

# Cisco Connected World Technology Report (CCWTR)

November 2014

# Introduction to Cisco's Connected World Technology Report (CCWTR)

## A survey of:

- More than 2,000 people across 15 countries
- Gen X, Gen Y and HR white-collar employees

## Topic:

The Future of Work: How the ubiquitous use of mobile devices and communications tools used by Generations X and Y is resulting in expectations from workers to be able to transition these technologies into the workplace.

## Goal:

How will this technology influence the future workplace and how we work?



# What's New in CCWTR 2014



# Cisco Connected World Technology Report (CCWTR): Top Trends



**1. Technology Use in the Office: Devices**



**2. Technology: Changing the way we work?**



**3. Location, location: Future of work is not an office**



**4. Gen Y vs. Gen X: Side by Side Comparisons**

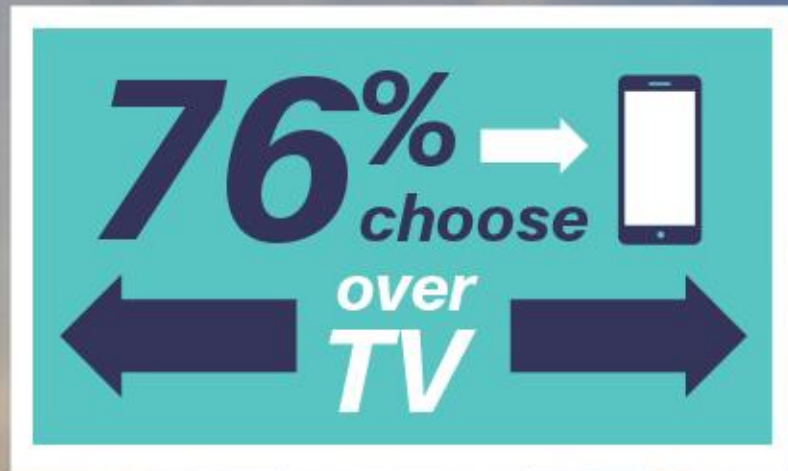


**5. Supertasking: The new normal?**



**6. HR: How Companies View Future Workplace Technology**

# Technology Use in the Office: Device Use



# Technology Use in the Office: Device Use

Most concerned with their



being stolen during a robbery.

22%



26%

17%



21%

Would have the surgery



(if possible)

# Technology Use in the Office: Device Use



Use  
**2-3**  
devices  
**DAILY**

MAJORITY  
MAJORITY

Prefer  
to



53%  
53%

Believe  
will be  
**the most  
important  
device**



34%  
40%

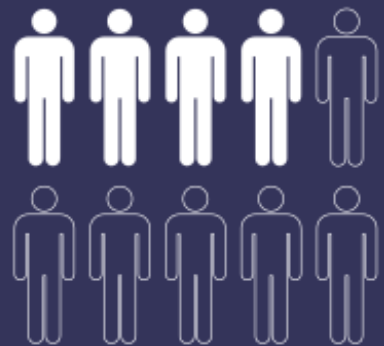
# Technology Use in the Office: Device Use

**7/10** HR Pros



**HOWEVER,**

**40%**  
of respondents



prefer ↓



and **only**

**34%** **27%**  
prefer





# Technology Use in the Office: Device Use

**63%** use



vs.

**13%**



Out of those who use tech for notes:

**39%**



**13%**



**8%**



# Technology Use in the Office: Device Use

**92%**

have less than 20 **WORK apps**



**~50%**

have more than 20 **PERSONAL apps**

**~70%**

use less than 10 **apps DAILY**



Those with

**60-99**



**more than DOUBLES**



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2. **Technology: Changing the way we work?**



3. *Location, location: Future of work is not an office*



4. *Gen Y vs. Gen X: Side by Side Comparisons*



5. *Supertasking: The new normal?*



6. *HR: How Companies View Future Workplace Technology*

# Technology: Changing the Way We Work?

Over **HALF**  consider themselves **accessible 24/7** >  **3/10** via 

$\sim 2/3$  believe **FLEXIBLE 24/7 MOBILE** = **COMPETITIVE ADVANTAGE**  $\neq$  **M-F 9-5 OFFICE**

About **HALF**  believe  adjusting towards **FLEXIBLE 24/7 MOBILE**\*

**56%**  indicate plans towards **FLEXIBLE 24/7 MOBILE** **\*BUT**  $\sim 1/3$  believe **it's too SLOW** 



# Technology: Changing the Way We Work?



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# Location, Location: The Future of Work is Not an Office

