The SMART Visual Collaboration Solution

With powerful software, featuring innovative unbound workspaces, and industry-leading interactive displays, you have everything you need to transform collaboration.

High-Tech products go through a rapid commoditization cycle, creating a demand for companies to drive faster innovation in order to remain competitive in a growing category. Most new products are duplicated within one year, creating shortened product life cycles.

The need for High-Tech products with simple user interaction creates complexity for product design, development and manufacturing, increasing risk and adding pressure to design-build-test cycles.

Accelerate your innovation and reduce risk by using the SMART Solution. Bring all your ideas, from early conceptual drawings to complex CAD designs, into discussion. Freely mark up the content to capture every critical detail.

Anytime. Anywhere. Collaboration.

The SMART Solution allows all team members, regardless of location, to collaborate together, working with visual data to make proactive, informed decisions in the early stages of a project. This allows teams to streamline project development cycles and reduce time to market.

Seamless integration with applications

Write over a variety of industry-leading applications to capture input from all team members and share pertinent details to make key decisions.

| Microsoft Office | Dassault Systèmes SolidWorks | AutoCAD | Microsoft Project | Microsoft Visio | Adobe Acrobat |

SMART | Inspired Collaboration™

The SMART Solution is used every day by leading High-Tech organizations for:

Agile Software Development

Agile stand-ups and sprint planning sessions become immersive and engaging, allowing local and remote team members to interact with leading agile software.

Product Design & Review

Facilitate innovation and speed to market as key individuals from engineering, product manufacturing, and quality testing collaborate together with the ability to mark-up all content in early design phases to a product launch.

Supply Chain Management

Joint planning and coordination sessions between suppliers, customers and supply chain partners allows everyone to visualize real-time data from inventory quantities, schedules and market intelligence.

Benefits of SMART:

- **Improves communication among local and remote teams minimizing schedule delays**

- **Works directly with 2D and 3D models to identify design issues in early project stages and get buy-in on the resolution**

- **Involves stakeholders through all project stages improving decision making effectiveness**

- **Accelerates innovation and expedites team workflow by capturing critical detail in all project discussions**

More information at **smarttech.com**

Which SMART Visual Collaboration Solution is for you?
Use the configuration tool to find the solution that fits your needs.
smarttech.com/configurator

SMART | Inspired Collaboration™

Plantronics

Plantronics

High-Tech Company

Collaboration with employees and customers

The SMART Room System transformed meetings at Plantronics. Its innovative features, including immediate meeting startup and interactive possibilities for remote participants, led to a turnover rate of less than 6%. In fact, remote participants said they "no longer felt like second-class meeting citizens."

"I think I would be interviewing an organization on how they communicate and collaborate, not only internally but with their customers. And if they didn't have collaboration platforms like Lync and SMART Boards®, I probably wouldn't join the company. I'd just be ineffective."

- Boris Seibert, Senior Director Strategic Alliances, Plantronics

"As a mobile professional, I'm what I'll call 'conference room challenged'. Being able to call into conference rooms and actually be a participant and collaborate makes a huge difference versus just calling into a meeting and listening."

- Boris Seibert, Senior Director Strategic Alliances, Plantronics

"I was just recently in this meeting and someone mentioned "Man, I wish we had a white board." So I started a white boarding session, and I just started drawing while everyone continued to talk. It's something I would not have been able to do previous to a SMART room type of experience in the room."

- Boris Seibert, Senior Director, Strategic Alliances, Plantronics

"I view it [Smarter working and the SMART Room System™ for Microsoft® Lync®] as a key differentiator for the company, and frankly, I wouldn't work for any company that didn't offer something like it."

- Beau Wilder, Director, Strategic Solutions Planning, Plantronics

"Future use of the SMART Room System for Microsoft Lync will help Plantronics' associates collaborate over distance. We're a global company so features to enhance annotation and collaboration using everyday applications aligns closely with our vision for Smarter Working."

