


# The Future of Collaboration

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### The Value of Collaboration

*Collaboration: People working together to get something done.*

- Better Collaboration is Highly Correlated to Improved Top and Bottom Line
  - Financial Performance
  - Customer Satisfaction
  - Productivity
  - Product and Service Quality
- Better Collaborative Tools Help the Individual Knowledge Worker
  - Be productive and responsive regardless of location
  - Effectively control and manage demands on time
  - More easily work with others outside traditional office boundaries

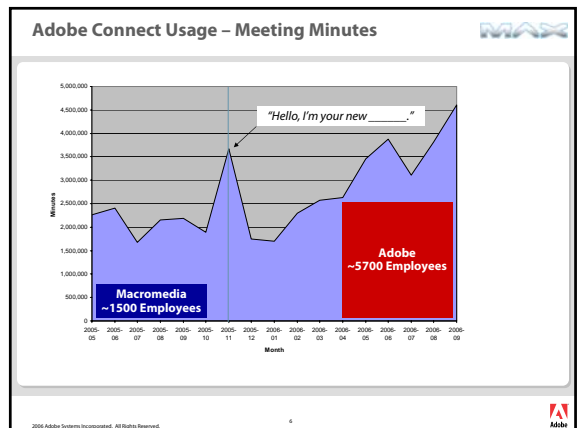
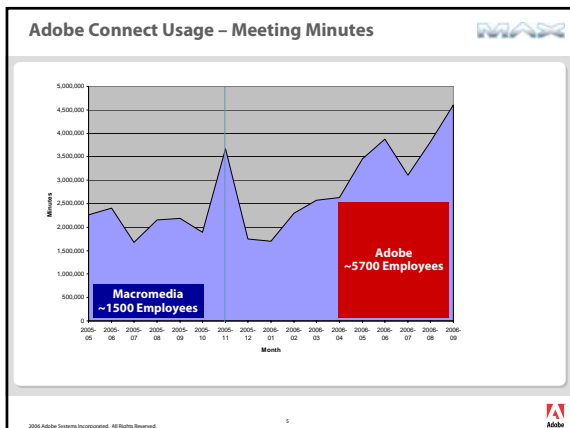
Source: Frost & Sullivan, Mar 06  
Survey of 946 LOB/IT decision makers

