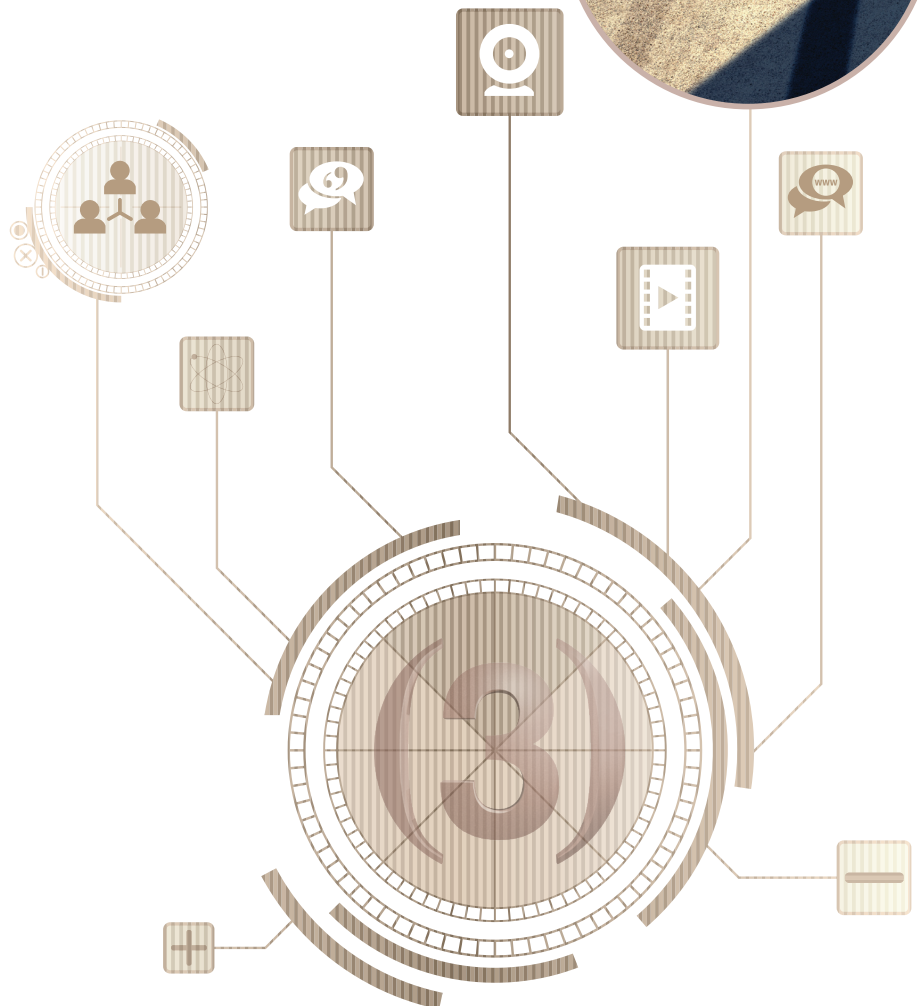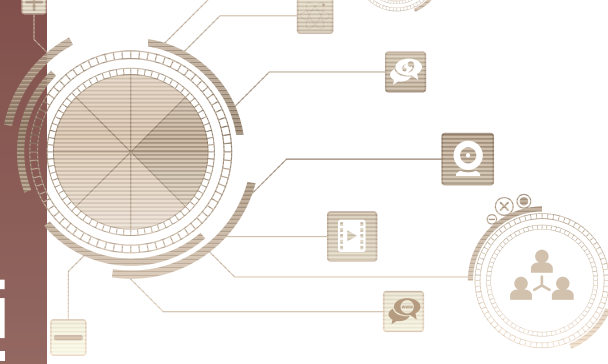Level(3)®

GROW YOUR ENTERPRISE:
VIRTUAL TEAMS COLLABORATE
TO INNOVATE

Introduction

Ask yourself: What makes you valuable to your company? It's probably the skills you have cultivated through your experience, your intuition, and the ability to be part of a team that is finding innovative ways to grow the enterprise. You are a *knowledge worker.*

There's also high probability that you also are moving in and out of dynamic virtual teams, groups of knowledge workers that are formed without regard to geographic location, but with high regard to the knowledge that they can contribute. Enabling each person on a virtual team to communicate their ideas, when they need to, whenever they are, through the medium and device they choose is critical to the outcome of each project.

In this application brief, we describe how a virtual team uses myriad collaboration services to develop and launch a new data analysis and visualization software solution. Over a nine-month period, executives, programmers, sales representatives and marketers are involved in the initiative.

What Do You Think?

The high tech company in this application brief considers investing in technologies that can help increase resource productivity and reduce the cost of doing business to be a key to long-term competitive strength. Starting with SIP trunking as the foundation for their transition, they have incrementally built out their converged voice, data and video communication network to support the collaboration services they now call on to empower their virtual teams.

During the kick-off product development meeting, one question is raised again and again: "What do *you* think?"

- The VP of Sales tells all the groups on the meeting, via Level **3**SM **Ready-Access®**, that he thinks "enterprises are looking for better data mining to handle the huge spike in data volume associated with Big Data."