- Beau Wilder, Director, Strategic Solutions Planning, Plantronics

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"We have a very people-first culture at Plantronics where face-to-face time in meetings is highly valued. When we're on campus, we get together in physical rooms, so we can co-create and collaborate together. We have more and more meetings with dispersed workers trying to participate in those meetings, and Microsoft® Lync® has been a great solution, because it helps remote associates be equal citizens on the call. And now we've introduced the SMART Room System™ for Microsoft Lync which actually takes the meeting room experience to the next level by bringing team members into the call through audio, video and interactive flat panels."

- Beau Wilder, Director, Strategic Solutions Planning, Plantronics

"The deployment of the SMART Room System was relatively easy because the solution is fully integrated from a single vendor (SMART), requiring a minimal investment from our IT group to get it set up. The system provides a seamless, one-touch, "always on" type of experience freeing up the IT team from support calls."

- Beau Wilder, Director, Strategic Solutions Planning, Plantronics

"Extending Lync into the meeting room was really just a natural progression when implementing the SMART Room System. Associates were already familiar with how to invite people to conferences via Outlook. The SMART Room System is just an extension of that, so walking into a room, touching the screen to initiate the conference was really a no-brainer for our associates."

- Beau Wilder, Director, Strategic Solutions Planning, Plantronics

More Plantronics

Plantronics is a high-tech company who offers one of the industry's most complete families of wireless and coded products for both enterprise and consumer unified communications markets. They pioneered the lightweight headset, the mobile headset, noise-canceling technology and the personal speakerphone.

SMART® | Inspired Collaboration™

CENDEC Systems Inc.
Management Software Company

Get the full story
smarttech.com/cendec

Make every meeting efficient

CENDEC Systems Inc. uses the SMART Visual Collaboration Solution to effectively collaborate during meetings and capture ideas and action items for the team, increasing productivity and situational awareness as a result.

"We've seen a huge improvement on the development side. Prior to utilizing a SMART Board we had surprise costs because people would interpret notes differently which would affect the end functionality of our products. You wouldn't realize this until development finished. The simple step of getting everyone on the same page ensures there are no misinterpretations and that is key to keeping everything on time and on budget."

- Kevin Hintz, Partner, CENDEC Systems Inc.

"We've made our meetings more efficient; we've gone from a one or two hour meeting down to fifteen minutes and that includes trouble shooting because all issues are brought up within the meeting. Additionally, everything is documented so we don't need to spend a lot of time re-explaining concepts; we go through touch points, everyone sees it, and everyone leaves with a clear understanding. SMART Boards have also helped us in explaining our products to our clients. We can bring up a product, highlight elements, and it makes it easy for a client to understand. Comprehension is key in our business."

- Kevin Hintz, Partner, CENDEC Systems Inc.

"Because we develop software, we welcome the ability to test our functionality and see what the specifications need to be because developers and implementers speak differently. Any outstanding issues the implementers bring back can be replicated on the SMART Board and we can solve them within the group quickly."

- Kevin Hintz, Partner, CENDEC Systems Inc.

More CENDEC

CENDEC Systems Inc. has been supporting the energy industry for over 25 years by helping their customers track assets and manage processes. CENDEC is committed to delivering intuitive user-friendly applications that integrate with the way their customers do business. They need to ensure that their projects are delivered on time and on budget in order to achieve this goal.

SMART | Inspired Collaboration™

Microsoft

Microsoft

Technology Center - UK

Innovative technology for a world class experience

The SMART Visual Collaboration Solution is featured in over 30 Microsoft Technology Centers across the United States, Europe, and Asia to increase collaboration and enhance their customer experience.

"Before we installed the (SMART) meeting room solution, we used to spend one full day writing up the notes of a meeting. Now we can accurately record all of the meeting notes automatically on the interactive whiteboard, including all the annotations and notes made during the meeting, which wasn't possible using dry erase boards. The information is then saved onto a USB stick and given to the customer immediately after the meeting has finished."

