

21st Century Success: *Business Brief 4 – Worker is Visual*



The 21st Century Worker is Visual

The 21st century worker has grown up in a visual world from television, to the iPod and even the more interactive Wii game console. Even business has progressed more towards visual interaction—today, there are few that have not experienced the use of online videos, webinars or video conferencing.

In the “lab”, when Edison wanted to convey an idea or concept to his colleagues he would turn around in his chair and show them the part, sketch it on paper, or even on a chalkboard. He was not only collaborating through voice and text, but also visually. So, why should it be any different today? You can simply turn back to our cartoon of the swing and see the devastating impact to business for excluding the visual form of communication. The point: for a manufacturing business, the information worker cannot effectively collaborate today without an easy method to visually present product data. Without a visual representation, the output is more than likely going to result in errors, rework, wasted time, and potentially product recall.

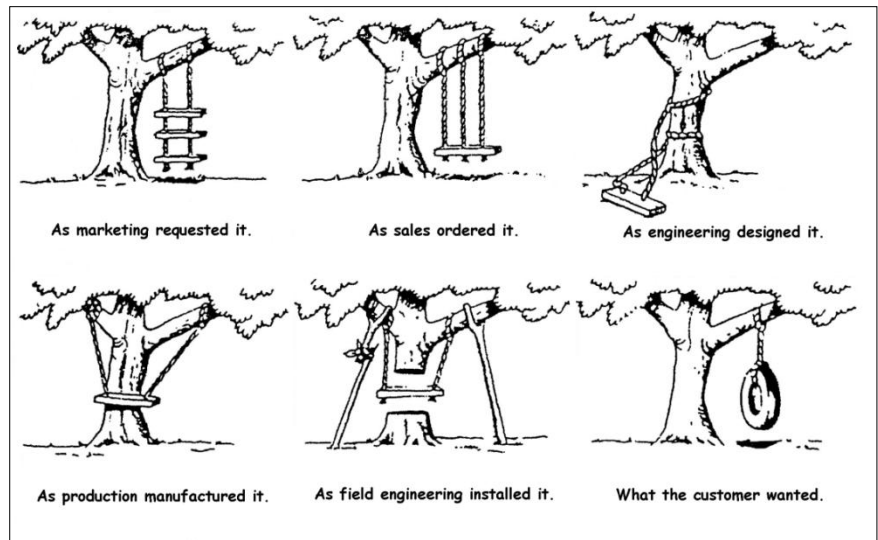


Figure1: The simple value of communication or the lack thereof.

The Right Technology for the 21st Century Worker

Clearly, the ability to create, innovate, and collaborate comes from the *right* workers having the *right* tools and the *right* information. With the right tools information workers throughout the extended enterprise can harness collective knowledge, experience, and data. When information workers access the relevant information they need by using visual “on-demand collaboration” (ODC) tools they are empowered to make better decisions, improve workflow processes, and eliminate redundancy. At the same time, by using 21st century technology, companies are assured that the integrity and safety of their IP (intellectual property) remains secure and intact.

But therein lays the key to our final point about technology in the workplace. We brought it up earlier. That is, the kind of technology organizations provide to their information workers will determine its overall adoption rate across the extended enterprise. To be clear, despite all we’ve said now about the information workers’ eagerness and in many ways dependency on technology, if it’s not easy to use, it won’t be used. These information workers expect a set of visual communication and collaboration tools in the workplace to be equivalent to the social networking tools, search engines, e-mail, blogging, or other capabilities they use in their daily life experiences.

As business leaders, you have the ability to reduce risk, lower costs, and improve efficiencies by empowering your information workers. When you give your information workers visual on-demand collaboration tools they will be able to work together—no matter the distance or the numbers of people—as naturally as they would alone. With technology tools that are as familiar as the basic applications they’ve grown up using, they will be empowered to act freely and quickly. The result for your organization will be immediate insight and innovation; agility at the point of contact; products to market at the required speed-to-market pace; and finally, corporate success.





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.