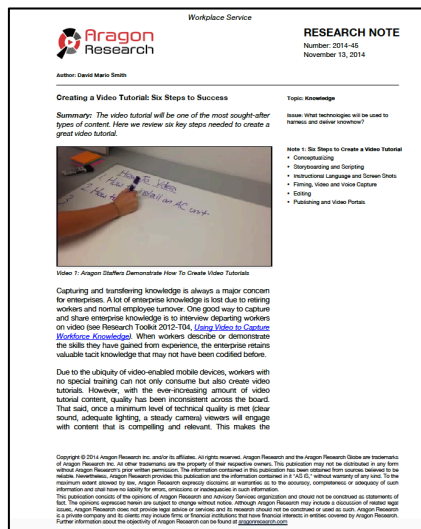
Aragon Corporate Overview



Aragon Research Corporate Headquarters



New Interactive Research



- Founded in 2011
- Over 75 Clients, 90% Renewal Rate
- Analysts have over 20 years of Experience.
- Consistent Publishing
- Research consistently rated as Top in the Industry.

Check out our Free Research



HOME

SERVICES ▾

RESEARCH ▾

RESOURCES ▾

COMPANY ▾

NEWS ▾

LOGIN ▾

Aragon Research Predictions for 2015

PCMC Conference

DATA SHEETS

VIDEOS

NEWSLETTERS

Free Research

WEBINARS



Mapping Technologies



Technology Trends to Watch 2014*

1. Mobile Apps
2. Enterprise Mobile Management
3. Rise of Hybrid Cloud Computing
4. Big Data and Machine Learning
5. Security
6. Content Explosion
7. Internet of Everything
8. Smart Machines
9. 3D Printing
10. Robotics

Technology Trends to Watch 2015*

1. Predictive Apps
2. Mobile Collaboration
3. Workplace Security
4. Big Data and Machine Learning
5. Rise of Hybrid Cloud Computing
6. Mobile Content Explosion
7. Internet of Things/Smart Machines
8. Aerial Drones
9. Video Enabled Business Apps
10. Sales Enablement

The Major Trends

Driving Innovation in Business



Cloud



App Stores



Mobile/IoT



Predictive Apps

Strategic Assumptions

Computers and Humans will work closer together than ever before.

Technology becomes a Competitive Weapon in Business.

The New Mobile Worker: Working The Way You Live



New Workplace
Dynamic
Mobile
Engaged



Businesses of all types have defined bring your own technology programs.

Computing is Shifting

Next Generation of Workplace is Evolving



Mainframe



1964-1981

Batch
Processing

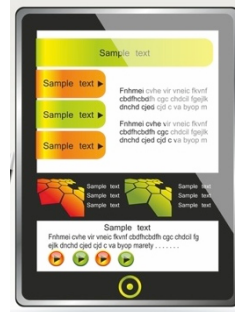
PC



1981-2011

Desktop Apps
Client/Server

Tablet



2011-

Mobile Apps
Digital Paper
APIs

Wearable/IOT



2015-

Speech UI
Predictive Apps
Business Apps



Work Tools

Paper
Copying
Faxing

Email

Social
Mobile Apps
Cloud

Digital Assistants
Predictive Apps
Mobile Messaging

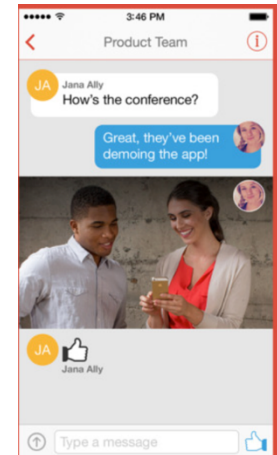
The Shift to Mobile Collaboration



Collaboration in Context



Enterprise Mobile Messaging



Mobile Video



The Future is Here – Computers that Learn and Recommend



Predictive Application Era



- Applications that Predict
- Make Recommendations
 - Courses to Take
 - Content You Need
 - People to Follow