- Martyn Davis, Manager MTC Reading, Microsoft

"Using the new solution from SMART Technologies, we have improved the effectiveness and efficiency of our meetings and write ups. Because of this we are now able to fit in additional meetings at the MTC. This helped our sales teams meet more customers and thereby increase our sales pipeline."

- Martyn Davis, Manager MTC Reading, Microsoft

"The meeting room solution has encouraged a richer collaboration and knowledge-sharing environment with our customers. It has definitely helped us to have a more in-depth understanding of our customer needs."

- David Brown, Architectural Evangelist, Microsoft

More Microsoft

Microsoft Technology Centers (MTCs) provide access to innovative technologies and world-class expertise. They include a range of purpose-built environments to ensure that visitors of the MTCs have world class learning and development experiences. Each MTC is staffed with experts in Microsoft technology solutions who work with customers to find solutions to their technology challenges.

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Global Collaboration Research

Thousands of businesses from around the world have taken part in a global research study (conducted by Filigree consulting and SMART) to share their insights on the value of collaboration. The study shows there are 5 levels of collaboration maturity (see figure 1), based on how an organization approaches collaboration.

Research findings in High-Tech

72% of the High-Tech industry falls into the lowest levels of collaboration maturity. The study concludes that organizations in the High-Tech industry understand the value of collaboration but don't have a comprehensive strategy in place that includes technology, people and processes.

Of the 28% of High-Tech organizations that are achieving the highest levels of maturity, they have shown to take an integrated approach to collaboration and are therefore more likely to gain a positive impact on a range of business outcomes (see chart below).
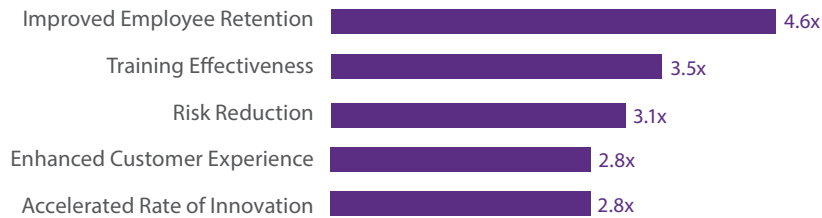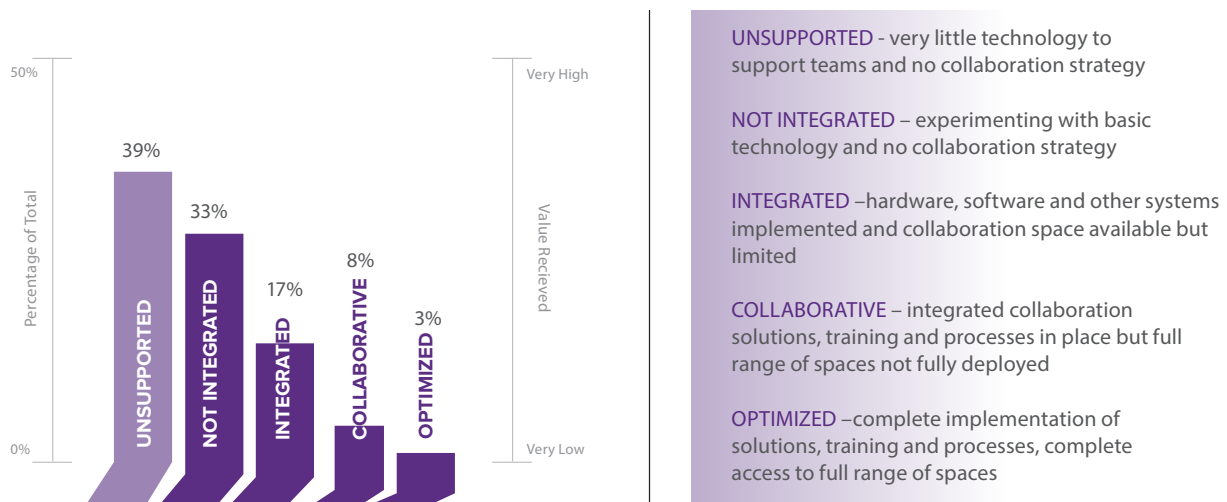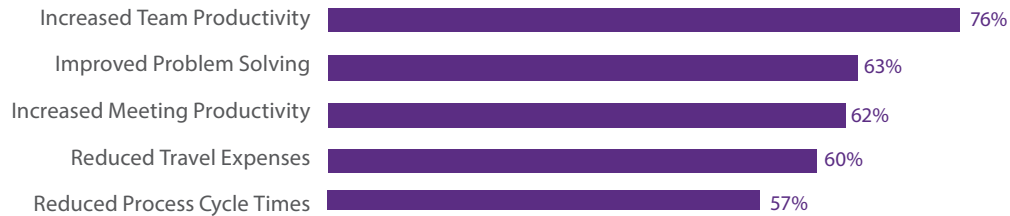
Business Outcome	Value
Improved Employee Retention	4.6x
Training Effectiveness	3.5x
Risk Reduction	3.1x
Enhanced Customer Experience	2.8x
Accelerated Rate of Innovation	2.8x

