Cognitive Collaboration

It’s the X factor in next-generation collaboration
The age of Cognitive Collaboration is now

We are on the cusp of a major transformation in workplace productivity. A growing volume of workstreams and agile business models, combined with an explosion in connected technologies (think cloud, open APIs, and bring your own application), are making possible a new level of connected experience. It is poised to overcome significant legacy obstacles, removing friction points and breaking down silos to make the most of people’s individual and collective potential in the modern enterprise.

Aside from delivering news and information to a large audience, town hall meetings can foster a greater sense of community within an organisation. Additionally, regular communication with employees makes them more comfortable with the level of information they are receiving, building trust and improving morale.

The tools, bandwidth, big data, processing power, and energy—they’re all there, ready to meld with human intelligence and ambition. Up until now, business tools have coexisted separately from the people who use them. An email app, a CRM app, or a word processing app do what they were designed to do, but they have remained static, separate, and unconnected to the collaborative process. Now these tools and the actions they perform can blend more intimately with priorities and workstreams to help people engage and connect better. They can become part of a functioning ecosystem. And the great news is, it’s already here. It’s called Cognitive Collaboration.

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Introducing Cognitive Collaboration

Cognitive Collaboration ensures that context and intelligence are woven throughout all collaboration experiences to foster human relationships, enhance customer interactions, and build high-performance teams across boundaries who can make smarter and faster decisions and allow you to serve your customers better.

Eliminating workplace pain points

Cognitive Collaboration is based in technology, but the primary benefits are all about streamlining experiences, enhancing human engagement and business outcomes. The drudgery of daily work still muddies the waters of productivity and engagement. For example:

People and relationship insights

Overcome challenges connecting meeting participants with relevant information. Without insights about meeting attendees, teams struggle to create engagement from the start, and participants are often distracted by seeking this information from other sources, creating less focused, less productive discussions.

Meetings

Frustrating actions like searching for meeting login codes or not being able to find and share the right version of a document don’t just waste time, they deflate synergy and strangle momentum.

Processes

Emails, messages, and the ability to stay in touch with people on a minute-by-minute basis wherever they happen to be should represent stepping stones toward greater achievements. Instead, they starve people of context and opportunity by transforming into overload and file sprawl.

Customer experience

Disconnected, frustrating, and reactive customer interactions due to an inability to access relevant contextual information quickly destroy customer loyalty.

Speed, clarity, and accessibility are the currency of innovation. To make this happen, professionals need a new breed of computing intelligence at their side. Our tools must now become part of us.

The role of relationship intelligence and people insights

The most valuable part of collaboration is found in deeper human connection. Relationship intelligence will form the basis of successful collaboration, improving team relationships and building synergy based on trust and depth.

For these richer connections to occur, we need instant access to information about the people we meet with—and we need to have it right at our fingertips. If time wasn’t an issue, reviewing dozens of Google pages might suffice. Similarly, reviewing a person’s LinkedIn profile might be an option, but that relies on the individual manually updating their profile. Roundtable introductions at meetings have been used for decades, but these are time-consuming and often inadequate.

The ideal solution would provide contextual insights into each individual right inside the meeting app itself. Even if that individual shares a name with hundreds of others, the app would be able to identify the correct person in your meeting. These insights need to be intelligently updated in real time and include details like job title, location, and reporting structures, as well as work history, publications, or blogs written—anything that is publicly available.

These insights need to be timely, pertinent, and helpful in adding color to the relationship. Insights that are made visible on the screen or on your device, those that move the meeting forward, elevate the experience and deepen those most vital human connections.
Information without context just adds confusion. Not finding the right information leads to 16% productivity impact.

44% of workers do not find the information they need to do their jobs.

The solution: Cognitive Collaboration

Cognitive Collaboration makes it easier to get tasks done in context by tapping into data sources across the enterprise and ecosystem and presenting the needed information in one seamless and intuitive place. It is context and intelligence built in to a single system. This helps businesses ensure that:
- Activities between people and technology are frictionless, human, and insightful.
- Workstream experiences make the tasks of collaborating easy and intuitive.
- Customer experiences are personalized, proactive, and responsive.

This means delivering features that allow people to hit the ground running. From the creation of people insights to enable insightful and deep working relationships with colleagues and customers, to smooth, effortless meetings, the focus and attention stays where it should be—on communicating and collaborating, not on wrestling with the tools and devices.

Using Cognitive Collaboration tools

Cognitive Collaboration ensures that every act of communicating, collaborating, and meeting in the next-generation workplace is seamless and effortless. This includes:
- **People insights** with business profiles on an individual's role, background, and relevant organization information to facilitate deeper levels of engagement and context for teams and within meetings
- **Virtual assistants** that use conversational AI to allow people to start, join, and control meetings
- **Intelligent framing** for video web conferences that recognizes who is talking and brings them to a proper visual foreground, so everyone has a front-row seat
- **Facial recognition** that accurately identifies people and matches them to their name and relevant professional background details
- **Confirmation of who is in the meeting room** and who is engaged or not engaged in the conversation
- **Context-sensitive noise suppression**, including keyboard typing, dogs barking, sirens, and paper shuffling
- **Proximity intelligence** that acknowledges people's presence and simplifies meeting room interactions, including easy content sharing and options to view content on personal computing devices
- **Real-time meeting analytics** such as counting meeting participants and providing analytics for more efficient usage and resource planning
- **End-to-end encryption and data privacy**
- **Intelligent agents and bots** to heighten support and interaction in a personalized and contextual way

Together, these are automated, intelligent tools that drive new value by delivering an intuitive, connected experience.

75% of business executives say AI will be actively implemented in their companies within the next three years

AI will be an essential element in reducing costs, boosting efficiency, and achieving innovation in the workplace.
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Cognitive Collaboration:

- Makes sure people can take full advantage of the intelligence and speed of their networks and computing power to support and assist their human creativity at every moment.
- Improves the workplace experience by exposing the right amount of context at the right time, to the right team.

In summary

Cognitive Collaboration enhances your team’s performance and elevates customer experiences with artificial intelligence. Best of all, it is already a persistent element across the entire Cisco collaboration portfolio of software, hardware and services delivered by NTT, available to our customers at no additional charge.

With the implementation of these Cognitive Collaboration experiences, NTT has made a portfolio-wide commitment to AI technologies that facilitate collaboration. Not only that, but Cisco and NTT have the broadest collaboration portfolio on the market including:

- Meeting hardware, software, and services
- Global cloud communications services
- Enterprise-grade phone systems delivered in the cloud in 24+ counties at the best rates in the market
- Easy integrations into adjacent and popular ecosystems

To learn more about Cognitive Collaboration, the Cisco portfolio, or how NTT can make improve your meeting experience, contact us today.
Together we do great things