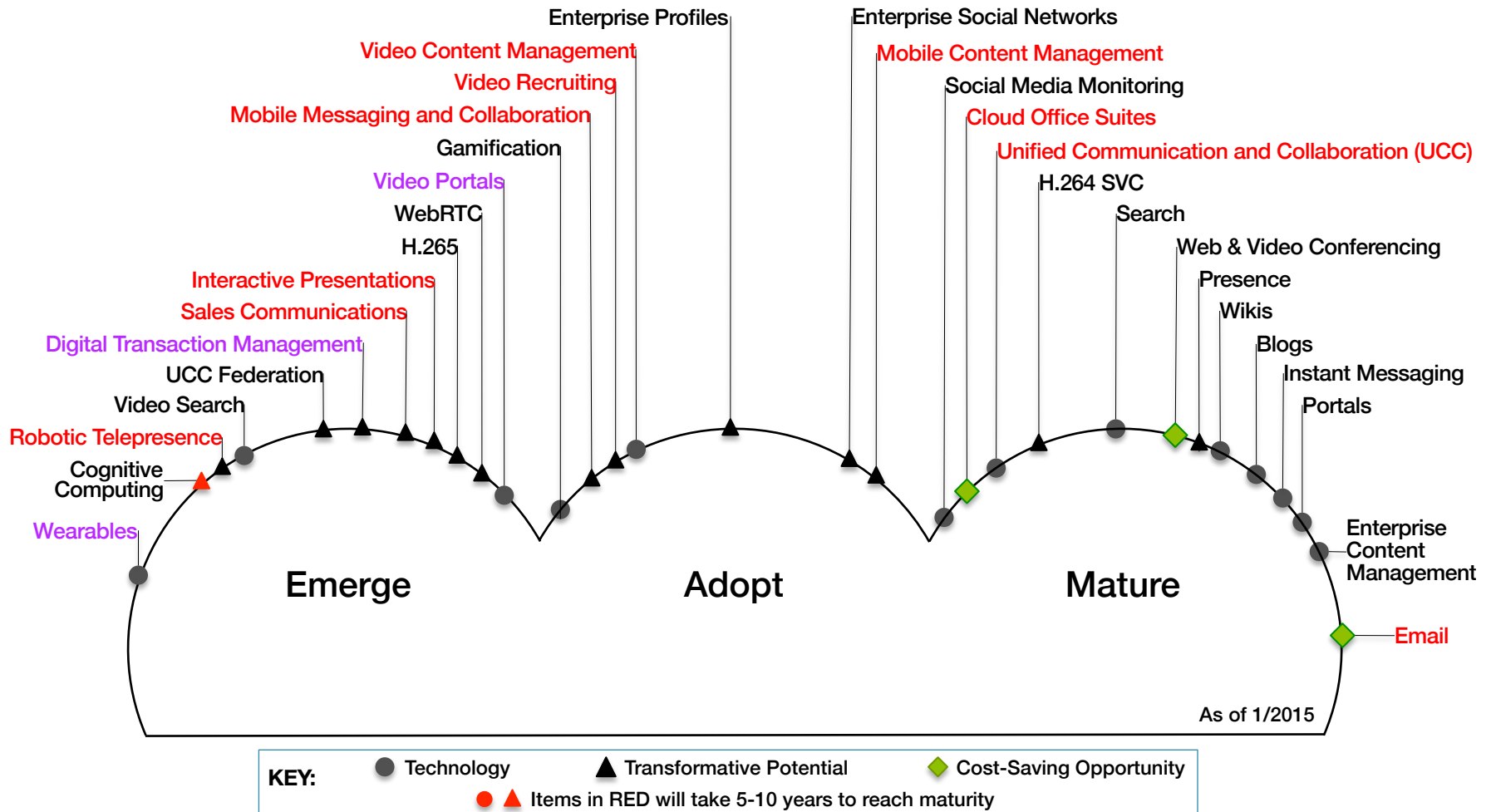
Cognitive Era



- Computers that are Trained
- Process Data & Learn Facts
- Give Recommendations
- Accuracy of Recommendation

By YE 2015, 50% of software applications will have predictive capabilities.