Figure 1: Collaboration Maturity in High-Tech

Percentage of Total

50%

39% UNSUPPORTED
33% NOT INTEGRATED
17% INTEGRATED
8% COLLABORATIVE
3% OPTIMIZED

0%

Very High

Value Recieved

Very Low

UNSUPPORTED - very little technology to support teams and no collaboration strategy

NOT INTEGRATED – experimenting with basic technology and no collaboration strategy

INTEGRATED –hardware, software and other systems implemented and collaboration space available but limited

COLLABORATIVE – integrated collaboration solutions, training and processes in place but full range of spaces not fully deployed

OPTIMIZED –complete implementation of solutions, training and processes, complete access to full range of spaces

High-Tech organizations that combine best practices and technology with collaboration strategies result in improved business value.

Increased Team Productivity	76%
Improved Problem Solving	63%
Increased Meeting Productivity	62%
Reduced Travel Expenses	60%
Reduced Process Cycle Times	57%

Steps to increase collaboration maturity

Follow these best practices and collaboration strategies to increase how effective your collaboration is:

1. Content integration. The technology available should enable project teams to work on a variety of documents to effectively support any process, referencing information right in the meeting, regardless of source and type of content.

2. Process Implementation. Improving collaboration requires departments and teams to identify where and when group work occurs in their core business processes, and implement procedures and technology that optimize those workflows for collaborative activities.

3. Integrated remote collaboration. The technology should easily connect experts from any location, allowing all team members to share, contribute and collaborate on their results as if they're in the same room. Everyone should be able to share their own documents and notes with the group.

4. Collaboration Training. Intuitive tools and technology should be used to integrate workflows and reduce technical training. Training should be focused on internal multi-generation and behavioral components, changing the collective mindset from just having a meeting to collaborating.

5. Usable Results. Flexible technology should support the entire work process and make it easy to organize, capture, save and distribute ideas electronically.

Assess your collaboration practices today

Take the SMART Inspired Collaboration Assessment at
smarttech.com/inspiredcollaboration

Why take an Inspired Collaboration Assessment?

- Learn why High-Tech organizations that move from the lowest levels of collaboration maturity to higher levels can realize as much as a 92% increase in productivity, and a 62% reduction in expenses, according to cumulative results, from the assessment

- Receive a technology profile for your organization and learn how specific technologies have a measureable collaboration business value

- Learn why certain organizations consistently score the highest on collaboration best practices and how you can achieve similar results

- Learn to avoid the common mistakes that can reduce the business value of your collaboration investment

- See benchmarking details on how your organization's collaboration compares to other businesses in the High-Tech industry

Reseller Information

SMART® | Inspired Collaboration™