



*PPD 3D*

Transforming Business with Immersive  
and Socio-Collaborative Technologies

# Companies (and Employees) are Overwhelmed

Source: Microsoft Unified Communications Research 2010, and Gartner 2009 Research

## Growth in Workforce Distribution

**Shifting workforce:** About 1/3 of US workers are currently freelance

**Work from home:** 63 million will telecommute in the US by 2016

## Lack of Technology Integration

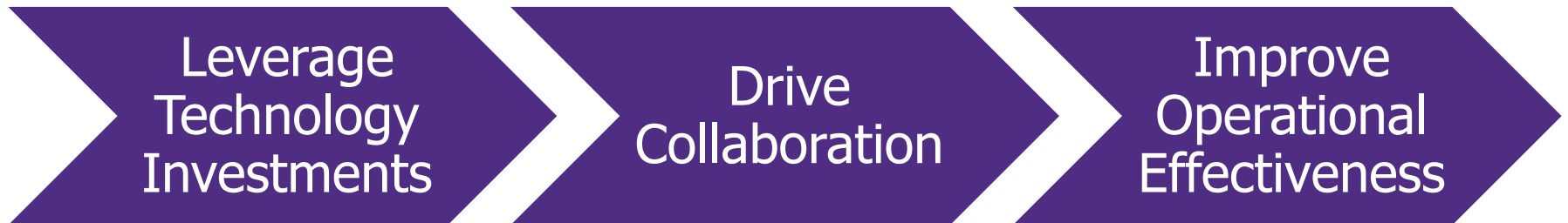
- **Overwhelmed:** Businesses average more than six devices and five comms applications per employee
- **Frustrated:** Collaboration inefficiencies waste up to 25% of staff time

## Demand for New Modalities

- **75% of real knowledge transfer:** is human to human, not document to human
- **Enterprise customers are committed to virtual meetings & virtual learning:** but the current experience is disliked, and lacks real engagement

# Collaboration is Strategic

- Effective ***knowledge transfer*** and ***knowledge sharing*** are essential to the life cycle of our core business – drug development
- Current screen sharing tools lack the sense of presence, immersion, persistence, and interaction to drive truly effective collaboration and learning activities
- PPD and its customers are looking for ***innovative solutions*** to:



# Where PPD 3D Comes In

## **Immersive, Participating Model**

Learners feel:

Present

Engaged

Empowered

Participative

Energized!

**Why read about it in training manuals  
when you can experience it?**

# Users Collaborate in Familiar Work Spaces



**Classrooms**



**Meeting Rooms**



**Auditoriums**

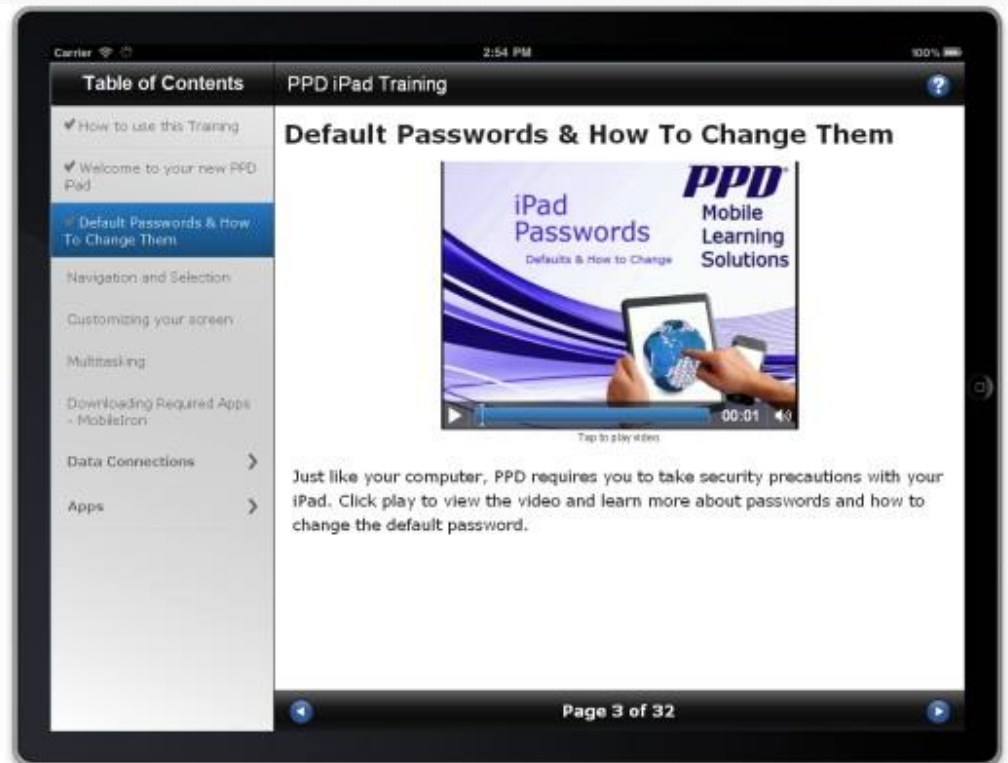


**Trade Show Halls**

# Mobile Training

## Any Content, Any Time, Anywhere!

- Rapid Development
- Ability to Leverage Existing Content
- Just-in-time Learning
- Multi-Device Support (HTML 5 )





Enabling  
Enterprise  
Collaboration &  
Transparency  
like never  
before...



# New Innovation Storm Platform



INNOVATION STORM

Company-wide on-demand ideation integrated to  
our social business platform





# Social & Collaborative Entanglement