2015 - Aragon Tech Arc For The Digital Workplace - Draft



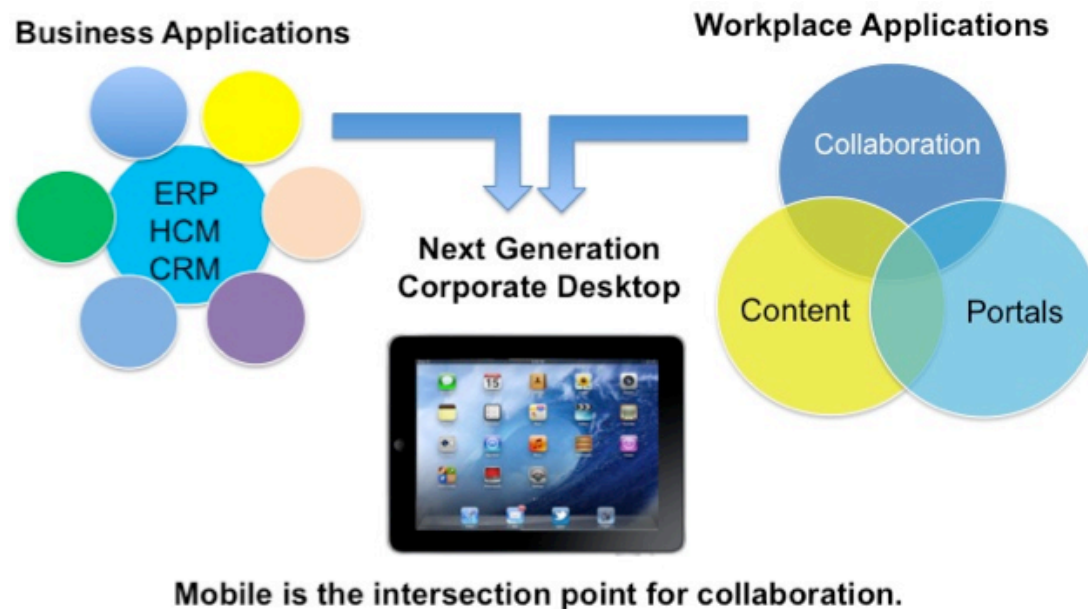
Digital Workplace Predictions



Predictions

- By 2016, collaboration and analytics technologies will turn the Internet of Things (IoT) into a vast real-world data mine.
- By 2017, 70% of business applications will include predictive analytics.
- By YE 2016, 20% of enterprise conference rooms will be video-enabled.

Collaboration Predictions



- By YE 2016, more than 75% of enterprises will require mobile collaboration solutions for their increasingly mobile workers.
- By YE 2017, 50% of collaboration solutions will support structured collaboration, which focuses on outcomes and multiple business workflows.
- Through YE 2016, fewer than 30% of enterprises will have an end-to-end strategy for managing video throughout its lifecycle.



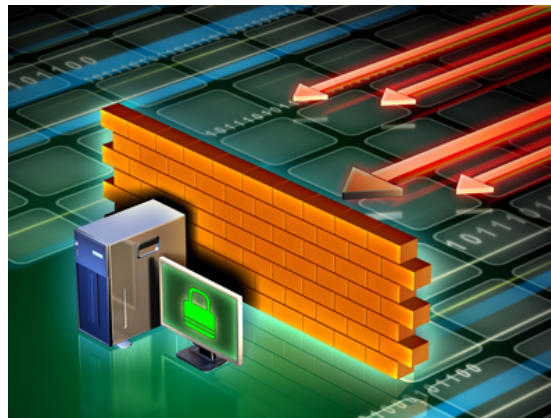
Mobile Apps That Disrupt

Predictions

- By YE 2015, only 35% of enterprises will have launched mobile first apps as part of a product or service offering.
- Through 2018, 75% of service businesses will be disrupted due to the introduction of mobile-first apps.
- By YE 2015, mobile app management will become more critical to enterprises as the use of mobile apps increases.

Mobile and Security: Don't Miss this Step

Your IP is at Stake



Your Executives are being targeted.



- By YE 2016, 40% of enterprises will Geofence their critical office buildings.
- By YE 2015, due to increased cyber warfare, 50% of enterprises will make mobile security for devices, content, apps and access part of an overall security imperative.

HCM and Talent Predictions



- By YE 2016, 40 percent of large enterprises will use predictive hiring to accelerate the acquisition of top candidates.
- BY YE 2017, video learning will become the primary method for informal learning, and challenge traditional means of delivering knowledge.
- By 2016, the need to manage a contingent workforce will become a top HR priority, as it continually expands to include partners and the supply chain.



