



We've read the reports, sifted through the data, and captured the **Top 6** Technology Trends that will be **strategic** for most companies in **2010**.

TOP 6 TECHNOLOGY TRENDS FOR 2010

1.

Break Down Borders. Businesses today need to connect to anyone, anywhere, on any device, and do it securely and seamlessly. Borderless businesses are embracing the use of video, collaborative applications and other networked services – and delivering them across the enterprise using technology that can more easily be managed and scaled.

2.

Let's Get Social. Social networking is spreading in the workplace, and catapulting the whole business dynamic to a new level. Companies need to incorporate enterprise social networking into their overall unified communications and collaboration strategy. LinkedIn, Facebook, Twitter and Wikis in the workplace will begin to be as common as e-mail, and significantly change the way business is conducted. As a result, the decision-making process will be accelerated, customers will expect/receive immediate answers, and workers will be more empowered. **Don't be left behind.**

3.

Aim for Clouds. Cloud computing, whether public or private, is enabling businesses to move to a new and more efficient IT model. Cloud enables companies to deliver applications, information or business process services to customers and business partners. Using cloud resources does not eliminate the costs of IT solutions, but does re-arrange some and reduce others.

4.

Go IT Green. IT can enable many green initiatives. Common green initiatives include the use of e-documents, reducing travel from "telework" to "telepresence" (i.e. the ability to collaborate and stay connected via wired or wireless technology), all of which supports the **modern** workplace. **Reducing energy** consumption and the **cost of employee transportation**, is a good thing.

5.

Seeing Is Believing. The start of more visual communications in the workplace will drive greater return on collaboration investment, higher productivity and improve overall business performance. More and more companies are embracing an **IP-based video meeting**, which is fueling a culture of collaboration. Video will gain in popularity as a vehicle for two-way communications as companies continue to embrace the cost-savings, productivity and environmental benefits of virtual meetings. Video will also play an important role in delivering "on-demand" content that can be viewed anywhere, anytime.

6.

20/20 Vision. In addition to planning for short-term expansion, businesses will make decisions in 2010 that fuel their future growth. IP-based investments – such as unified communications, cloud computing and software as a service, will continue providing the platform to enable successful business practices. In 2009, businesses learned how to do more with less. Applying 20/20 hindsight, vision and lessons learned will inspire the 2010 technology decisions that help businesses work harder and more efficiently for the next decade. **In the process, businesses will work better and more effectively together, creating a positive impact on the global economy and society as a whole.**

As economic conditions continue to improve, CCI is ready to help our clients take advantage of pent-up growth opportunities. Whether it's connecting your team, clients and partners with IP technologies, supporting smart video initiatives, helping our client with security, or simply creating new opportunities through social networking, our commitment to you – is to provide a solid solution set that aligns with your business innovation strategy and helps to ensure success in the coming year."

We hope this tending research helps with your ongoing business planning sessions,

Complete Communications Team

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