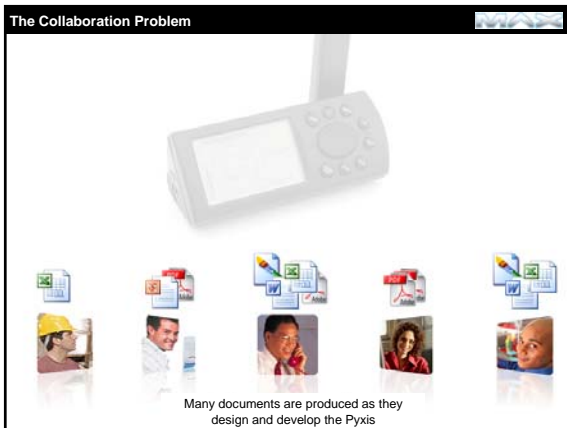
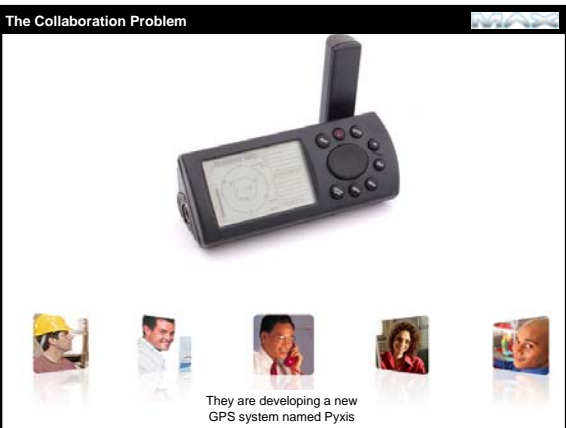
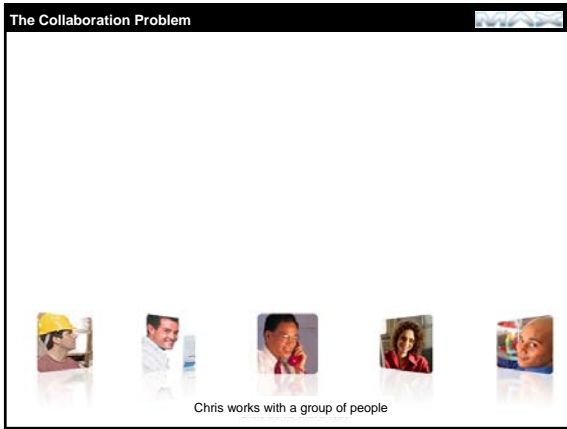
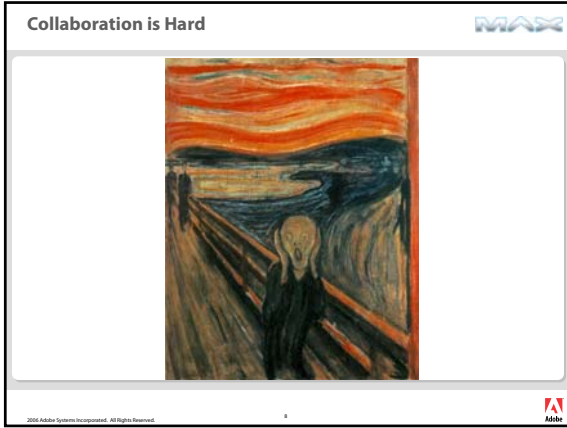
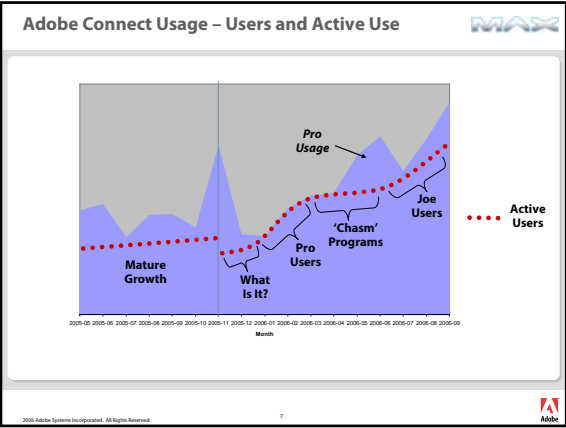
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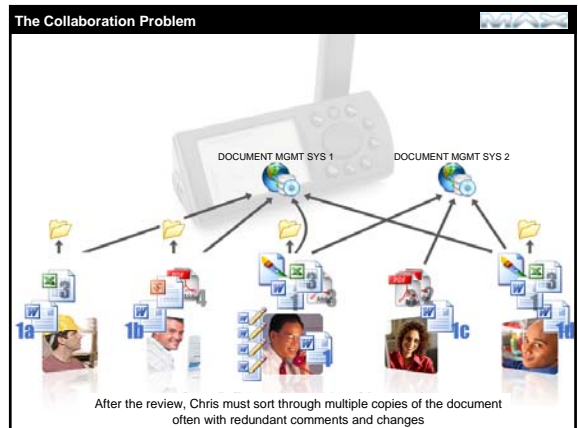
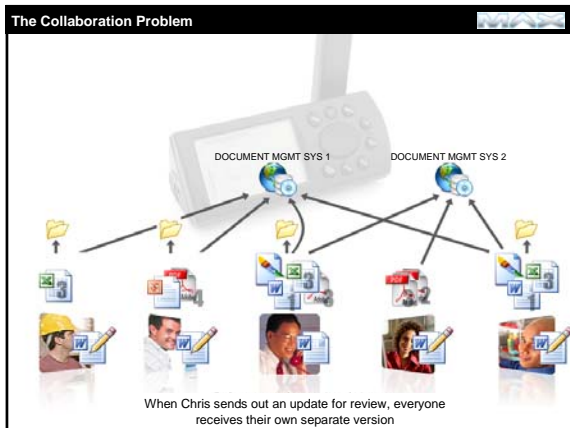
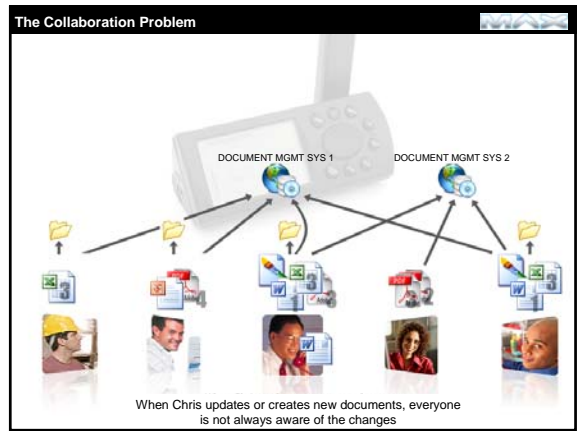
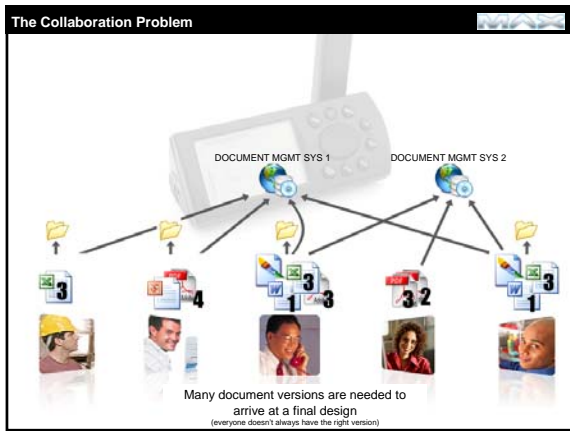
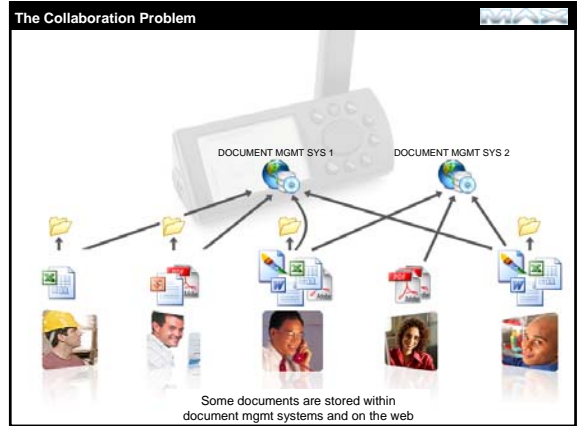
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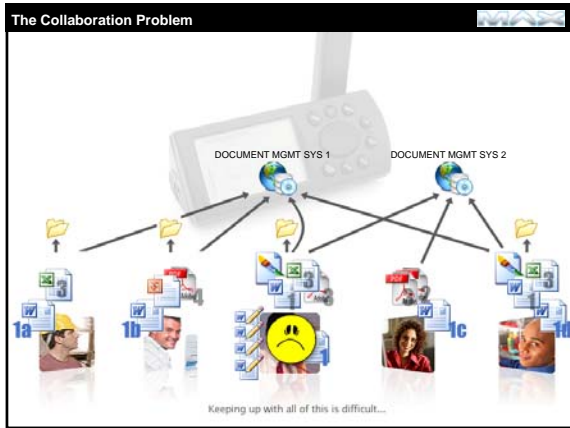
Collaboration at Adobe