Sales Enablement Platforms emerge

Predictions

- By YE 2015, predictive lead scoring will be a mandatory app for all sales organizations.
- By YE 2016, predictive content services will be a must-have part of a sales platform.
- By YE 2016, 50% of enterprises will use social selling as one of the most critical ways for salespeople to connect sales teams with current and future customers.
- By YE 2015, 50% of sales organizations will retire legacy paper-based processes in favor of those based on digital transaction management (DTM), configure, price and quote (CPQ) and contract management applications.

Content Predictions



► Devices

Content is accessible on any device.



► Cloud

Content is in the cloud

People

- Content Flows through people

Predictions

- By YE 2015, enterprises will establish a minimum set of content security standards that MCM and file-sharing providers will need to adhere to.
- By YE 2015, enterprises will connect one or more predictive content management tools to their CRM applications.

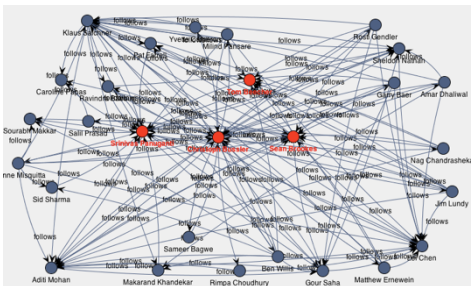
Why IOT Changes Work



Find Content via Voice



Worker Activity
- iBeacon



Continue in Car

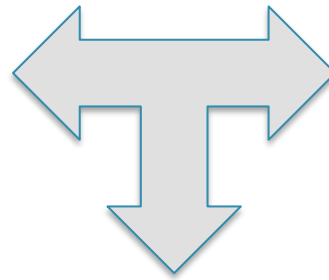


On the Go



Leverage Cloud as a Business Strategy

On-Premise



HYBRID

Email
Collaboration
CRM
HCM
Learning

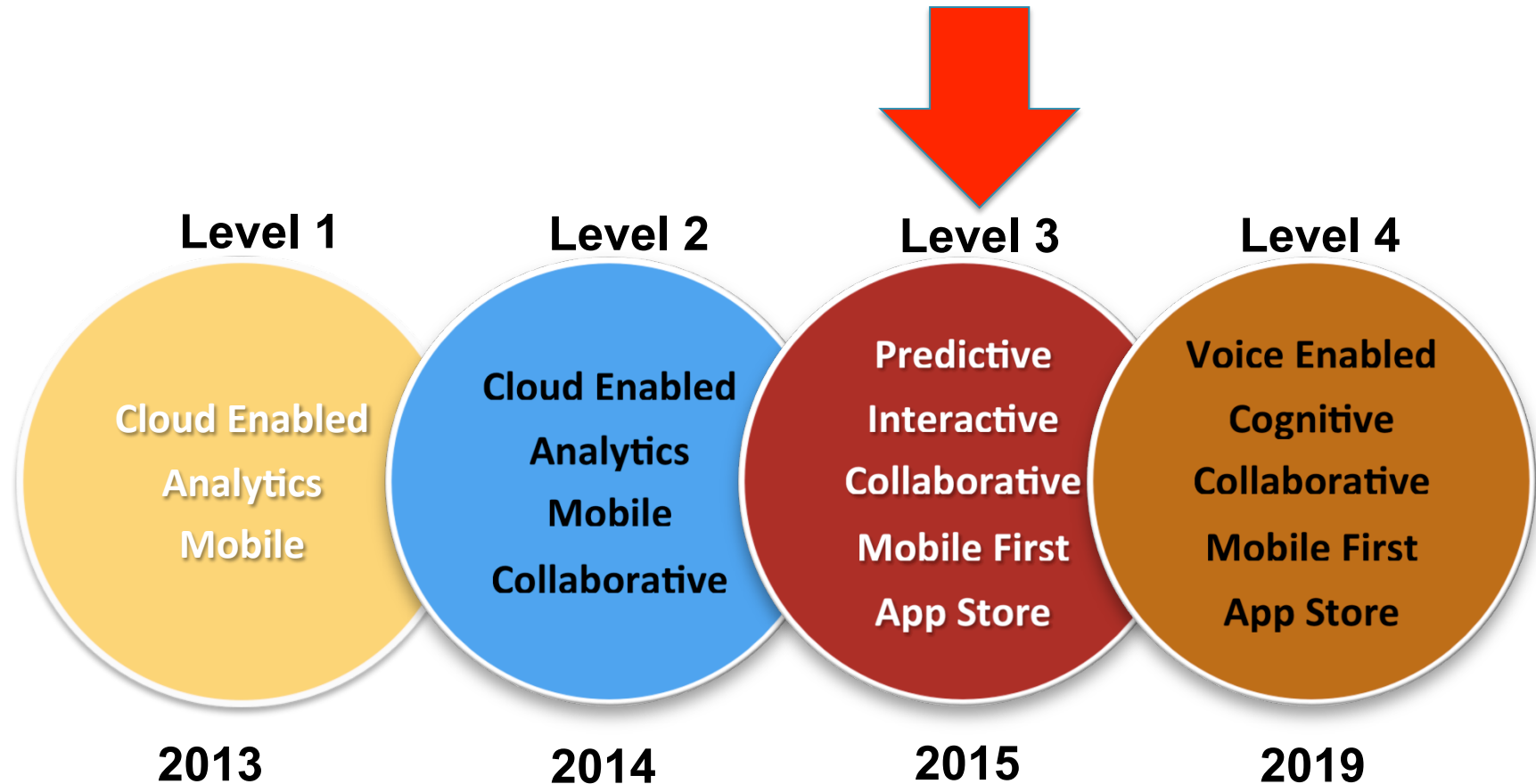


Public Cloud



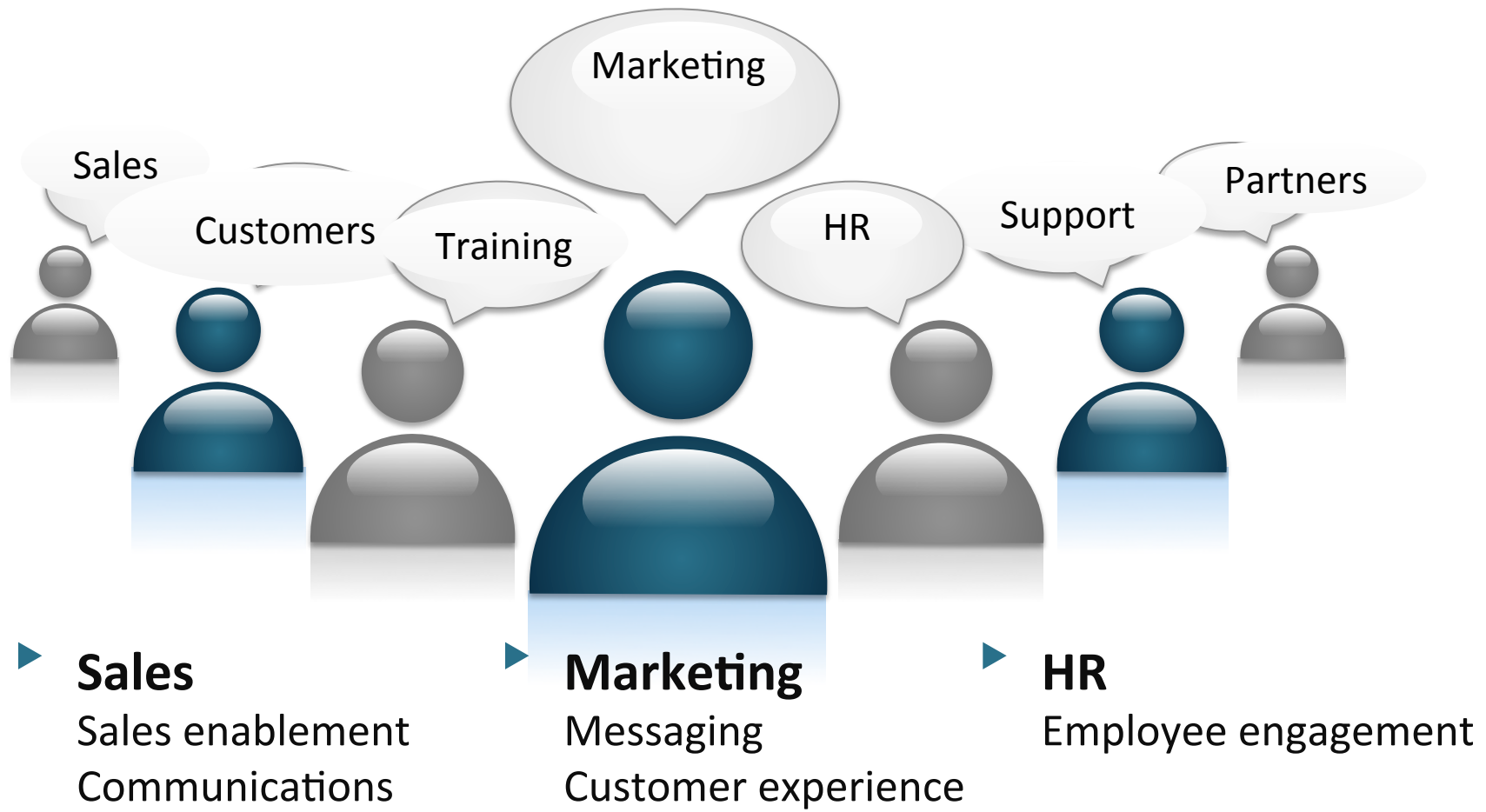
Email
Collaboration
HCM/Talent
CRM
Learning
Predictive

