

# **Mitel Collaboration Tools Executive Summary – North America**

October 2009

# Research Objectives

**Mitel offers companies advanced communication tools which include the Mitel Communicator Advanced and TeleCollaboration Solution. These products facilitate easy and quick communications for users. In order to learn about their end users, Mitel commissioned Harris/Decima to conduct a study among office workers in Canada and the United States between the ages of 18 to 64.**

**The purpose of the research was to learn:**

- Which communication tools respondents currently use or have used in their job;
- How effective and helpful specific communications tools are;
- If communication/collaboration tools would help reduce travel time for work;
- How office workers view video and/or collaboration tools; and,
- If TeleCollaboration would be supported in the workplace and how often it would be used.

# Methodology

- Harris/Decima surveyed 502 office workers; 150 Canadian residents and 352 United States residents. The study was conducted online between October 13th to 20th, 2009.
- This was a standard panel survey among a random sample of our Canadian and American panel members. In a fashion similar to a telephone study, email addresses from our panel were pulled at random. When contacted to solicit participation, participants had no prior knowledge of the subject matter of the study. Harris/Decima controls access to the study through passwords to ensure that respondents can participate only once. Subsequent to completion of the study, the data was weighted by region.
- The table below indicates the number of respondents surveyed by region.

Region	Total
Canada	150
East	50
Central	50
West	50
United States	352
Northeast	88
Midwest	88
West	88
South	88



## Summary of Key Findings



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Mitel could leverage their communication tools as new and innovative supplements to meeting colleagues and clients face-to-face that would help improve their overall communication.

- Many agree that video and/or collaboration tools would be a useful supplement to traditional face-to-face interaction, but wouldn't be a replacement (85%).
- Many also agree that video and/or collaboration tools would help them improve their communications (71%) and is the new way to meet and/or communicate with colleagues and clients (69%).

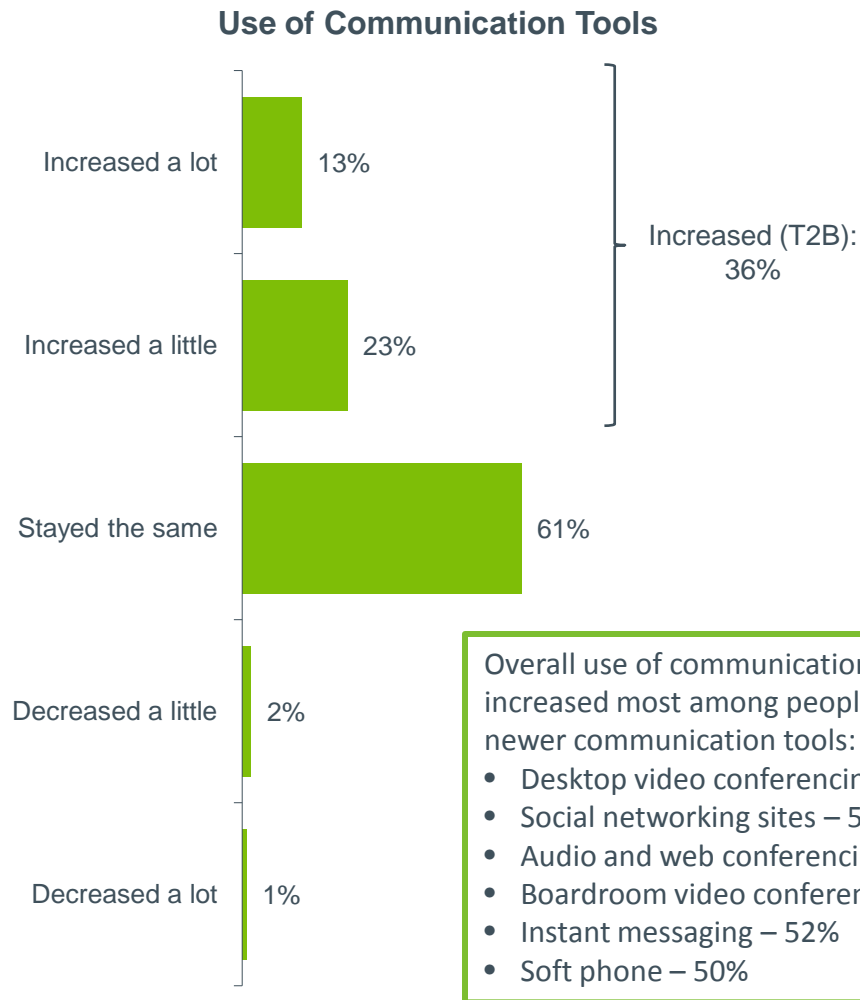
The majority of respondents (68%) would support their organization investing in TeleCollaboration.