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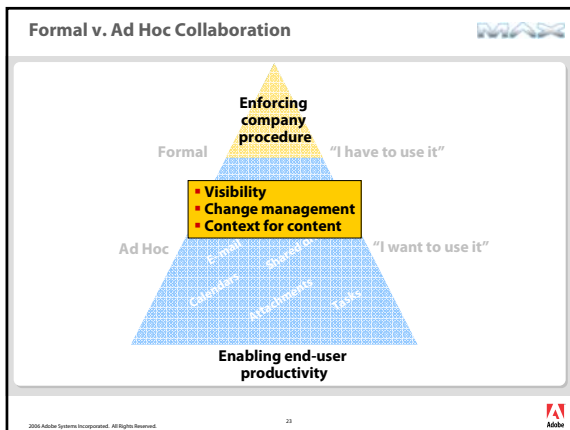
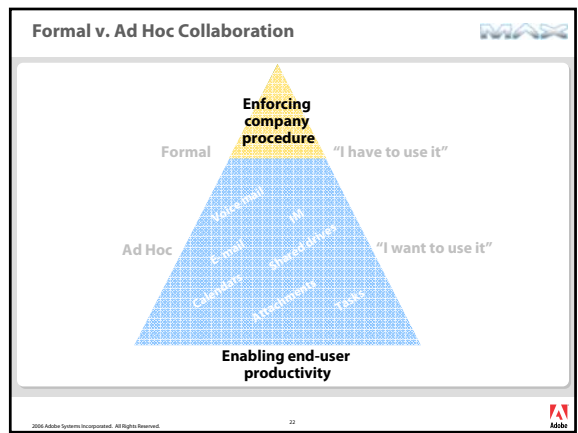
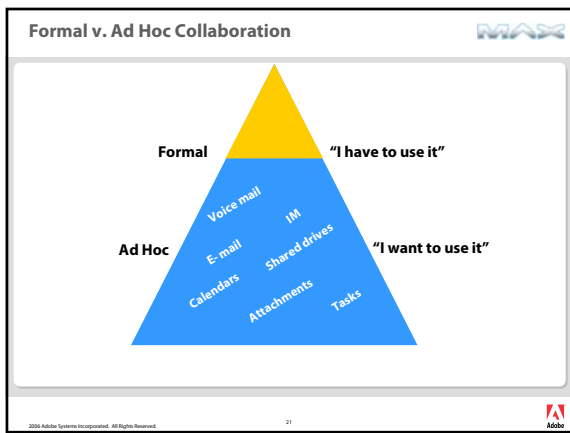






### Collaboration Behavior

- Formal < Ad Hoc
- Me > All of You
- Project Management = 1



### Adobe's View

**Communicating about content in context.**


**THE Challenge - Crossing Boundaries** MAX


**Technical boundaries:**

- Operating systems
- Versions of OS
- Firewalls/policies
- Formats and format editors

**Workplace boundaries:**

- Varying information types
- Comfort with technology
- Geographies



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- 1,800 solution partners
- PDF/A, PDF/X, PDF/E standards
- Industry mandated support



**Flash Success**

- Installed on nearly 98% of internet-enabled desktops
- ActionScript ECMA standard
- 12 months to ubiquity

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