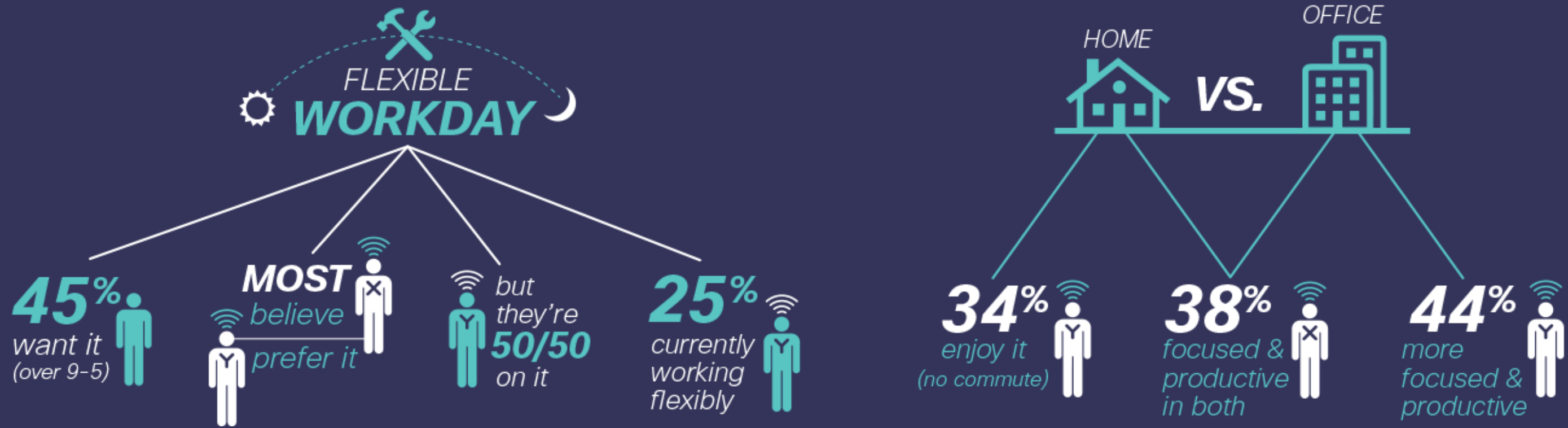
**1/4**   
workers



would  
**RELOCATE**  
to **MARS**  
(or another planet)



# Location, Location: The Future of Work is Not an Office





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# Gen Y vs. Gen X



Gen Y (18-30)

37%

36%

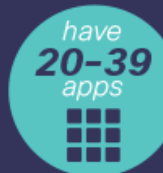
63%

54%

44%

53%

prefer



Gen X (31-40)

41%

29%

59%

43%

36%

45%

# Gen Y vs. Gen X



Gen Y (18-30)

27%

56%

26%

43%

55%

accessible  
24/7  


physical  
offices  
 in  
2020

Internet  
 implant

 for  


mix  
  
work & pleasure



Gen X (31-40)

31%

49%

21%

37%

70%

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# Supertasking: The New Normal?

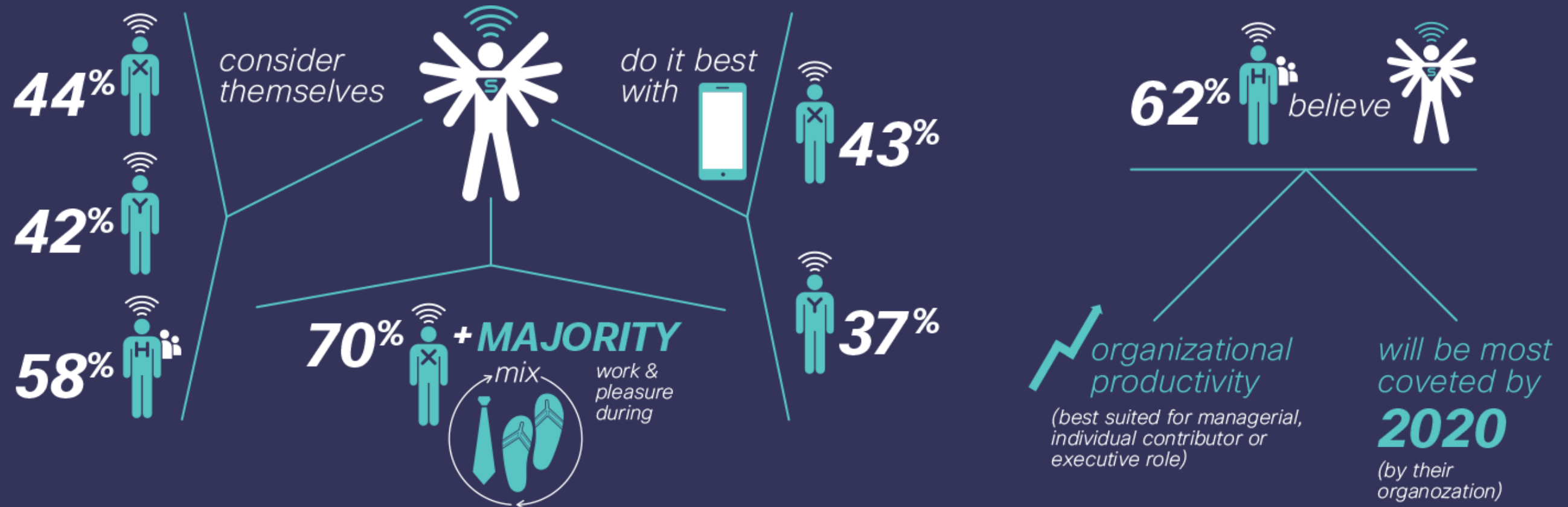
**Supertasker** [su-*per*-tas-ker]: *noun*