- Half think they'd use TeleCollaboration about once a month, with one-in-five (21%) expecting they'd use it at least once a week.
- Barriers to overcome include installation expense (32%) and IT resource requirements (27%).



## Detailed Findings

# Use of communication tools has remained the same, but it's increasing for some

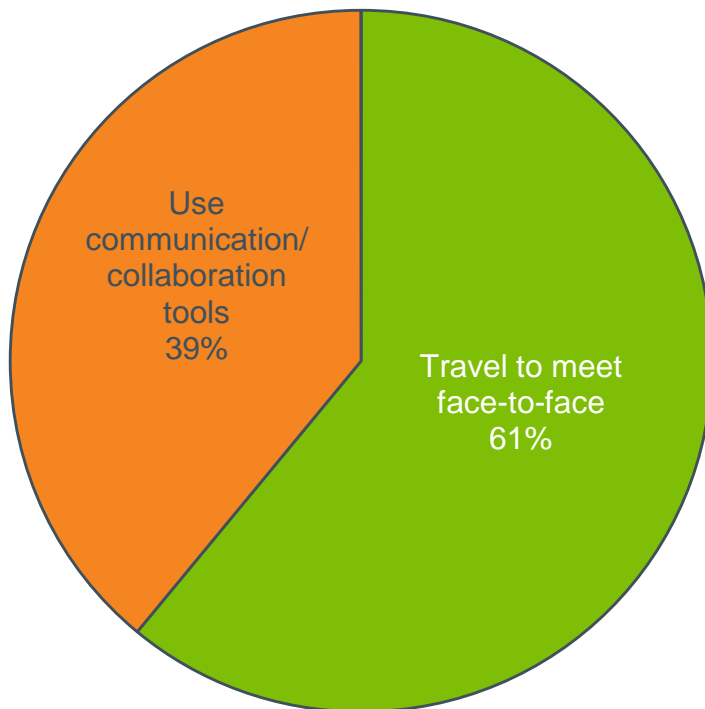


- Compared to this time last year, use of communication tools has remained the same for the majority of respondents (61%), while it has increased for over one-third (36%).
- Canadians are more likely to indicate use of communication tools has increased (45%), while Americans are more likely to say it has stayed the same (63%).
- Two-in-five (42%) supporters of TeleCollaboration indicate their use of communication tools has increased compared to last year, significantly more so than opposers of the tool (23%).
- Supports of TeleCollaboration are more likely than opposers to indicate their use of communication tools has increased because they improve their communications with colleagues (64%), and they have had an increased need to collaborate with colleagues (46%).

