



## Seventh Annual Conference – Oct. 3<sup>rd</sup>, 2015

<b>Presentation Title</b>	Collaboration Change Management Service
<b>Speaker</b>	Morcous M. Yassa Massoud
<b>Abstract</b>	<p>Collaborative technologies are transforming the way people communicate, innovate, and work together. Companies are achieving a new competitive edge and financial performance from the ability to engage dispersed communities to work more closely together, anytime, anywhere, in a more natural and integrated way. New business value is being created every day through collaboration, from reduced travel costs and faster decision making to improved employee, partner, and customer relationships. There is increasing marketplace pressure for businesses to keep up with evolving customer demands while incorporating cost-effective solutions.</p> <p>However, some companies might find that valuable collaboration tools and technologies are underutilized, or worse, unused. In order to fully realize the potential of collaborative technologies to achieve targeted business goals and desired Return on Investment (ROI), it is crucial for cultural, behavioral, and process changes to occur throughout the organization, from IT through end users. These changes must be implemented quickly and precisely, and internal IT teams must acquire the necessary long-term skill sets to manage to ongoing change.</p>