



# The People Have Spoken

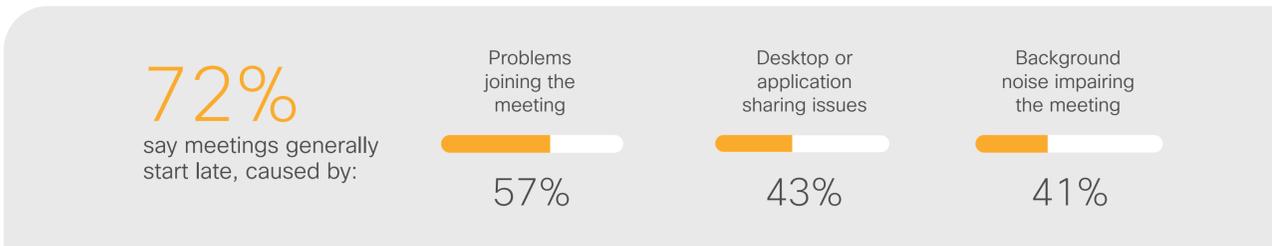
Humans and AI are joining forces for the ultimate team collaboration experience

## Let's face it—virtual meetings can be challenging



**85%** frequently experience issues with online meetings

**42%** feel frustrated because they can't easily join an online meeting



## And preparing for your meetings can be time-consuming and inefficient

**+80%** spend up to 5 hours a week researching information on people and the companies they meet with

**62%** say LinkedIn does not provide enough information about the people they meet with



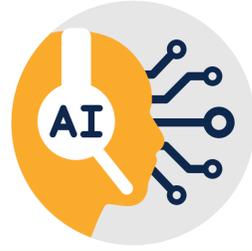
With 1 in 4 respondents spending half of their day in meetings, it's easy to see why 50% would argue with their boss to switch to a cognitive collaboration solution.

## The path forward is clear. Cognitive collaboration provides a better meeting experience

### Virtual Assistant + Relationship Intelligence

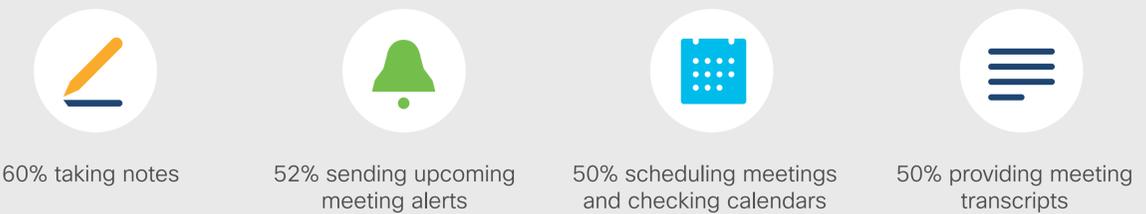
People are looking for a better meeting experience—one with cognitive collaboration capabilities

Cognitive collaboration provides context and intelligence that's woven throughout all collaboration experiences to foster human relationships and build high-performance teams across boundaries



87% see immediate value for an online meeting virtual assistant

The most sought-after capabilities include:



4 out of 5 say having background information readily available on meeting attendees would increase meeting effectiveness

With the most sought-after capabilities, including:



The verdict.  
**9 out of 10** want to adopt a cognitive collaboration solution "as soon as possible!"



See how cognitive collaboration is helping to transform the way we work