Q7. Since last year at this time, would you say your use of communication tools (that you identified above) has...?  
Base: All respondents (n=502)

# Two-in-five would prefer communication/collaboration tools over travel

Preferred Method to Meet with Colleagues/Clients



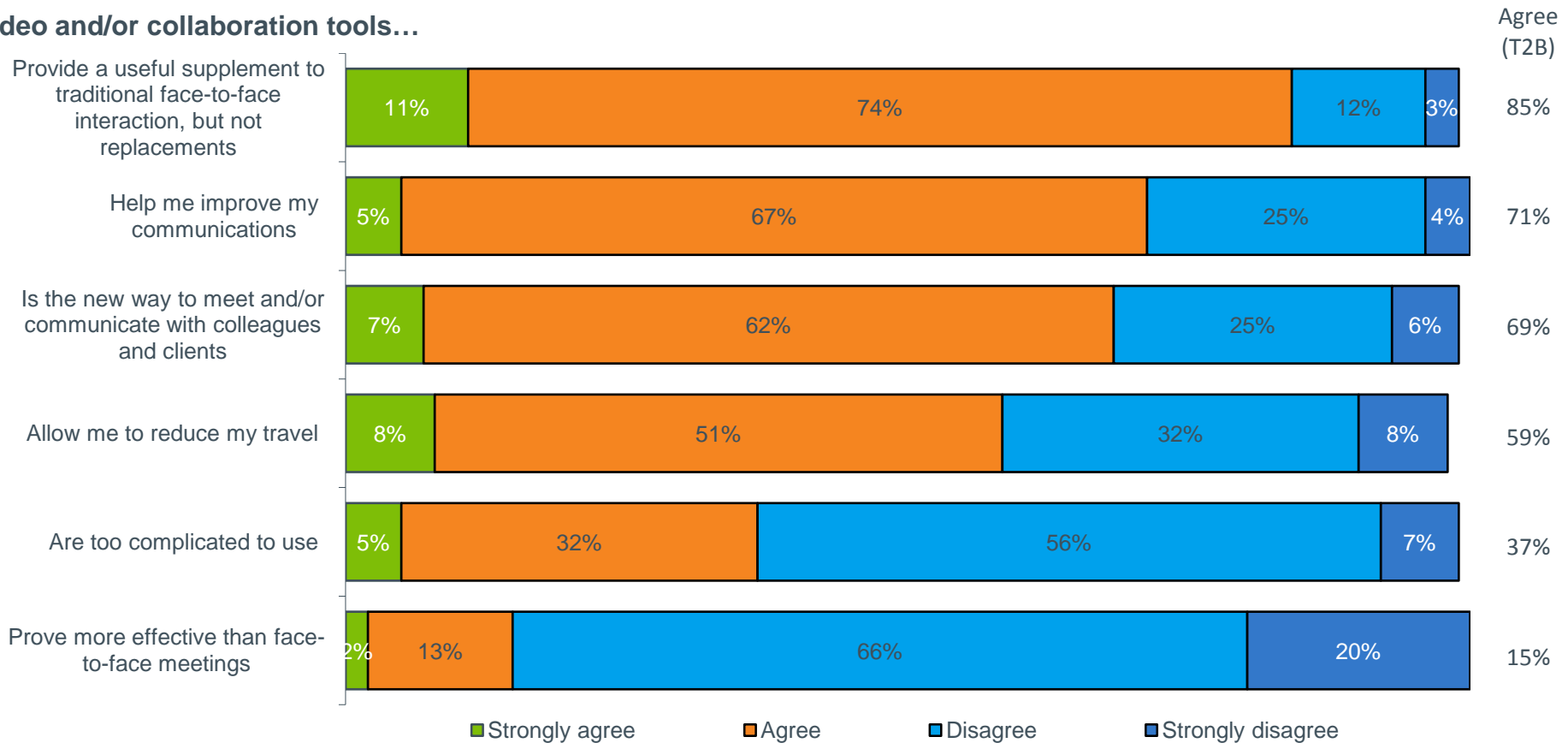
- Among those who travel for work three-in-five (61%) would prefer travelling to meet with their colleagues or clients face-to-face, while two-in-five (39%) would prefer using communication or collaboration tools.
- Regionally, Canadians are more likely to prefer travelling to meet face-to-face (77%), while Americans are more likely to prefer using communication/collaboration tools (42%).
- TeleCollaboration could be an ideal solution, even for those who would rather meet face-to-face, as it allows users to see and hear each other, almost as if they're in the same room. And the file sharing capability allows users to easily share and edit documents with each other.