DEFINITION(S)

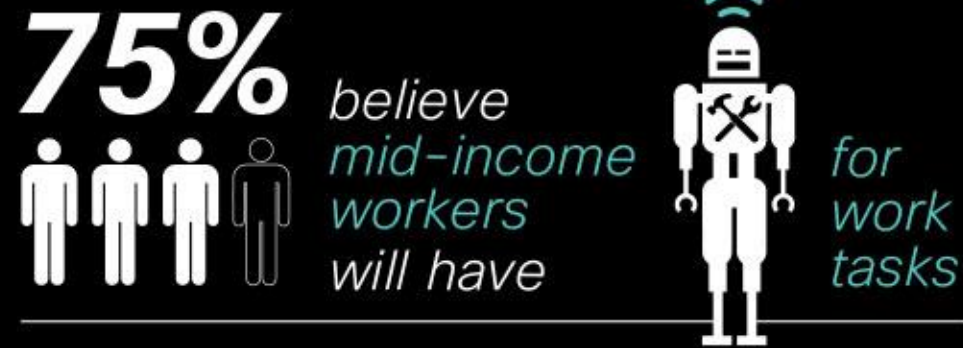
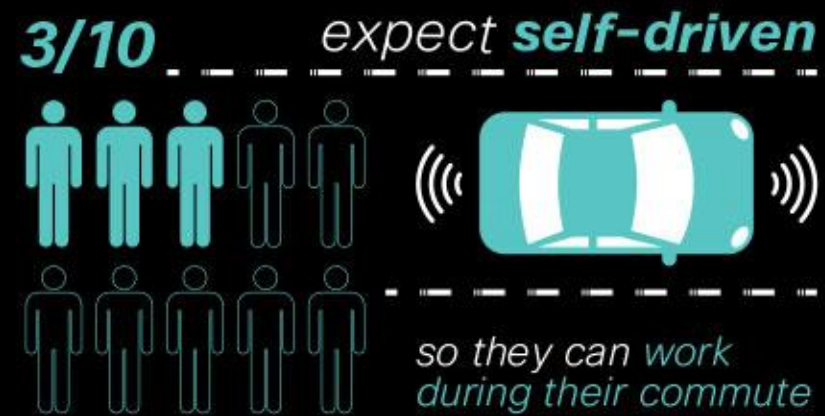
1. A person who excels at completing many cognitive tasks simultaneously
2. A person who utilizes multiple technologies to manage concurrent activities
3. The *new normal*?



# Supertasking: The New Normal?



# Supertasking: The New Normal?



...but the majority says:  
not by 2020.

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6. **HR: How Companies View Future Workplace Technology**



# HR: How Companies View Workplace Technology



**50/50** on talent vs. culture

**MOST** believe the traditional workday will remain

**44%** believe flexibility will be required

**34%** believe "I want it now" ambition is greatest challenge for



**47%** believe



are best at



by 2020

**48%** believe managers won't need to be in the same office as their boss

**38%** believe 24/7 accessibility will be expected (but constant work will not be)

# HR: How Companies View Workplace Technology

The majority of professionals



believe mid-income workers will have



for work tasks in the future

7/10 think



maybe not

~~2020~~

but maybe

2030

37%



willing to hire without meeting



to

and to interview remotely



very open



India

Australia



Brazil

less willing

Japan  
(only 16%)

# Cisco Connected World Technology Report (CCWTR): Key Takeaways



*Smartphone  
vs.  
Laptop*



*The  
SuperTasker*



**vs.**



*Flexible  
vs.  
Traditional  
Workday*



*Robots  
at Work*



**vs.**



*Gen Y  
vs.  
Gen X  
More in common  
than we think?*