Shifting to Interactive, Engaged Business Apps



Rate your Vendors and Evaluate their Roadmaps.

Focus On Outcomes



Summary

- **Fundamental Changes in the Workplace are coming**
- **Predictive is the New Normal**
- **Look carefully at your current providers**
- **Ask for Product Roadmaps**
- **Don't wait to get started**



Don't forget to check out our Free Research



[HOME](#) [SERVICES ▾](#) [RESEARCH ▾](#) [RESOURCES ▾](#) [COMPANY ▾](#) [NEWS ▾](#) [LOGIN ▾](#)

Aragon Research Predictions for 2015

[PCMC Conference](#)

[DATA SHEETS](#)

[VIDEOS](#)

[NEWSLETTERS](#)

[Free Research](#)

[WEBINARS](#)



New Interactive Research



Workplace Service



RESEARCH NOTE

Number: 2014-45
November 13, 2014

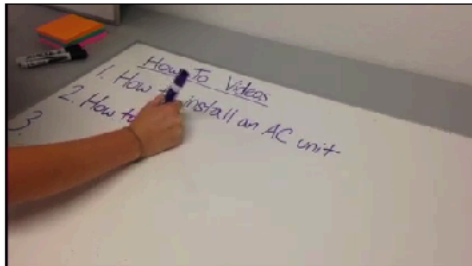
Author: David Mario Smith

Creating a Video Tutorial: Six Steps to Success

Topic: Knowledge

Summary: The video tutorial will be one of the most sought-after types of content. Here we review six key steps needed to create a great video tutorial.

Issue: What technologies will be used to harness and deliver knowhow?



Video 1: Aragon Staffers Demonstrate How To Create Video Tutorials

Note 1: Six Steps to Create a Video Tutorial

- Conceptualizing
- Storyboarding and Scripting
- Instructional Language and Screen Shots
- Filming, Video and Voice Capture
- Editing
- Publishing and Video Portals

Capturing and transferring knowledge is always a major concern for enterprises. A lot of enterprise knowledge is lost due to retiring workers and normal employee turnover. One good way to capture and share enterprise knowledge is to interview departing workers on video (see Research Toolkit 2012-T04, [Using Video to Capture Workforce Knowledge](#)). When workers describe or demonstrate the skills they have gained from experience, the enterprise retains valuable tacit knowledge that may not have been codified before.

Due to the ubiquity of video-enabled mobile devices, workers with no special training can not only consume but also create video tutorials. However, with the ever-increasing amount of video tutorial content, quality has been inconsistent across the board. That said, once a minimum level of technical quality is met (clear sound, adequate lighting, a steady camera) viewers will engage with content that is compelling and relevant. This makes the

Copyright © 2014 Aragon Research Inc. and/or its affiliates. All rights reserved. Aragon Research and the Aragon Research Globe are trademarks of Aragon Research Inc. All other trademarks are the property of their respective owners. This publication may not be distributed in any form without Aragon Research's prior written permission. The information contained in this publication has been obtained from sources believed to be reliable. Nevertheless, Aragon Research provides this publication and the information contained in it "AS IS," without warranty of any kind. To the maximum extent allowed by law, Aragon Research expressly disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information.

