

# The Collaboration Revolution



**CEMEX White Paper**

## The Collaboration Revolution

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CEMEX Unveils Shift  
Connect. Share. Live.

### Intro

A quiet revolution is underway. It started with new ways of creating and sharing information on the Internet. It continued with the emergence of smartphones that enabled anytime, anywhere mobile communications. Now, the revolution is linking people in social networks that enrich how they connect, share and live.

Welcome to the Collaboration Revolution.

The idea isn't new. Collaboration is, after all, at the heart of community, society and business. What is new is building a culture of collaboration from the ground up. By using new technologies and adopting new ways to communicate, the Collaboration Revolution is already at work, at home and on the go.

## Building A Collaborative Platform

A centerpiece of the Collaboration Revolution is technology. E-mail is one of the most common forms of collaboration technologies with its ability for bringing groups together in a limited discussion.

But there is an emerging category of computer software, called collaboration platforms, which serve as unified electronic platforms to support synchronous and asynchronous communication through a variety of devices and channels.

Collaboration platforms offer a set of software components and software services that enable individuals to find each other and the information they need and to be able to communicate and work together to achieve common business goals.

The core elements of a collaboration platform are:

- Messaging (email, calendaring and scheduling, and contacts)
- Team collaboration (file synchronization, ideas and notes in a wiki, task management, full-text search)
- Real-time collaboration and communication (e.g., presence, instant messaging, Web conferencing, application / desktop sharing, voice, audio and video conferencing)
- Social Computing tools (e.g., blog, wiki, tagging, RSS, shared bookmarks).

## The Future is Now

Anyone with a smartphone or a page on a social networking site can understand the potential benefits of collaboration. For many businesses, that potential is becoming a brighter reality every day.

Forrester Research reports that companies are seriously ramping up investments in their real-time collaboration capabilities, with deployments growing from 61% of firms in 2008 to 68% of firms in 2009. By 2013, four out of five firms will be using Web conferencing and instant messaging, and they are also adding videoconferencing and a new category of technology called team workspaces that house Web 2.0 features like profiles and tag clouds.

A growing number of workers use social media for business purposes, according to IDC Research. In a recent study, *The State of Social Business: 2009 Survey Results*, IDC found that 57% of U.S. workers use social media for business purposes at least once per week.

IDC sees the revolution continuing in 2010. As the economy and the 2.0 culture drive consumer and business technology together, IDC predicts that “business applications will undergo a fundamental transformation—fusing business applications with social/collaboration software and analytics into a new generation of ‘socialytic’ apps, challenging current market leaders.”

The message is clear. We are entering a time of significant cultural and process change for businesses, driven by the emergence of the social Web.

## The Business Case

Collaboration of course is more than technology. The business case for collaboration is evident in every step in the value chain, from planning and procurement, to manufacturing, delivery and customer service and satisfaction.

Changes in how businesses work internally and with their customers and partners are increasing the emphasis on collaboration. Collaboration leads to greater efficiencies and cost reductions.

Like all great innovations, the Collaboration Revolution needs its champions, which is one reason why CEMEX is stepping forward and taking a leadership role. As a global business, CEMEX is recognized as a leader in building value through innovative use of technology. The case is no different now.

CEMEX is introducing an internal collaboration platform called Shift, which is designed to innovate and help make the company more efficient and agile by letting employees or groups of employees with similar objectives share opinions, thoughts, information, experience, knowledge and best practices.

Shift is deployed throughout the company with a three-part mission:

- Encourage collaboration among all CEMEX business units and functions.
- Build on the knowledge and experience of all of our people.
- Develop initiatives to better serve customers, improve productivity and be better prepared for future challenges.

## Social Networking For Business

Shift combines some of the best elements from popular social networking platforms, but it is far more than a mashup of Wikipedia and a corporate portal, content aggregator, and document repository.

CEMEX designed Shift as a social network with a business focus. When employees use Shift, ideas, suggestions, and recommendations bubble up across the network. Communities of interest are formed to tackle challenges common to their locations, markets and skill sets. Projects can move forward without the barriers posed by traditional hurdles, such as over-reliance on e-mail and live meetings. The payoff is lower cycle times, faster time to market, and real-time process improvement.

Shift is ultimately designed for a new kind of workforce, one that is mobile, global, and empowered.

By building a collaboration platform accessible to employees throughout the company and around the world, CEMEX is empowering employees in new and important ways that go beyond traditional titles and roles. With Shift, CEMEX creates a global platform for a global company and a global workforce. When the promise is collaboration, the benefit for employees is greater satisfaction in the work they do and the value they provide.

## **Collaboration Never Ends**

It is no longer possible to run a company with pockets of “disenfranchised users” who lack connection to each other through a collaboration platform. At CEMEX, Shift is already delivering value, as adoption spreads throughout the company. It’s time to get onboard and join the Collaboration Revolution. CEMEX has. Have you?