Q11. If given the choice, would you prefer to...?  
Base: Those who travel for work (n=197)

# Video and/or collaboration tools would be useful

- Many respondents agree that video and/or collaboration tools would be a useful supplement to traditional face-to-face interaction, but they wouldn't be a replacement (85%).
- Canadians (81%) and those who travel for work (78%) are more likely to agree that video and/or collaboration tools help them improve their communications.
- Those aged 18-44 are more likely to agree they would help improve communications (77%), they are the new way to meet and/or communicate with colleagues and clients (75%), and they prove more effective than face-to-face meetings (20%).

## Video and/or collaboration tools...

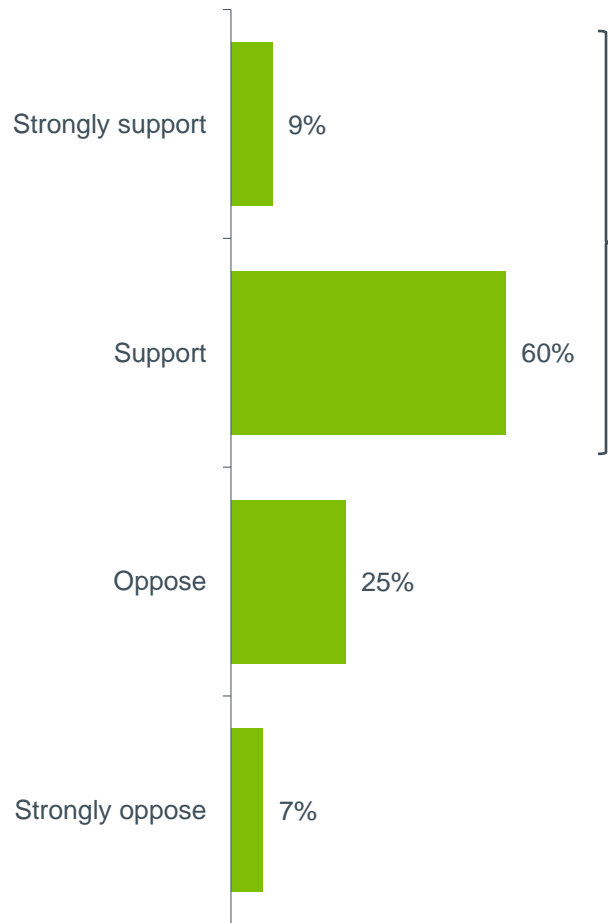


Q18. Please indicate whether you strongly agree, agree, disagree or strongly disagree with each of the following statements. Video and/or collaboration tools...

Base: All respondents (n=502)