- The Marketing Manager responds by using **web conferencing** to show charts generated from the voice-of-the-customer survey they finished last month. She adds, "This should help direct feature development. It's not just more horsepower. They also want to be able to better parse significant data from the noise."

- The company's CTO is using her tablet and **Level 3**SM **Connect Solutions** to attend the meeting, while waiting for her flight to leave Heathrow Airport. She sees, using presence status, that the VP of Engineering is available. She sends him a link to the web conference and then calls him to let him know that she thinks that he should get involved in the meeting.

- The VP of Engineering joins the group from his office and the meeting chairperson sees that he is now part of the discussion on the **roster information.**

- As it often happens, the VP of Engineering wants to map out the development plan using his whiteboard. He points his webcam at the whiteboard and in seconds everyone can chime in on what he thinks, using **Level 3**SM **Web Meeting and Ready-Access.**

In the next nine months, regular meetings are held, with staff from each core group tapping in as necessary. Colleagues from other departments join into the process, for example from the Tech Support Group and Documentation, during each sprint in the development cycle.
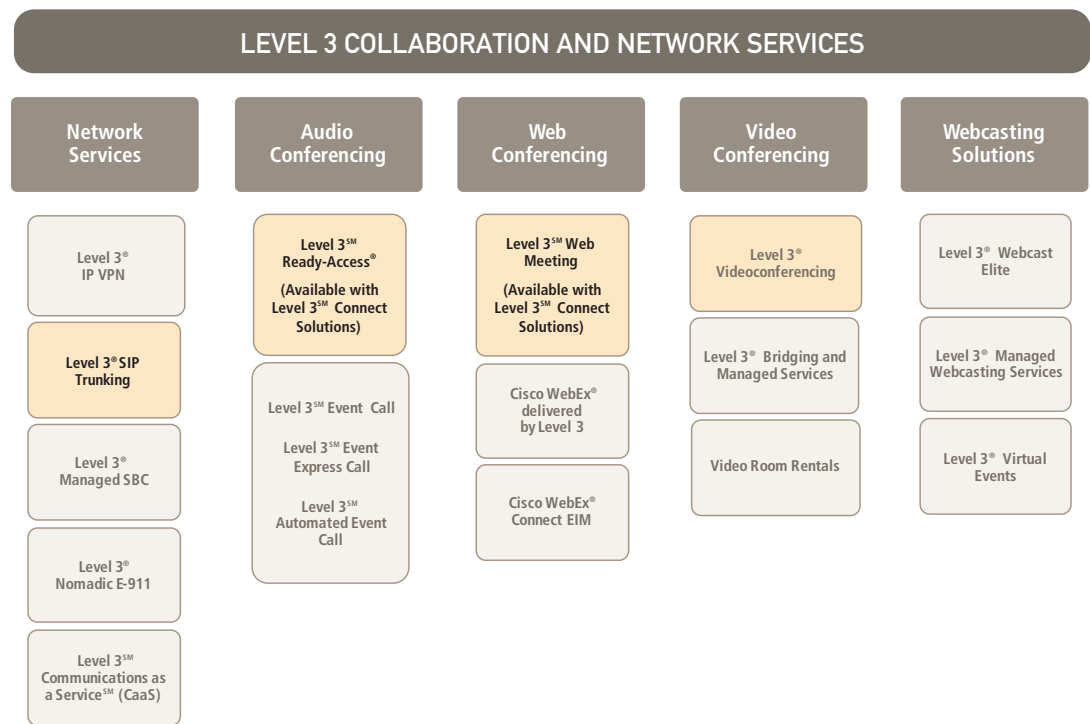
Level 3 Collaboration Services

Organizations that can more rapidly build virtual teams and enable them to collaborate more effectively, in a secure environment, have an advantage in being able to drive growth. The Level 3® Network is a significant performance differentiator for UC deployments. Level 3's network, extensive telephone number coverage and global footprint combine to help reduce service delivery and management, simplify your network architecture and better control telecommunications costs. Level 3® SIP Trunking offers the flexibility to integrate with existing networks, supporting an economic transition to IP communications.

These advantages, along with our ability to align the services we provide to your business needs, can help your organization operate more efficiently and grow.

Learn More

Find out more about Level 3's Collaboration and network services at www.level3.com.

LEVEL 3 COLLABORATION AND NETWORK SERVICES				
Network Services	**Audio Conferencing**	**Web Conferencing**	**Video Conferencing**	**Webcasting Solutions**
Level 3® IP VPN	Level 3℠ Ready-Access® (Available with Level 3℠ Connect Solutions)	Level 3℠ Web Meeting (Available with Level 3℠ Connect Solutions)	Level 3® Videoconferencing	Level 3® Webcast Elite
Level 3® SIP Trunking	Level 3℠ Event Call	Cisco WebEx® delivered by Level 3	Level 3® Bridging and Managed Services	Level 3® Managed Webcasting Services
Level 3® Managed SBC	Level 3℠ Event Express Call	Cisco WebEx® Connect EIM	Video Room Rentals	Level 3® Virtual Events
Level 3® Nomadic E-911	Level 3℠ Automated Event Call			
Level 3℠ Communications as a Service℠ (CaaS)				

Overview of Level 3's Collaboration and network services. In this application brief, a virtual team uses myriad collaboration services to develop and launch a new data analysis and visualization software solution.