This publication consists of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. The opinions expressed herein are subject to change without notice. Although Aragon Research may include a discussion of related legal issues, Aragon Research does not provide legal advice or services and its research should not be construed or used as such. Aragon Research is a private company and its clients may include firms or financial institutions that have financial interests in entities covered by Aragon Research. Further information about the objectivity of Aragon Research can be found at aragonresearch.com

Interactive is Here

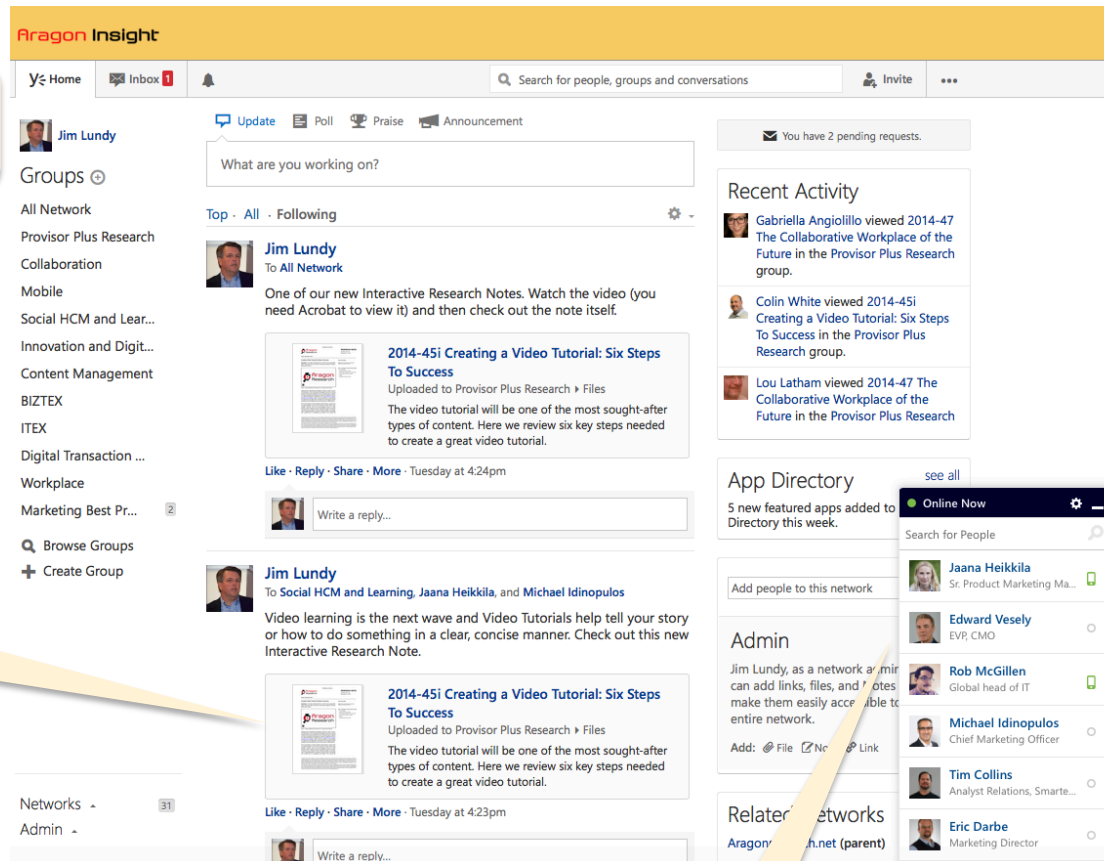
Aragon Pioneered Interactive Research.

Select Research Notes now include a short video.

Videos play inside of Adobe Acrobat Reader.

Aragon Insight Network

Access Research and Engage with others



Discussion
s by Topics

Fast Access
to Research

Optional
Peer
Connect

Easy Mobile Access

