Not Your Granddad's Collaboration, or Facebook for Business

Recognizing the tremendous value of collaboration in the workplace can increase business performance, productivity, and employee satisfaction. These boons to company culture came a long way in 2014. **Gartner** predicts that by **2016,** 50 percent of large organizations will have internal collaborative networks, and 30 percent of those will be considered as essential as email and telephones are today.

Organizations seeking to unlock the knowledge base of its workforce should enable millennials to work in the ways they've become accustomed to. Millennials are thoroughly in their element with social networks, ad-hoc chats, and streaming content. From a corporation's point of view, this style of working presents many security, privacy, and compliance issues. However, these workers thrive on informal sharing, flexible work formats, and a dislike for old line formal structures that have long defined "the office." Corporations, nonetheless, need to be able to attract, manage, and evaluate these workers. Ultimately, this give-and-take between differing perspectives will bring more depth, innovation, and agility to the organization.

Collaboration has evolved into a strategic initiative: unlocking the untapped potential of a company and its workers has become essential for businesses to compete and thrive. Social collaboration enables constant feedback loops, reduced costs, and cultural change from within.

Empower your employees to achieve their work goals from wherever they are. This is important not only for their satisfaction but for the ever-increasing speed of

business itself. The only way to realize these gains? Enable the mobile devices that employees carry with them at least 17 hours a day 7 days a week. It was thought a couple of years ago that tablet computers were the ultimate means to an end, and yet they've been eclipsed by mobile smartphones. The mobile smartphone empowers all parts of the world and diverse populations. In developing countries, smartphone sales and usage far outnumber PC sales and activity.

What the mobile trend has brought with it, you see, is the need for systems to work within different operating frameworks and on multiple platforms, plus be language agnostic. Most of the traditional players in the collaboration market have failed to ride the tidal wave of change. Mobile devices have increased the need for simplicity of system interfaces as well as the social contextualization of interactions.

Over the past five years, the proliferation of CRM, ERP, social networks, and streaming information has increased an organization's duty to integrate these sources into existing work streams and legacy computing systems. The power of the network can enhance the process and reduce the participants' workload. Even so, this brings with it an overwhelming amount of information for the user to categorize and utilize. A Seattle company called Qikspace has devised a method by which business systems can now contextualize received information, make sense of it, empower it, and create tools for organization and individual alike to measure, to improve, and to innovate without the previous barriers.

What Qikspace has learned from its research is that user interfaces must be intuitive and predictive. Users are more inclined to embrace a system that's simple to use, one that limits its own functionality. Complexities of customization make it harder to help others resolve problems. For example, an analysis of Adobe Photoshop usage showed that nested menu structures and many functional variants (different ways to carry out the same task) made it difficult to relay knowledge from one participant to another.

The advent of social collaboration makes life easier for participants, but it also adds complexity for organizations. Through the use of social collaboration, businesses discover they can reach a greater range of people in a variety of ways. We see this in CRM solutions. However, traditional CRM isn't a natural extension of an interactive eco-system. The integration of a social collaboration platform with a PRM fully opens up the possibilities of CRM and ERP.

Breathe deeply and relax: the era of pain-free and flexible social collaboration, which will empower your company and your employees, rapidly approaches.

About Us

Qikspace (www.qikspace.com) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

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