# TeleCollaboration has support among office workers

## Support of TeleCollaboration

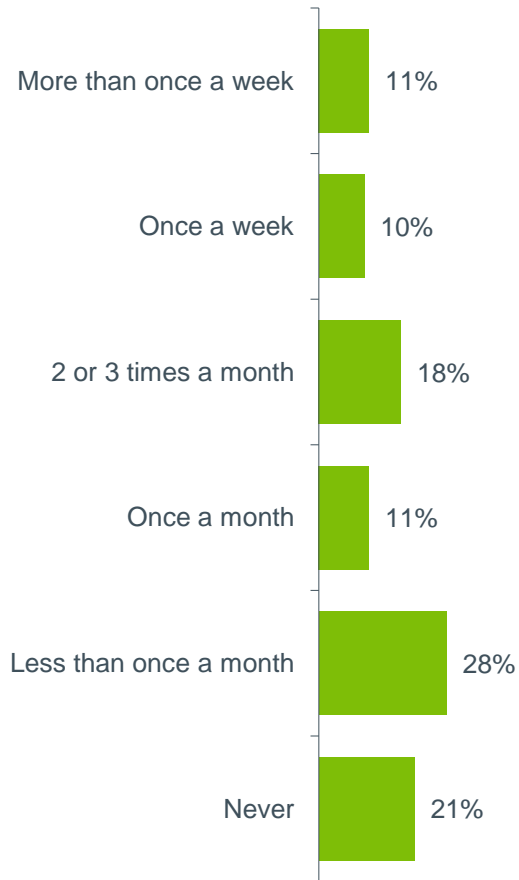


- Two-thirds (68%) of respondents would support their organization investing in TeleCollaboration.
- Regionally, Canadians are more likely than Americans to support TeleCollaboration in their company (80% vs. 66%).
- Men (73%) and those whose use of communication tools has increased in the past year (79%) are also more likely to support the investment of TeleCollaboration.

Q15. TeleCollaboration provides full visual interaction with real-time file sharing and collaboration. It consists of high-definition video, life-size images and high fidelity audio that feels like remote participants are in the same room. Thinking about your business, would you strongly support, support, oppose, or strongly oppose your organization investing in TeleCollaboration?  
Base: All respondents (n=502)

# Half would use TeleCollaboration at least once a month

How Often TeleCollaboration Would Use Be



- And, one-in-five (21%) would use TeleCollaboration tools at least once a week.
- Men are more likely than women to be frequent users of TeleCollaboration.
- Not surprisingly, more than two-thirds (68%) of TeleCollaboration supporters say they would use the tool at least once a month, compared to 13% of non-supporters.

Q16. If TeleCollaboration was made available to you at your place of employment, how often do you think you would need to use it?  
Base: All respondents (n=502)

# Expense and IT resources are top barriers

What would keep them from using tools like TeleCollaboration	
Too expensive to install	32%
IT resources	27%
I need to see people face-to-face	24%
Too complicated to use	18%
Not needed/not applicable to job	13%
Not enough bandwidth	13%
I like travelling for business	7%
Not all worksites have broadband/use it/ compliance issues	3%

- The expense of purchasing and installing tools such as TeleCollaboration (32%) as well as a lack of IT resources (27%) are the top reasons for not using communication tools.
- The need to see people face-to-face is another barrier for one-quarter (24%) of respondents. This is particularly true amongst Canadians (35%).
- Those in southern U.S. are more likely to indicate that communication tools like TeleCollaboration are too complicated to use (28%), as are those with 1,001 to 5,000 employees (29%).
- Supporters of TeleCollaboration also have certain fears about the tool, including lack of IT resources (32%), complicated technology (20%), and lack of bandwidth (15%).

Q17. What, if anything, would keep you from using a communication tool like TeleCollaboration?  
Base: All respondents (n=502)  
Note: Responses less than 3% not shown

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# Demographics

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Primary job function*	
Customer service	19%
Educator/teacher/training/coaching	10%
Finance	8%
IT	8%
Legal	7%
R&D	5%
Sales	5%
Marketing	4%
Administration	3%
Human Resources	3%
Job description*	
Individual contributor	52%
Director/manager	20%
Principal/teacher	3%

Primary decision maker for IT purchases	
Yes	5%
No	81%
No, but influence the decisions	14%
Size of organization	
<100 employees	28%
101 – 1,000	19%
1,001 – 5,000	20%
More than 5,000	32%

\*Note: Responses less than 3% not shown

# Demographics

Communication tools used in personal life	
Cell phone	94%
Home phone	77%
Facebook	58%
Windows Live Messenger	18%
LinkedIn	17%
Skype	16%
Yahoo Messenger	16%
Webcam	13%
MySpace	12%
Google (voice/wave)	11%
Twitter	10%
Google Apps	8%

Gender	
Male	50%
Female	50%
Age	
18-29	11%
30-44	25%
45-64	64%